

# FLUENCY

COMMUNICATIONS SUITE

MEANS FREEDOM

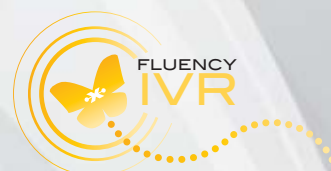


## What is FLUENCY?

The Fluency Communications Suite™ is a comprehensive suite of contact center software modules designed to provide telephony and web-based communication applications for sales and service environments.

Fluency's application environment supports the development and deployment of standard and customized applications and reporting capabilities and delivers true enterprise functionality into the SMB marketplace. Fluency removes the need to purchase disparate applications, lowering both the initial capital investment and the cost of ownership. Through its unique integration module it is also able to fully integrate with any VoIP PBX or legacy voice platform as well as most database or vertical market business applications.

The Fluency Communications Suite™ comprises of 4 independent modules:





Automatic Call Distribution delivers a powerful solution for all customer contact management with two guiding principles, enhanced productivity and complete business accountability.

1] Enhanced Productivity- To ensure more customers are professionally dealt with by the best qualified people within the organization, maximizing staff talk times during an average day and automating much of the business process

allowing personnel to focus on more productive tasks  
2] Complete accountability- No other software within a company department provides such complete management information in both a live and historical manor to allow companies to make informed decisions on the service levels they are aiming to deliver and the staff head count required in achieving this goal.

Once deployed most organizations tend to utilize the ACD/contact center to build a cohesive strategy for growth, maintaining customer loyalty and increasing revenues.

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Dialers are designed to deliver huge increases in productivity and accuracy when targeting customers or prospects. They are designed to utilize data held or secured by an organization and then automate much of the process

that proves to be time consuming or non productive. Now fully governed by compliance and legislation to ensure abandoned and silent calls are kept within stated guidelines, dialers can increase staff/customer talk times from an average of 21 minutes in the hour to 46 minutes, which results in significant productivity gains and increased profitability.

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Do you need to record telephone calls? If you are governed by financial services legislation than legally yes! But if you wish to improve customer service then recording all transactions and using this information to improve your business strategy is a considerable benefit.

The following compliance statements apply when handling financial transactions:

- 1] All calls must be recorded
- 2] Calls must be stored and archived for a minimum of 6 months or the length of the contract between you and your customer
- 3] Companies must demonstrate clearly how staff performance is being improved and customer service levels are increasing.

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Interactive Voice Response (IVR) is a telephony/data technology that allows organizations to offer a huge selection of appropriate and customizable self-service options to customers.

Utilizing both speech recognition and touch-tone telephony to interact with a business process or customer database. IVR technology does not require you to dedicate human resource to deliver customer service that can be replicated and is the perfect way to increase availability and improve services to your customers.

IVR technology is also used to gather information, as in the

case of telephone surveys in which the user is prompted to answer questions by talking directly to the IVR or pushing the numbers on a touch-tone telephone. A common example of this is television companies providing voting lines for shows such as American Idol or Big Brother. IVR is often used in conjunction with contact centers as it can use customer information held in a database to decide on where the call should be routed. Also to provide automated payment facilities and instant dial out appointment reminders.

IVR implementations can enable organizations to do more with less staff providing a rapid return on investment.

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