

1300 570 703 – 0800 197 020

Inbound customer engagement software



MaxContact



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When customers really need to speak to your business, a smart software platform will route their inbound calls, texts, emails, web chats and social messages to the right person, first time, every time.

But not every customer needs to speak to someone. If they don't, convenient self-serve IVR journeys can save huge amounts of time, for both customers and employees. Taken together, these intelligent inbound customer engagement solutions create efficiencies for your business and great customer experiences.

The IVR is often the first interaction that your customers and prospects have with your contact centre, so providing a good first impression is key. Consumers are now used to dealing with IVRs and many prefer to use them for simple tasks such as providing meter readings or making payments, rather than waiting in a queue to speak to an adviser.

Providing self-service options with IVR allows your contact centre to be operational 24/7 without any additional costs. This reduces the quantity of calls your advisers have to handle, saving time and money. It also allows your advisers to focus on complex queries and escalations, minimising the number of mundane calls they have to deal with and increasing job satisfaction.





How inbound works for you and your customers

Our drag and drop IVR builder allows you to create better, more efficient customer journeys in minutes. Use detailed insights to continually refine the IVR experience and get customers to where they want to go more quickly.



Take control of inbound calls

Automatically and intelligently direct incoming calls to the right staff based on selected options. And if your contact centre takes and makes calls simultaneously, create a blended environment that prioritises inbound calls during busy periods.



Self-serve and save time

IVR is convenient for customers and saves a huge amount of time for your teams. That's if you get it right. But self-serve can be confusing if not done properly. With MaxContact you can easily create and tweak IVR journeys that are simple, logical and effective, delighting time-strapped customers and letting your teams focus on more complex calls.



Payment IVR

Our payment IVR is fully compliant, letting you take payments at any time. DTMF tones mean your teams never see or hear payment details, and PCI-DSS compliance lets you take payments without agent involvement. We can even customise payment IVRs for your specific needs. That's great for customers – and great for the efficiency of your department.



Empowering self-serve

Help customers take matters into their own hands, day or night, whether they're requesting a call back, choosing marketing preferences, or making a payment.



Reduce the cost of every call

Speed up the DPA process and reduce the cost of every call by automatically identifying and verifying customers before they speak with your teams. Route customers to the right agent first time, every time.



Total customer visibility

However, customers get in touch, they want to reach the right person, right away. To make that happen, we give your teams one all-encompassing view of every customer, including every interaction (voice, email, SMS, webchat and more) within your organisation.



Increase customer satisfaction

By capturing customer information within the IVR and efficiently routing customers to where they need to go, you significantly improve first contact resolution. By reducing repeat contacts, you save time and money and increase customer satisfaction.



Easily adapt to changing customer needs

The ability to change your IVR to meet new customer demand is essential. With MaxContact's detailed reporting and drag and drop IVR designer, you can make changes to your IVR in real time and set up new routes and queues in minutes, without the need to involve any technical resource.

36%

reduction in calls needing team members involved

22%

reduction in handling time

71%

reduction in repeat contacts

29%

increase in first contact resolution





Channel your digital messages



SMS

Send SMS as individual messages or conversation threads, giving your customers another way to contact your business. Texting gives your teams the chance to prioritise messages and respond accordingly.



Email

Manage and send emails straight from the MaxContact platform.



Web chat

More and more customers want the option of web chat. MaxContact lets you set it up in minutes, with no coding skills required.



WhatsApp

Have two-way conversations with your customers on WhatsApp, all within the MaxContact platform.

As well as responding to customers, you can also trigger WhatsApp messages to send customers notifications, whether that's about an up-and-coming delivery or to pay their bill. You've got the option to create initial message templates whilst offering your teams quick responses and conversation scripts so that they're working efficiently.



Facebook Messenger

Let your highly skilled team can handle Facebook private messages with customers like any other channel. Full reporting, conversation scripting, interaction monitoring, and SLA's ensure you're handling every interaction with the correct urgency.



Features

Interactive Voice Messaging (IVR)

IVR can be used to supplement outbound campaigns with automated phone calls. It provides your customers with a personalised bespoke message - perhaps a payment or appointment reminder - and includes the ability to route the call to an advisor if the customer requires further information.

