



IPscape cloud contact centre for Prosper CRM announced

Sydney, NSW -- 3 September 2009 -- Australian contact centre provider IPscape today announced IPscape for Prosper CRM, a fully integrated contact centre module for Prosper CRM. IPscape for Prosper CRM was developed to deliver high-end call centre functionality including customer information screen pops for inbound calls and automated dialer for more efficient outbound calling from a Prosper customer record. The scalability of the IPscape cloud-based technology explodes the traditional physical 'lines-in' inbound limitation. The upfront cost of dedicated lines into the call centre tends to limit the number of inbound lines - effectively limiting the maximum number of callers talking to agents or on hold to the number of inbound lines. 'With IPscape you can theoretically have every one of your customers calling simultaneously and every last call would be answered by the IPscape IVR system,' said IPscape CEO Simon Burke. 'While thousands of simultaneous calls is unlikely to happen, the IPscape technology enables anyone in the organisation with a browser and headset to answer calls when there's high demand; or for calls to be easily transferred to product experts outside the call centre.' The Prosper CRM integration enables customers to enter their customer number while in the IVR queue so the call centre agent has complete customer details onscreen when the call is answered. 'The integration with Prosper CRM alleviates manual customer lookups after answering the call,' said Burke. 'Now Prosper users can focus on the customer's needs from the first second on the call.' IPscape has been providing cloud-based call centre solutions since 2005. The Sydney head office houses development and support of IPscape's award-winning call and contact centre solutions used by over 20 Australian clients. The IPscape solution bundles telco voice, software, reporting and management on a per-second billing basis for inbound, outbound or blended requirements. 'Prosper CRM is used by many tier 2 and tier 3 financial institutions such as credit unions and building societies,' said Steve Dumble, CEO at Prosper Business Solutions. 'The IPscape integration enables these customers to enjoy leading edge call centre functionality for inbound and outbound operations at a fraction of the cost of traditional providers.' IPscape for Prosper CRM includes all the standard features of IPscape's award-winning solutions such as predictive dialler, voice recording, IVR, queue management, real-time reporting and communication via voice, SMS or email. ENDS

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