



# CC Pro Product Information



## About CCPro

CCPro or Contact Centre Professional was born out of a domestic need for our own in-house contact centre. Our sister company - BDM Talk – is an outsourced contact centre specialist, the business was struggling to find a solution that managed data in a way that worked well and also delivered a positive customer experience.

Through searching the market, we found time and time again that the market offerings were essentially telephone systems with little recognition of data processing and individual business needs, and that pretty much all of them ramped up in price very quickly.

### CCPro embraces three principal qualities:

1. It's a data driven system with full telephony functionality.
2. It works for the Agents and their Management Team and has scalable on-site and remote operation options.
3. Its cost effective and affordable for the smallest of contact centres.

CCPro can be used in its standard format or tailored to meet your specific and individual needs.



## We can look at CCPro from three key perspectives:

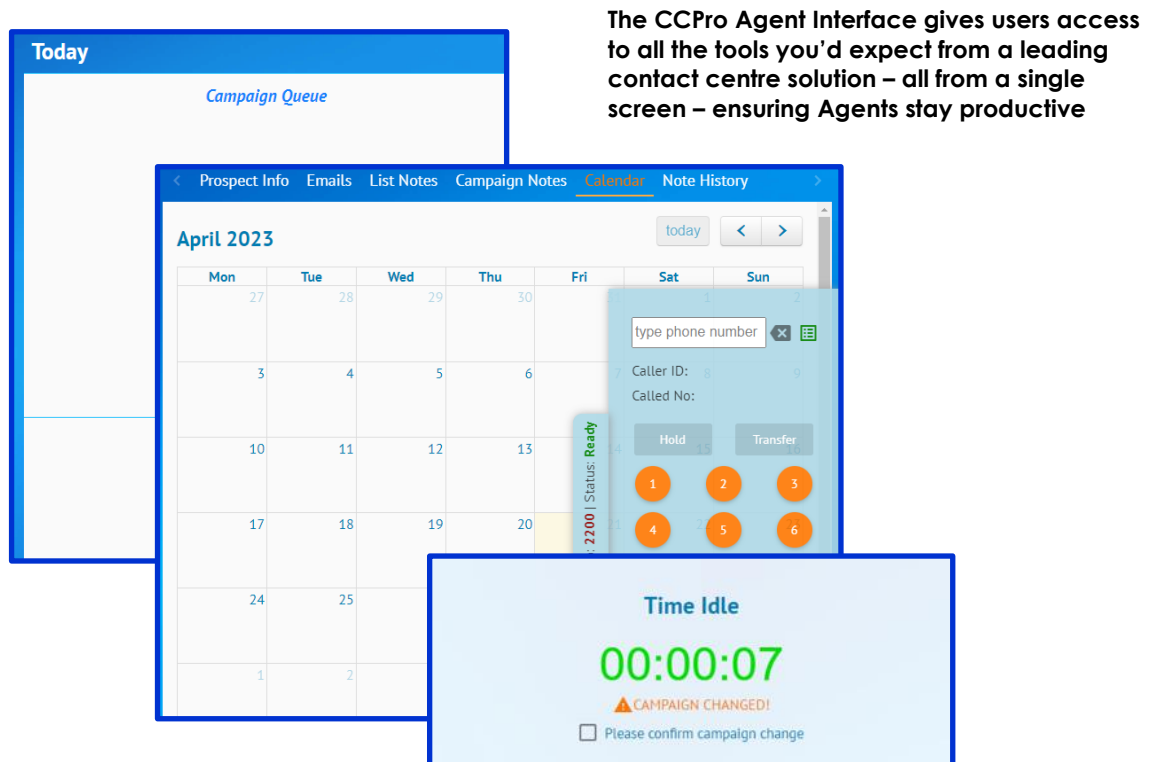
1. From the Agents perspective.
2. From the Management perspective.
3. From your Client's perspective.

### Through the eyes of an Agent

Simplicity, ease of use and multi-channel communication is key for an Agent. They want to be able to conduct their job in an easy, fluid and informed manner which is why our Agent interface presents all the information that they will require, and in an order that they will require it – allowing them to meet the specifics of their assignment.

In order to enable the Agent to communicate effectively we offer Agents multi-media methods of communicating including voice, text and email.

The CCPro Agent Interface gives users access to all the tools you'd expect from a leading contact centre solution – all from a single screen – ensuring Agents stay productive



