Aculab and TeleFaction: delivering powerful customer measurement tools

As much as businesses rely on automation, the stark reality is that an overemphasis on technology can damage the relationship between a company and its clients.

While machines excel at executing specific tasks, they are typically not built to take nuance, attitude and emotion into account. That's where TeleFaction comes in.
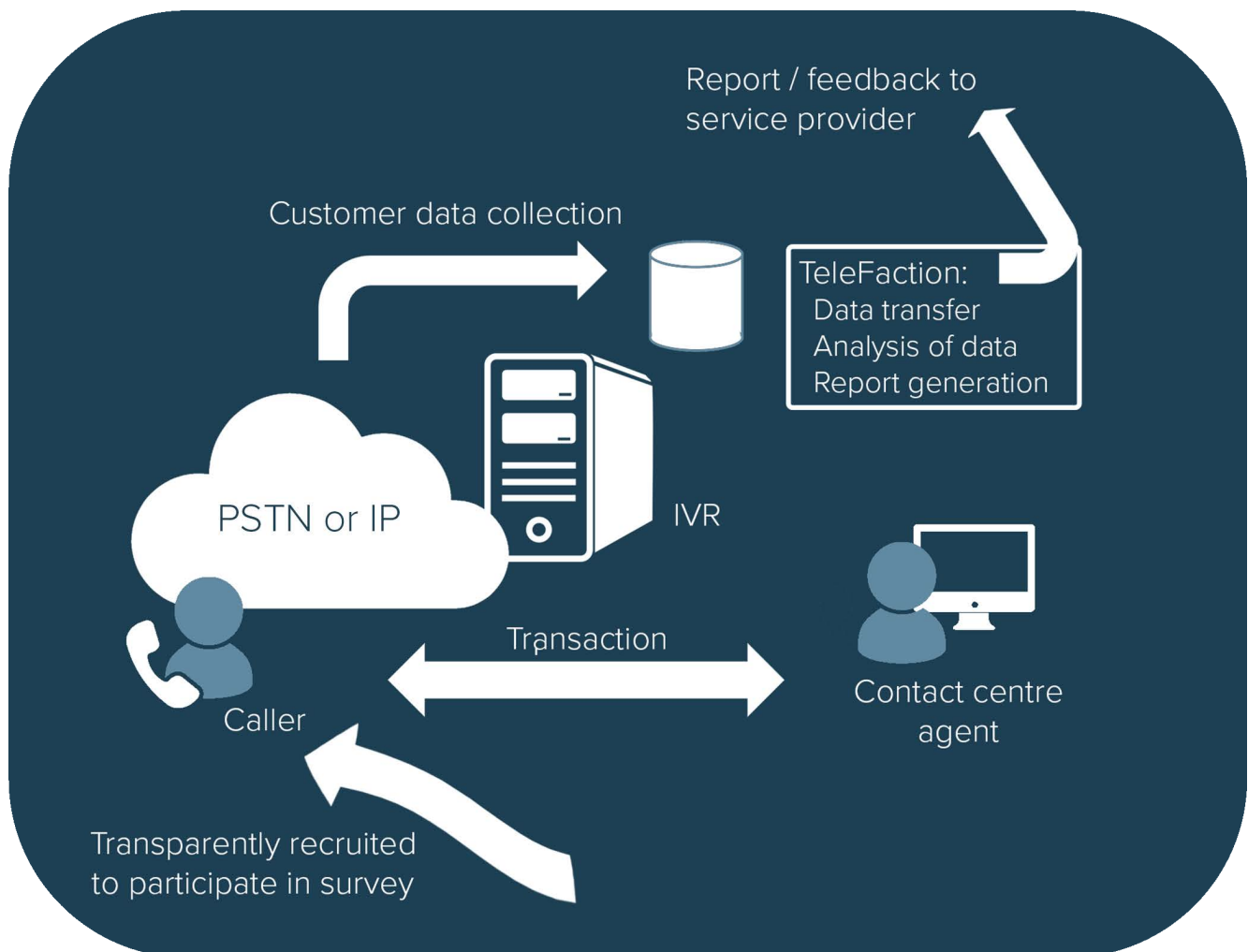
Aculab and TeleFaction

delivering powerful customer measurement tools

A Danish-based provider of customer behavior management solutions, TeleFaction is keenly aware of the balance between technology and human interaction. The company has a solid portfolio of advanced technology that gathers and measures information from multiple customer contact points. This data is used to accurately gauge customer satisfaction, brand loyalty, sales efficiency, brand image and other qualitative factors that can impact every area of a business.

As one can expect, TeleFaction's proprietary information collection technology is complex and sophisticated. It comprises three primary elements: software, media processing boards, and a computer server. Via these components, customer data is collected and analysed, and closed-loop feedback is provided to the client.

