Euphoria
Business Phone Solutions

ESSENTIAL 8

FEATURE FOCUS EBOOK

8 VITAL BUSINESS PHONE FUNCTIONS YOU NEED IN 2021 AND BEYOND

CONTENTS

01
The Euphoria Digital IVR Receptionist

A digital receptionist – Improve your customer service from first call to last

Your receptionist is the 'face' of the organisation. And this is true whether it's at your office, or on your telephone line. Your receptionist is a critical first step in your customer experience, and needs to be efficient, professional, and engaged.

Human or digital, your receptionist is responsible for greeting your callers, and directing their call to the most appropriate person. With Euphoria's business telephone solution, this means that even if you don't have a human receptionist, your callers are taken care of.

An IVR system is set up specifically to suit your needs, starting with a personalised pre-recorded message. You can either record the message yourself on Euphoria's portal or on your phone. Or, you can get a professional voice artist and studio to record it for you (at much less cost than you might think).

From there, IVR menus will direct your caller to sales people out on the road, or a customer service consultant to handle a query, or your accounts department – whatever is most appropriate. IVR is an important component of the customer journey because rather than sitting on hold, listening to mind-numbing music, your customer is being assisted and directed from the moment their call is answered. They can also get answers to routine queries through pre-recorded messages, freeing up your people to engage in more high-value tasks.

You can have as many IVR menus as you wish, meaning your customers never need to get lost in the system – they'll always have a menu to take them exactly where they need to go.

Having a digital receptionist also allows you to monitor and report on your customer experience – which number they selected, how long they held for, did they get transferred, who answered and how long they were on the call for. This enables you to pick up potential problem areas and address them as they happen, ensuring your customers have a great experience, every time.
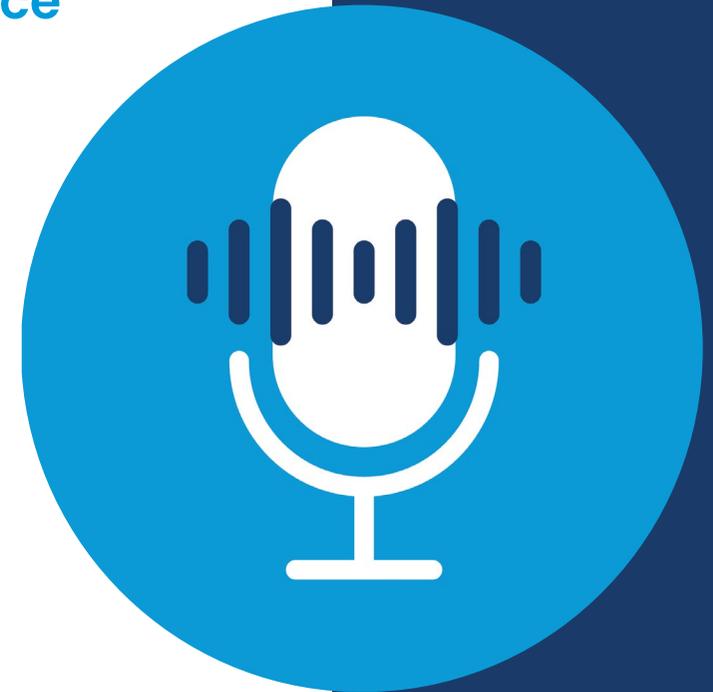
02
The Euphoria Browser Phone

Hardware-free and hassle free. You need a browser phone in your life, here's why…

Soft phones and desk phones have their place, but if you really want a flexible calling tool what you want is a browser phone.

Literally, a phone embedded in a web browser, a browser phone is with you wherever you have access to a computer. This makes it a particularly convenient tool for mobile and distributed workforces. It's also great for hot desk environments as you can walk up to any machine, log in, and away you go.

Euphoria's browser phone does everything a desk phone does, but without the capex outlay for VoIP handsets. It's also admin free – no going from machine to machine to install software, or cable phones. None of the adds, moves and changes that come with cabling and hardware, and no need for software updates either.