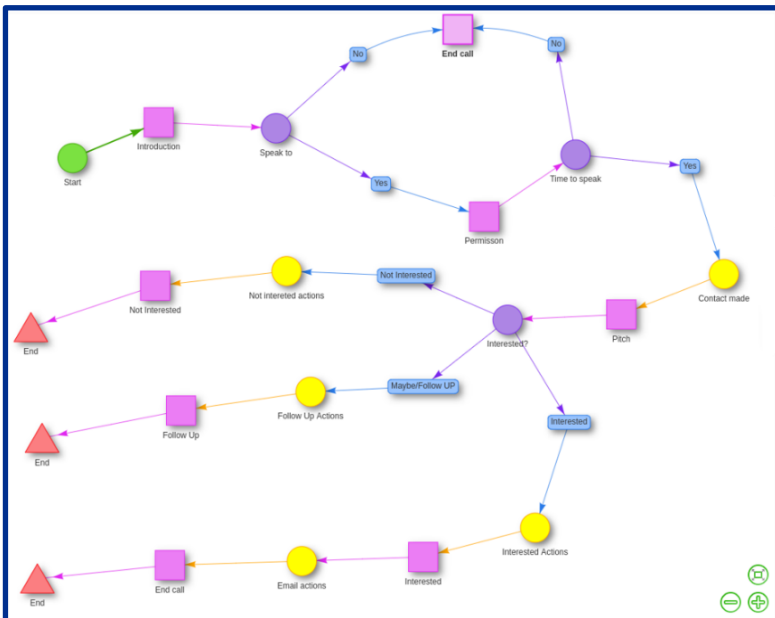
The screenshot displays the CCPro Agent Interface. On the left, a 'Today' panel shows a 'Campaign Queue'. The main interface features a navigation bar with tabs for 'Prospect Info', 'Emails', 'List Notes', 'Campaign Notes', 'Calendar', and 'Note History'. The 'Calendar' tab is active, showing a calendar for April 2023. A dial pad is overlaid on the calendar, with a search bar for 'type phone number', fields for 'Caller ID' and 'Called No.', and buttons for 'Hold' and 'Transfer'. A 'Time Idle' timer shows '00:00:07' and a 'CAMPAIGN CHANGED!' notification with a checkbox for 'Please confirm campaign change'.

## Through the eyes of Management

### Process

Delivering a service consistently in order to achieve the required results requires process. Without process the delivery of the service will become a random event dependent of the individual agent, clearly this is not acceptable.

CCPro enables the development of bespoke processes in the script with key decision-making points and further process for each of the potential outcomes. This enables you to ensure delivery consistently, within regulatory requirements where appropriate and within your management frame work. If your process is not working you can simply change the process and it will immediately be presented to the agents in the manner that you require.



The scripting graphical interface allows management to intuitively edit and adapt scripts as required.

### Call recording

CCPro will (at your request) record all the telephone calls and data communications and assign the record to the individual dataset to ensure that you have a comprehensive contact record for use in quality control and dispute resolution.

### Data

Key to any management process is data, data is king. CCPro will present the facts to you as they happen, no emotion, no excuses, just the facts. Our solution has a comprehensive range of data sets covering the most reportable dynamics and if you need to change terminology or the data presented, we have the flexibility to achieve this. CCPro's Intellectual property is owned by us, using our own development resource, we can make changes unique to your business.

Data lists ( 32 ) - please select at least one to create a report.

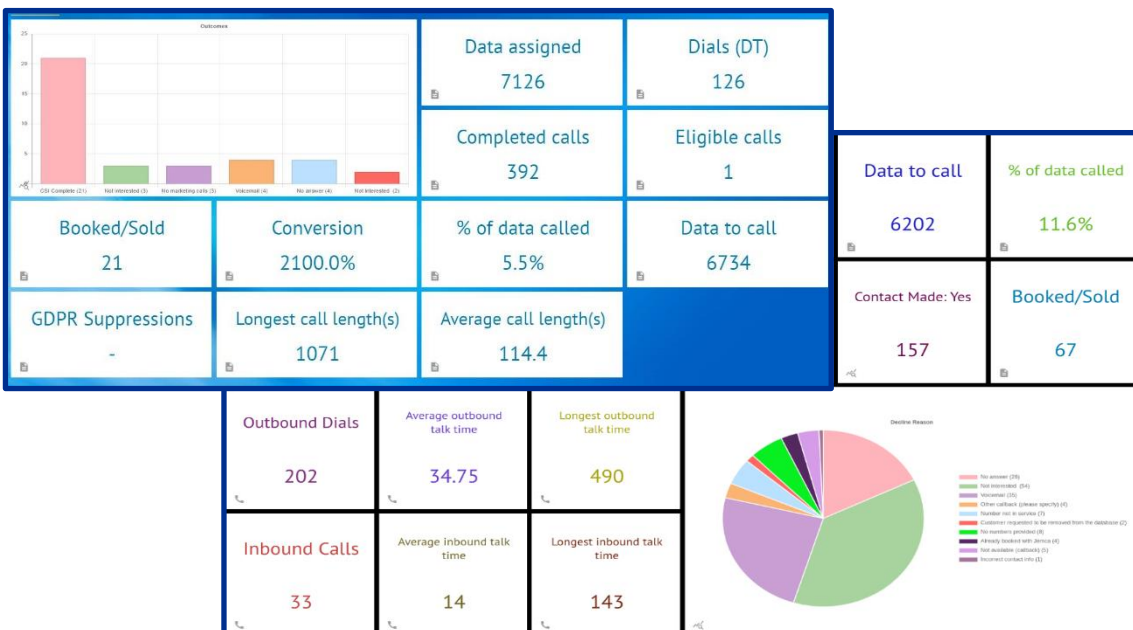
<input type="checkbox"/>	Client	Campaign	List name ↑	Start date	End date	Progress	Prospect count	Calls made - 1st	Calls made - 2nd
<input type="checkbox"/>	Prospect Hunter	CD Calls	CD Calls April 2023	3rd Apr 2023 00:00	14th May 2023 00:00	1.96	114	114	66
<input type="checkbox"/>	BDM Voice	Acute	Healthcare	6th Jan 2022 00:00	31st May 2023 00:00	0.14	634	90	1
<input type="checkbox"/>	Healthcare	April 2023 Week 1 CD	A/R Chester	3rd Apr 2023 09:23	30th Apr 2023 09:23	1.71	136	136	54
<input type="checkbox"/>	Healthcare	April 2023 Week 1 CD	A/R Chester	17th Apr 2023 11:02	7th May 2023 11:02	1.24	119	119	24
<input type="checkbox"/>	Healthcare	April 2023 Week 2 CD	A/R Chester	10th Apr 2023 08:19	7th May 2023 08:19	1.76	122	122	51
<input type="checkbox"/>	Healthcare	April 2023 Week 1 CD	A/R Derby	3rd Apr 2023 09:23	30th Apr 2023 09:23	1.91	34	34	18
<input type="checkbox"/>	Healthcare	April 2023 Week 2 CD	A/R Derby	10th Apr 2023 08:19	7th May 2023 08:19	1.89	176	176	94
<input type="checkbox"/>	Healthcare	April 2023 Week 1 CD	A/R Derby	17th Apr 2023 11:02	7th May 2023 11:02	1.33	24	24	8
<input type="checkbox"/>	Healthcare	April 2023 Week 2 CD	A/R Southfield	10th Apr 2023 08:19	7th May 2023 08:19	1.85	130	130	60
<input type="checkbox"/>	Healthcare	April 2023 Week 1 CD	A/R Southfield	3rd Apr 2023 09:23	30th Apr 2023 09:23	1.81	188	188	91