It also allows you to set specific agent alerts when the call is delivered so that agents can quickly identify which queue the call was delivered from.

Virtual Queue

Allow customers to save their place in the queue and then receive a call back once they reach the front, avoiding frustrating queueing time.

Database Lookups

Link to MaxContact's database or external databases, via webservice/API or direct database access, to dynamically route calls or present information to the customer via Text to Speech.

API Integration

Integrate your IVR with third party applications such as CRM solutions. This means that customers can, for example, check the status of an account or an order status before they speak to an agent.

Add to Do Not Call (DNC)

Save on agent interaction by allowing customers to automatically remove themselves from the calling lists through the IVR.

Text to Speech

Speech synthesis converts data from your MaxContact database and presents it as audio to customers using a human sounding voice.

Clone IVR

Our clone IVR feature means you can avoid the manual process of building multiple pages from scratch every time and avoid the risk of manual error in case of complex IVRs.

IVR Time check and Blackout days

Time check allows your IVR to route calls to an out of hours message (or to another route) when you are closed. This element can be added to the beginning of any IVR route and is usually placed after the start or welcome message element. You can also use the blackout element to easily preconfigure days such as Bank Holidays or all-staff training days.

Check Stats and Compare

Check important stats - for example, number of customers in queue - and take appropriate action. For example, if the estimated queue time is too high on queue 1, route customers to queue 2



Working with you

We're building new integrations all the time, these are the most common ones already implemented with MaxContact, however speak to our teams about software you'd be interested in integrating to make your work-life easier.

Integrations

Payments	Data & Insight	CRM & Support
Infrastructure	Financial	



Compliance & security

Ensuring your data is safe, and that you've got the tools to ensure compliance with GDPR and Ofcom regulations, is incredibly important to us.

Here's how we help protect you...



Data security

Data is protected with security at every level, from your browser all the way through to the SaaS backend. Using Azure, information is fully stored and encrypted in transit and at rest. It's monitored using antivirus and threat detection and protected using key vaults including SSL encryption over the internet, token and multi-factor authentications and data encryption across the platform. In other words, with MaxContact you can be sure you're handling data securely and compliantly.

Services at the heart of the MaxContact platform communicate over private, SSL secured network connections. SSL secured databases hold all your customer data and are housed in private security zones with no external access. We encrypt data at rest for a high level of intrusion and data exfiltration prevention.



Audited for peace of mind

Our platform is heavily audited for changes, reviewed by our security professionals and automatically scanned for common vulnerabilities and code errors on every build. That's all before builds are deployed into production environments.



Roles and permissions

Control who sees what on the system with simple role assignment. Customise all permissions to create multiple, bespoke roles to your business.



Compliance and security in one

MaxContact is ISO27001 and Cyber Essentials certified, so you can be sure we keep yours and your customer's data safe and compliant. Our payment solutions are PCI-level 1 compliant, and our SaaS application is housed in Microsoft Azure, offering the highest security and compliance credentials.



Private, segregated, and secure

We don't use any shared services for the security core of your infrastructure. Your network is fully isolated from others, and you're provided with your own network, app services, key vaults and recording storage.

Your MaxContact platform can be built over the internet or as an extension to your network. This on-net option means no data is sent over any public internet connections, instead using Microsoft ExpressRoute or VPN solutions.



Unlimited call recordings, always free

All your calls are recorded free of charge and without limits, so you know you've got a record of all your communications. But don't worry, call recording stops during the payment process.



Trusted by regulators

With multi-layered security architecture, MaxContact is a trusted supplier to industries regulated by Ofcom, FCA, PCI-DSS and GDPR. We have high availability, complete anonymisation and pseudonymisation functionality with full disaster recovery and 99.99% uptime guaranteed.



Why work with MaxContact?

Why MaxContact?



Always supported

We're all about partnerships. You'll have a dedicated account manager, regular service reviews and a 100% Australian-based support team on hand for any queries. It's no wonder we have a 97% customer satisfaction score.



