

Lines of Communication

Telephony Support & Integration

versaSRS is a highly configurable solution that can be used for IT service management and much more across a wide range of organisations.

Two very different businesses showcased here have deployed versaSRS as their support desk of choice and integrated their in-house telephony system.

Learn more at
versaSRS.com

Rarely does an industry thrive in isolation. The same can be applied to the software solutions that distinguish them. The convergence of new technologies have dramatically redefined telephony in recent years, offering enriched voice and video communication. The business benefits are huge but they are also only part of the picture. Used within a process, telephony solutions have much to gain from the companion applications that sit along side them. versaSRS is such an application and delivers enhanced process capabilities for businesses who not only utilise telephony technology but also for those who develop it.

IVR Technologies is a leading software development company in the SIP space for Voice over IP enhanced services and real-time billing solutions. Based in the US, their products are deployed in over 35 countries worldwide. Their implementation of versaSRS was needed to address issues in managing their technical support requests, a core component of their product offering. "Most of our technical support requests were coming in via e-mail and we had no way to centrally manage, prioritize, delegate or escalate those issues", says Randall Walrond, President of IVR Technologies.

Having done their due diligence, the features they liked about versaSRS included good email-handling and the ability to customise the application. The rich and intuitive web interface also provided them with web access but with a desktop application look, feel and responsiveness. versaSRS is now the central way in which their telephone and email support requests are logged, tracked and managed. It is also the central portal from which their customers can manage issues, search the knowledge base and receive software updates.

The biggest impacts versaSRS has made on IVR Technologies business processes have been centralisation and the ability to calculate and manage metrics. Previously they had no way of capturing measurable data. With versaSRS they can now view stats on average time to resolve, agent performance, issues by product, category and customer.

“These metrics are continually being tracked and monitored to allow us to gauge our performance from a department, product and corporate perspective and adjust our operational and development processes accordingly”, says Randall.

Their customers have certainly taken note and the flow on effects go quite a way further than IVR Technologies own process improvements. “We have an extremely high customer satisfaction rate and response time and this is due in part to our ability to log, track and manage support issues via versaSRS. Many of our customers have deployed versaSRS after experiencing firsthand how professional and efficient the product is with managing support issues”, says Randall.

As a business who relies on telephony to communicate with their customer base, NewSpec can attest to the importance of complementary technologies. "3CX and versaSRS have been core software solutions for the successful day-to-day running of our business. Without a doubt we have enjoyed the extended flexibility and vast functionality of both products", says Graeme Jones, founder and Managing Director of NewSpec. Specialising in the marketing, sales, installation and service of scientific research equipment, NewSpec have offices throughout Australia and suppliers throughout the world. For them, streamlined communication is key and their utilisation of versaSRS extends well beyond support requests.

"We integrated 3CX with versaSRS very easily on our own", says Graeme. "From this moment on there was total visibility within our business which ensured that all calls whether supplier or customer related were followed up."

This encompasses both incoming and outgoing calls, enabling NewSpec to log cases instantly. Missed calls are emailed as an attached wav file and escalated if not followed up automatically through versaSRS. Staff can also work their cases and update them as they make calls, providing more information for reports. Selecting certain key combinations in 3CX can launch the versaSRS knowledge base, retrieve help articles or supporting documents and show any current or closed cases that the customer on the call may have raised.

But perhaps the most popular feature within NewSpec has been the one-click call integration. Staff using versaSRS can immediately make outgoing calls simply by clicking on a phone number in the CRM or in a report from versaSRS. This triggers either their desk phone or soft phone to dial the number automatically when the phone is picked up. "Sales leads and customer account management is now seamlessly integrated giving our staff more time to get on with the job at hand", says Graeme.

The synergy of these applications working together has achieved an outcome which is greater than the sum of its parts. "Integrating our 3CX phone system with our request and sales system has streamlined our customer support and sales department beyond our expectations. The customer experience has improved and customers have been happy with the experience and the speed of responsiveness around the cases they have created. In all it appears that it is a win win for our business and the customer alike."

Providing a 100% Fit Every Time

Our strength is our team and its ability to quickly respond to a customer's ever changing business's needs. Our philosophy is to deliver our customers with excellence. We understand that business requirements need attention to detail, an emphasis on quality and a quick turnaround.

versaSRS is delivered via a web browser, yet it offers a look and feel users would expect from a thick-client desktop application. Browser delivery allows our software to be easily deployed and updated from a central location. This reduces the need for IT specialists deploying patches through planned outage.

Our solutions can support businesses of any size, whether they are a multi-national enterprise customer or simply growing an idea. We can deliver a range of solutions to improve business processes and business critical applications.

As a Microsoft Certified Partner our software solutions are built on fully scalable Microsoft Technologies. Our systems interface with email gateways and can extract contact data via Active Directory and ERP vendor data.

We can also provide migration services to bring data across to our solutions.

Our experience ensures that databases are optimised and performance is maintained.

The capacity handling of our solution, its ability to grow with your business, to provide visibility of key activities, and meet key business deliverables is at the core of the solution. versaSRS meets audit and compliance requirements to reduce the risk within a complex business structure.

Our products are truly scalable.

Microsoft Partner

Silver Application Development

Learn More About
versaSRS & Business Transformation

Ph: +61 8 8463 1914
versasrs@versadev.com