### Data flow

As the author of the programme and the holder of the Intellectual property, CCPro can be tailored around your business. Data can be fed into the portal to drive your campaigns using data uploads, direct input or through an application programming interface (API) - and equally, subject to your computing arrangements data can be fed back to your servers.

### Through the eyes of a Client

Clients can be internal or external to your business but either way they can have access to see the progress you are making while fully protecting your data, processes, and operation. Should you grant access, your internal or external client can see your performance and the progress of the Agent team through a simple web interface.



## Communications

CCPro has a full suite of communications functionality including telephony, SMS and email.

### Telephony

Operated from a softphone, normally through a head set, CCPro provides all the functionality that you would normally expect from a contact centre system including:

- Call queuing
- IVRs
- Call recording
- Internal & external transfers
- Call barging to enable supervisors to interject into a call
- Call whispering to enable supervisors to encourage and coach Agents in their craft.
- Call listening for quality control
- Custom inbound routing



**CCPro allows agents access to the solution and all its features from anywhere with an internet connection.**

**Alternatively, the solution can be whitelist protected, allowing management to lockdown the solution to specific IP addresses.**

With our dedicated softphone being operated via the browser there is no need for additional software or telephone handsets. CCPro is system agnostic meaning that irrespective of the telephone system that you have, CCPro will work.



## Short Message Service (SMS)

Many customers prefer to be communicated with in a quick and concise manner and SMS is ideal for this. CCPro can confirm agreements with your agents during the call and associate the SMS with the customer record for future reference. Uniquely CCPro can receive texts from clients to enable appointments or orders.

## Email

If email is the preferred method of contact, CCPro provides the functionality to meet that need. Not only can you send the email through CCPro but the email will automatically be associated with the customer record for future reference and can be copied either at the discretion of the operator or on a systematic basis.

## Data Security

The Data Protection Act 2018, the UK's implementation of the General Data Protection Regulation (GDPR), has been a defining part of business for around five years now. It is key to the way we all handle data. The days of working with spread sheets or having data in an uncontrolled position have vaporized, for most, many years ago.

CCPro ensures that data can be kept up to date, the solution will highlight changes and data suppressions and also ensure that your data is dealt with in a controlled and secure environment.

## Bespoke Development

CCPro will likely be right for most businesses; however, we recognise that some businesses have individual requirements driven by a multitude of varying factors. The great news is that you can have your own iteration of CCPro hosted separately and developed to your exact needs.

CCPro has been designed to be a comprehensive contact centre solution which while delivering a great resource, won't be taking chunks out of your hard earned, highly pressurised margins.



**CCPro is wholly owned by the BDM Group (BDM Talk). This allows our developers to tailor the solution to your business at the drop of a hat.**



**CCPro was developed and is fully owned by BDM Talk, BDM Talk is part of the BDM Group.**

**BDM Voice is a leading provider of business telephony and unified communications solutions. For over 20 years, BDM Voice has been helping businesses communicate more effectively by supplying and supporting industry leading communications solutions and related technologies.**

**A brochure can only hope to introduce you to the capabilities of CCPro, to find out more please contact us on 0333 202 9897 or email [Jonathanmills@bdm-group.co.uk](mailto:Jonathanmills@bdm-group.co.uk)**