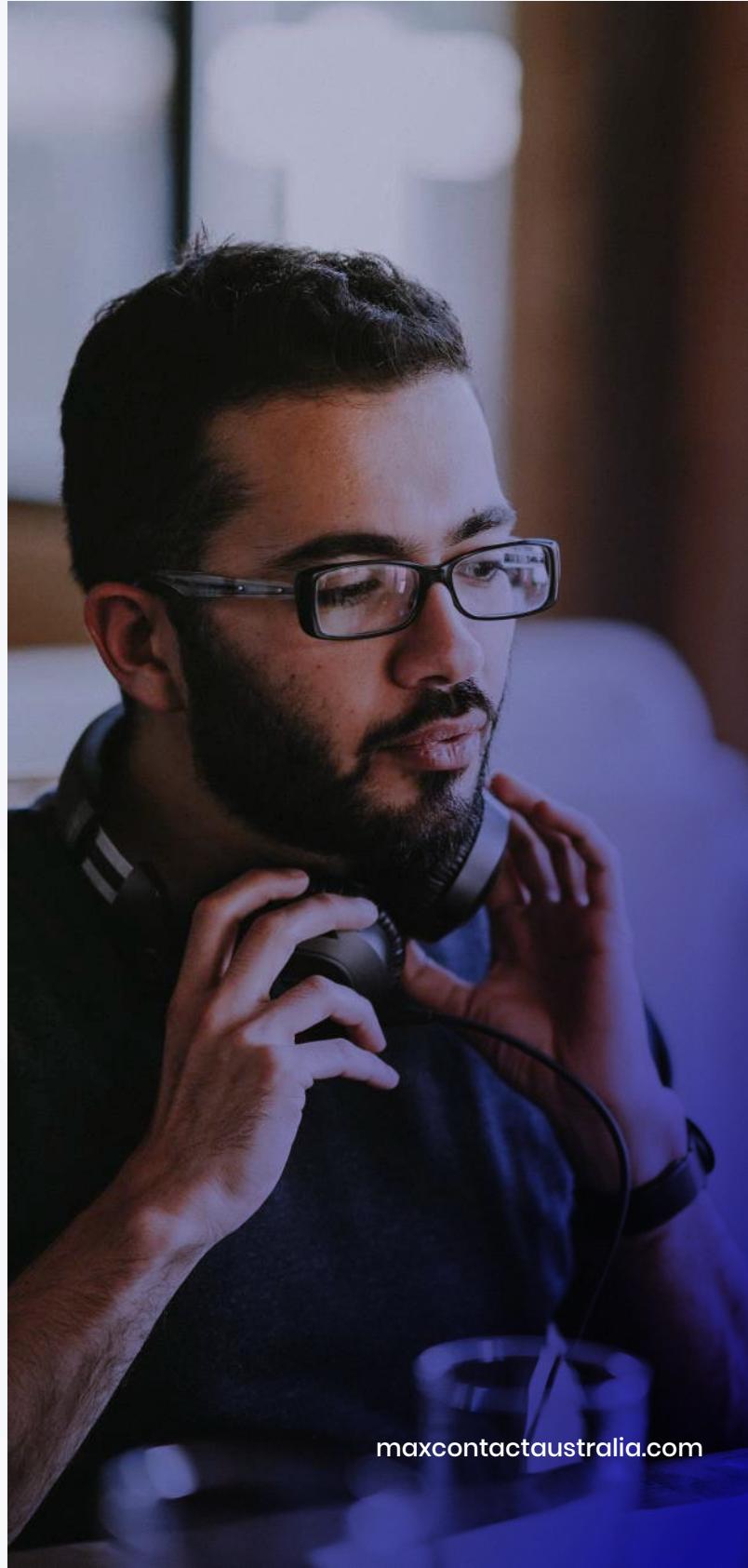
Simple licensing & pricing

We pride ourselves on making things easy for you. There's no hidden charges. You simply pay per user, and for the calls you make.



Easy setup

Our project team works with you to ensure a smooth transition, with the typical project setup taking just a few days, including training. It's all included in the price.





Secure & Compliant

Cloud-based data security (in Microsoft Azure) is paramount. This is combined with strict data controls to ensure you always remain compliant.