The browser phone is suitable for people who use shared environments, people who don't want to spend on hardware and installation, hot-desk setups, and anyone who wants to have their office extension at the coffee shop (or home).
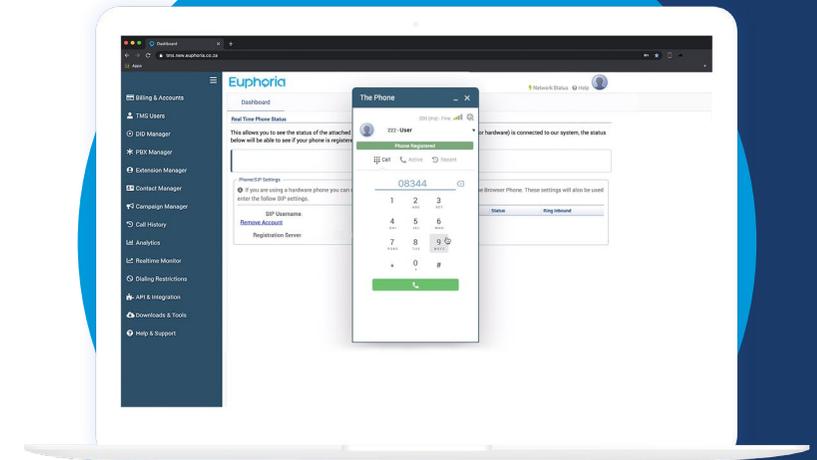
03

The Euphoria Mobile App

How to take your deskphone with you, everywhere you go

Thanks to the ubiquity of mobile phones, landlines or desk phones have become a little retro, even uncool. They're still an essential for most businesses, though. And with a dash of mobility added in, they can reach beyond the office, to become an indispensable part of your remote working toolkit.

Euphoria Telecom develops and markets a Mobile App, that works hand in hand with its business telephony solution. The app came about, says CTO Nic Laschinger, because mobility is more and more a requirement and people want to be able to treat their mobile phones as part of their office environment. "In other words," he says, "they want the benefits of their office extension, when they're remote, or mobile."

The Euphoria Mobile App has been purpose-built to enable this, giving employees full access to their office telephony on their mobile phones, which provides benefits such as free calls to other extensions, quick dial list for frequently dialled numbers, contacts sync, call recording and a built-in mini management system.

Additionally, comments Laschinger, "The Mobile App enables people to work remotely and receive office calls without VoIP handsets. This means teams can work remotely or onsite, without needing hardware at both locations."

It is available for both Android and iOS in the respective app stores.

Euphoria Mobile App features:

1. Presence – Makes it easy for you and your teams to
     see who is online, offline, busy or unavailable.
2. GSM Call Back – If someone runs out of airtime, they can ask the system to call
    back on their GSM phone.
3. Free Inter-Extension Calls – No need to incur costs with intra-company calls
    while everyone is working from home – extension to extension calls are free.
4. Quick Dial List – Makes it easy find the people you dial frequently
5. Call History list – Allows you to call people back with minimal effort.
6. Phone Contacts Sync – Syncs contacts to your phone so you don't need to go
    looking for numbers.
7. Low bandwidth – the app makes use of the industry-leading G729 codec, to
    compress the audio so that it uses as little bandwidth as possible. This means
    we can deliver the best call quality possible on the Euphoria Network, based on
    the quality of the internet connection being used.
8. Push notifications – Ensures calls come through even when the app is closed.
9. Call Recording – Is available on all or selected extensions.
10. Built-In Mini TMS – Shows you your call detail records for more detail on call
    history including answer time, call duration and a built-in company directory.
11. Better battery consumption – As the new app runs in the background and uses
    push notifications, it requires far less battery power than previous versions.
12. Advanced TMS Version 3 Security features – User permission management, user
    access management and advanced manager access management.

