

# Hosting your contact centre

*Just what can an Application Service Provider (ASP) do for your business? Roger Sinden of CosmoCom, Inc. has the answers. ASPs don't only maintain and support your in-house applications. You can also rent your IP contact centre from an ASP, as some major service providers are already doing.*

**A**n ASP manages and delivers application capabilities to multiple companies from a data centre across a wide area network. Application Service Providers offer a simple and cost-effective alternative to managing technology in-house and help customers precisely control the total cost of technology ownership.

Small to midsize businesses have been more receptive to the idea that they could move their IT responsibility to an ASP. Now large organisations are also seeing the benefits. This is not surprising as in many smaller businesses, the person making the purchase decisions is not an IT professional. A more interesting finding is that smaller businesses feel ASPs offer easier access to industry-specific solutions. However, whatever size the organisation is, lower costs, improved customer service and increased flexibility are the most important criteria influencing the decision to use an ASP.

One of the most exciting technology advances in call centres today is convergence — the merging of data, voice, and video communications over a common IP network. Call centres are one of the first applications to take advantage of the growing trend towards convergence as businesses take advantage of the new sales channels offered by the Internet. So do you migrate your existing call centre through web-enabling your existing agents or do you set up a new IP contact centre? There is a third alternative: rent your IP contact centre from an ASP.

Rather than re-engineering corporate networks (LAN) and installing complex CTI projects, you can host your IP contact centre via a managed IP network. All this hosted application requires is a complete rethink on the way you purchase both software and hardware. Any large software deployment always requires an enormous investment in people, as well as software and hardware. While

software and hardware can be sourced simply by raising a purchase order, acquiring specialist skills usually takes time and money.

An ASP already has these skills. Customers benefit not just by saving recruitment costs, but also from a rapid time-to-market. Deploying a new, improved application like a CosmoCall IP Contact Centre is only a question of connectivity and training — an ASP usually enables deployment in weeks rather than months, leaving the customer free to concentrate on business. ASPs are in business because of their long-term commitment and because they can spread support costs over multiple customers.

CosmoCom's product, CosmoCall Universe employs a unified IP technology designed for network-based applications. This technology enables agent location independence with full-feature functionality, including PSTN voice, seamless call routing within global organisations, as well as home agents. The system can be readily integrated with complementary products, enabling Service Providers to offer the whole-product solutions that today's customers demand. CosmoCom's company mission is to maintain our technology and market leadership in this growing, new generation call centre market, with a focus on the increasing number of service providers offering call centres as a network-based hosted application.

## ABOUT THE COMPANY

Headquartered in New York, CosmoCom, Inc. provides new generation call centre platforms. The company has received an array of industry awards and holds a 50 per cent share of the US IP-ACD market with its installed base. The company's mission is maintain its technology and market lead.

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