It takes a tremendous amount of processing power to gather huge swathes of customer data, and to dissect, analyse and summarise this critical information. But as advanced as its solutions are, TeleFaction's success is equally predicated on its ability to make its technology adaptable to the specific infrastructure requirements of its customers.

Report / feedback to service provider

Customer data collection

TeleFaction:
Data transfer
Analysis of data
Report generation

PSTN or IP

IVR

Transaction

Caller

Contact centre agent

Transparently recruited to participate in survey

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> " *Our clients use distinct server hardware and operating systems. We do not have the luxury of dictating which solutions they should deploy in order to meet our needs. We have to fit into their environment.* "

— Mickey Melskens, TeleFaction's Chief Technology Officer

Flexibility is the key

- The TeleFaction software runs on multiple operating systems so it can simply be added to the customer's existing computer server
- The Prosody X board is available in PCI, PCIe, and cPCI form factors
- A new server with TeleFaction software and a Prosody X board can be installed on the customer's network
- Data can be collected off-premise through a network connection to the customer site
- Prosody X network connectivity:
    - T1 / E1
    - ISDN PRI
    - CAS
    - IP (SIP, H.323)

To give TeleFaction the necessary flexibility to meet the varied infrastructures deployed by its customers, TeleFaction relies on its partnership with Aculab, a leading provider of enabling technologies for service providers, enterprises and application developers.

> " *"Right from the outset, Aculab understood that our key requirement is adaptability. They have provided us with flexible solutions that allow us to meet the diverse and specific needs of our customers* "

— Mickey Melskens, TeleFaction's Chief Technology Officer

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The underpinning of the TeleFaction solution is technology, but the total solution is delivered without placing a technology burden on its customers. Melskens explains, "In many ways, you can consider the TeleFaction software and analysis as a designer dress made especially for each client, but all cut from a technology fabric. Aculab provides the custom fabric to make sure we can make the right dress for each client."

While a key element of the TeleFaction solution is the options available with Aculab's Prosody X media processing board, Aculab delivers more than just hardware. Its technical support, engineering service and consultancy help TeleFaction to meet its goal of delivering a superior product without placing onerous requirements on its customers.

The TeleFaction approach of 'putting themselves in the customer's shoes' underscores the need to ensure that the service works right the first time, and every time thereafter. This is important as consumers are often uncomfortable when asked to communicate with a machine and describe their individual experiences. Therefore, TeleFaction must ensure the system performs flawlessly to capture accurate data and deliver the quality report its clients expect. Delivering to that purpose, Aculab's technology remains reliable and transparent to the customer.

This attention to detail continues to hit the mark for many TeleFaction clients, such as Topdanmark, a Danish insurance company.

"In close co-operation with TeleFaction, Topdanmark has constantly improved the customers' experiences of the quality of our customer service," said Bjørn Verwohlt, Topdanmark's Marketing Director. "Today, on the basis of TeleFaction's models and tools, we have a unique method of knowing how the customers generally experience Topdanmark. This means that our Return on Behavior® is very satisfactory."

Since TeleFaction's customers are focused on maintaining the integrity of their infrastructure, they are often delighted to learn that they do not need to change or upgrade a server, operating system, or IVR to see the benefit of the customer perception analysis.

On the surface this seems quite simple, but new quirks or situations can be introduced, which require unique solutions. When this does occur, TeleFaction tackles the implementation process – with the complete support of Aculab's engineering services group – to ensure that each project is implemented efficiently and effectively with minimal intrusion.

"When our clients hear 'do not worry, the software we deliver works on almost any platform,' you can see the sparkle in their eyes," remarks Melskens.

"Prosody X enhances the flexibility of the TeleFaction solution with support for both T1 and E1 trunks, as well as ISDN, CAS, and IP for system interconnect, and the largest selection of codecs in the market. That makes it ideally suited to fit into a demanding, multiple-use environment," states Andrew Nicholson, Aculab Product Manager. "Additionally, the various bus architectures can enable seamless implementation on different customer servers, when the need arises."

"Aculab's boards work for us. Above all, their engagement and understanding of our needs is the differentiator that contributes to our status as a customer experience specialist. TeleFaction sells the possibility of an increase in customer satisfaction through further development of the IVR system, and this unique perspective helps companies to change consumer's lifecycle and brand perception. We want to work with enthusiastic partners that embrace challenges and think big. Aculab is able to deliver on all these counts," concludes Melskens.

About Aculab

Aculab provides deployment proven telephony products to the global communications market

Whether you need telephony resources on a board, on a host server processor or from a cloud-based platform, Aculab ensures that you have the choice. We are an innovative, market leading company that places product quality and support right at the top of our agenda. With over 35 years of experience in helping to drive our customers' success, our technology is used to deliver multimodal voice, data and fax solutions for use within IP, PSTN and mobile networks – with performance levels that are second to none.

For more information

To learn more about Aculab Cloud and Aculab's extensive telephony solutions visit:

www.aculab.com

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