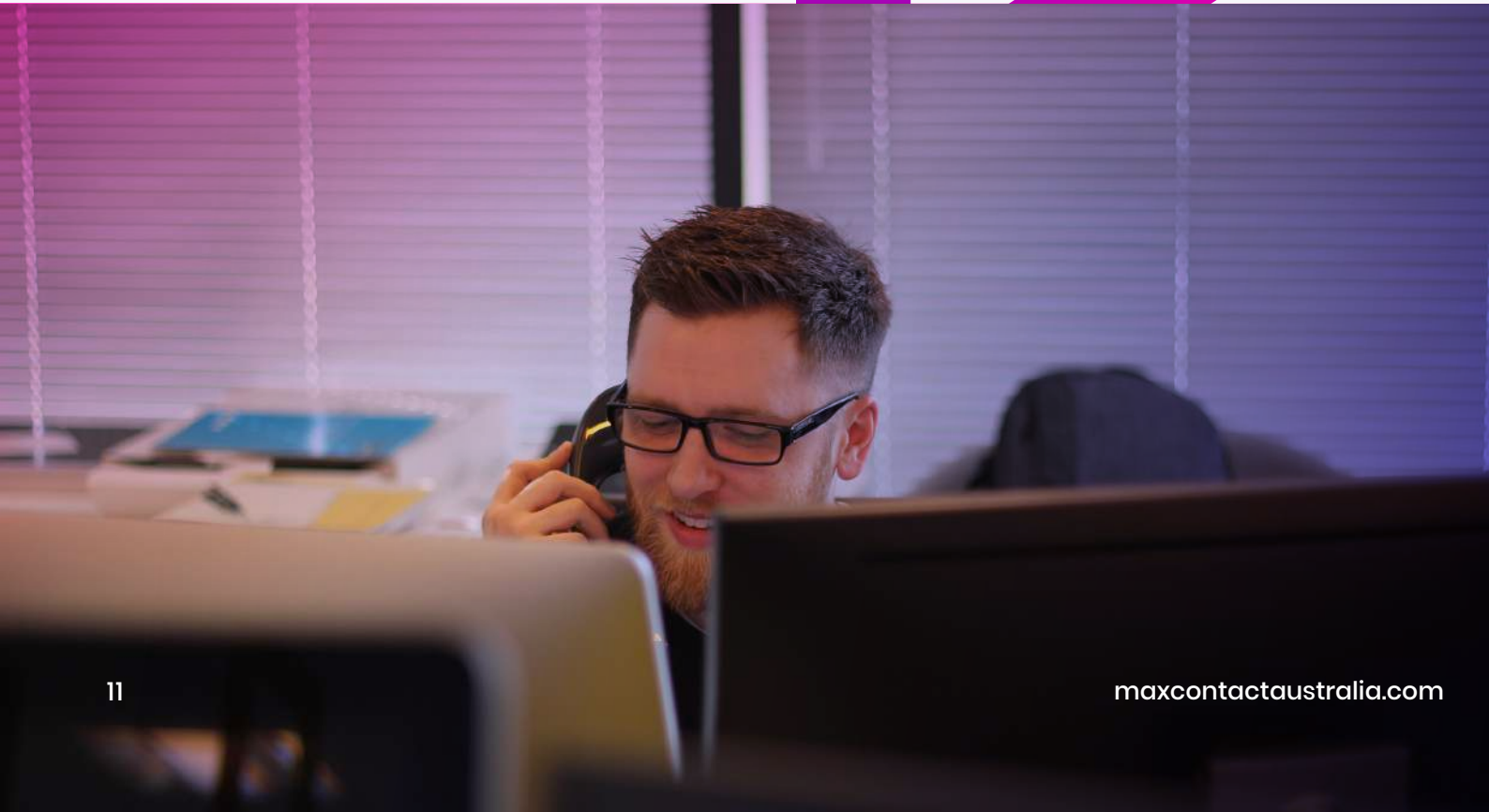
Developed in partnership

MaxContact's continual improvement policy relies on your feedback, which is why we work with our customers to identify the new features and improvements they want to see. We share our 12-month product roadmap and take an open and transparent approach to product development.



Built for you

We know it's not always a case of one size fits all, which is why we'll work with you to design a solution that meets your needs now and will help you achieve your goals.





To see how MaxContact could work for your teams, request a demo now, email info@maxcontactaustralia.com.au or call us on 1300 570 703 – 0800 197 020

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