

LEVERAGE TECHNOLOGIES

Global Sky Services
Diagonal 640, 6º
08017 Barcelona, Spain
info@globalskyservices.com
Phone: +34932304135
Fax: +34932287899

Leverage technologies to maximize revenue opportunities - There are technologies that exist today that aid organizations in enhancing their sales processes, but GSS has found that most organizations are not fully utilizing their current technological infrastructure. GSS aids organizations in understanding their current capabilities and deploying technologies that better leverage the opportunities. By migrating to SystemOne (GSS's technology infrastructure), organizations can not only save significant dollars by taking advantage of GSS's scalability but also can leverage GSS's full suite of technologies that exist today designed to enhance the overall sales infrastructure.

THE APPROACH

Organizations today are either underutilizing their technology infrastructure or are not advanced enough to apply basic techniques that will allow them to better speak to their customer. Simple customer segmentation aids organizations in doing this. Technology allows them to make that first step in customer segmentation by having the right person speak to the right customer at the right time.

IVR (Interactive Voice Response, or called a VRU Voice Response Unit) - From a cost savings perspective most call center organizations have deployed some sort of IVR. The technology will allow customers to obtain simple answers to questions in most cases frequently asked. Customers may obtain balances, perform simple transactions, and, in some cases, place stock trades. Nevertheless, although companies have deployed this technology for these cost saving tactics the IVR may be used in a much more advanced fashion, such as customer identification, and decisioning. GSS can aid an organization in utilizing this technology to its fullest

extent and, by applying some simple programming and routing, can help in better speaking to customers.

CTI and call routing - This technology allows organizations to predetermine how they want to interact with a specific customer prior to them calling. In other words, it is a technology that is used for some types of segmentation. In most cases though GSS has again found that companies are using some form of CTI technology, but not to the extent that firms could.

CRM - This tool of the late 90's was deployed across multiple organizations with multi-million dollar investments. Organizations have seen uplift in overall customer satisfaction and customer profitability, but studies have shown that there has been on overall disappointment in the CRM packages that have been deployed. GSS feels that this is not necessarily because the packages are not working. Just underutilized. In some cases, these packages have enabled the representative to make "real time" decisions and provide more profitable, interactive offers relative to how that customer is answering certain questions.

GSS SystemOne - For organizations that have not deployed any or just a portion of these technologies, GSS SystemOne is a product suite of technology that aids an organization to have access to these types of solutions at a reduced cost. GSS routes and handles over 2 million transactions a day. For that reason, we have scalability and cost saving that we can pass on to organizations while providing technology that enables them to be more profitable and better leverage their customer.