04
Multi-Branch Functionality

Bring business together with Multi-Branch Functionality

If you have more than one branch in your business, making inter-branch calls can get expensive and time-consuming. With Euphoria's Multi-Branch Functionality, you can minimise those costs and maximise time-saving convenience in so many ways.

Having multiple branches on the same cloud-hosted business PBX system allows you to link every branch via one central online hub. And those inter-branch calls can be made the same way internal calls are – at zero cost.

Multi-Branch Functionality has a variety of operational benefits, too. You can up your business' efficiency and cut down on costs by having a single reception desk, as opposed to one assigned to each branch.

The same approach can be taken with telephonic sales and support. There is no need to have a support team in every province anymore when all calls are routed to one centralised point.

How does it work?

It's all cloud-based. So, there is no hardware set-up at every branch. The single umbrella PBX is not geographically limited because all communication occurs online, rather than via terrestrial phone lines. This means all your branches can be linked, with minimal fuss.

Multi-Branch Functionality brings you all the benefits of one internal PBX across the board. That's zero cost, call back features and the ability to see if someone is on a call – even if they are at a branch that is miles away from you.

Have you thought about streamlining your inter-branch telephony yet?

05
Security and Access Control

Access granted – Euphoria's VoIP security and access control

If your company uses a VoIP, cloud-based business telephone solution, maintaining total control of data and permissions for your users should not be complicated. Euphoria's security and access control protocols allow you to manage access to TMS interface features and users' data permissions – with very little effort.

What is security and access control?

Data breaches can occur. And in many cases, security breaches are committed by people internally – accidentally or deliberately. Security and access control provides administrators with complete power over which users are able to access what features and data in your business telephone solution, based on the users' roles in the company. For example, an administrator might restrict call centre agents' access to customers' personal information and limit their outbound calling capability.

How does it work?

Granular permissions allow specific permission sets to be assigned to users. These permission sets can be grouped into predetermined roles for easier administration and maintenance. Role-based permissions mean that administrators don't have to manually set each user up on the system. It can all be done automatically, based on the user's predefined role.

What makes it so great?

With granular control, you can breathe more easily, knowing exactly what data is visible to users at every level of the business. There is also no need for users to be overwhelmed by unnecessary features or information that is not relevant to them. And as employees' roles expand within the business, so can their access, quickly and easily.

06
Call Centre Solution
One solution for the whole call centre universe

Euphoria's call centre solution is making life easier for call centre owners and managers everywhere. This dedicated feature set on the Euphoria platform helps manage productivity levels by tracking and measuring agents' performance. It's a one-stop solution for accurate performance reporting and a holistic view of call behaviour.

What does it do?

The call centre solution provides information on average call duration, answer time and other standard reporting benchmarks but there is one striking difference between this and the other solutions out there.

Traditional call centre solutions don't necessarily track specific call outcomes; whereas, beyond tracking statistics like average call duration and answering time, Euphoria's tracks what happened as a result of the call. It provides data on whether queries were resolved effectively or whether a call translated into a sale, for example.

Euphoria's solution is powered by comprehensive analytics around call centre behaviour – from the sales floor trenches to queues, campaigns and actual numbers for incoming and outgoing calls. Both agent and consumer behaviour tracking is just the touch of a button away.

How it works

The agent interface is embedded into a web-browser, meaning team members can work from anywhere. This is ideal for call centres that work remotely. The management interface is also web-driven and equally mobile. This call centre solution is flexible in other ways, too.

It can integrate comfortably with other platforms, so you can leverage the business intelligence you have in other systems – like your CRM with customer information and history, ERP information with order history, and ticketing systems for support or complaint history.

Why we love it

Euphoria's call centre solution is quick and easy to install, with simple software setup and a speedy training session. Agents can easily be upskilled to use the system and it's very user-friendly at an operational level.

Why not try out the most comprehensive, easy-to-use call centre solution and make performance a priority that translates to profit?
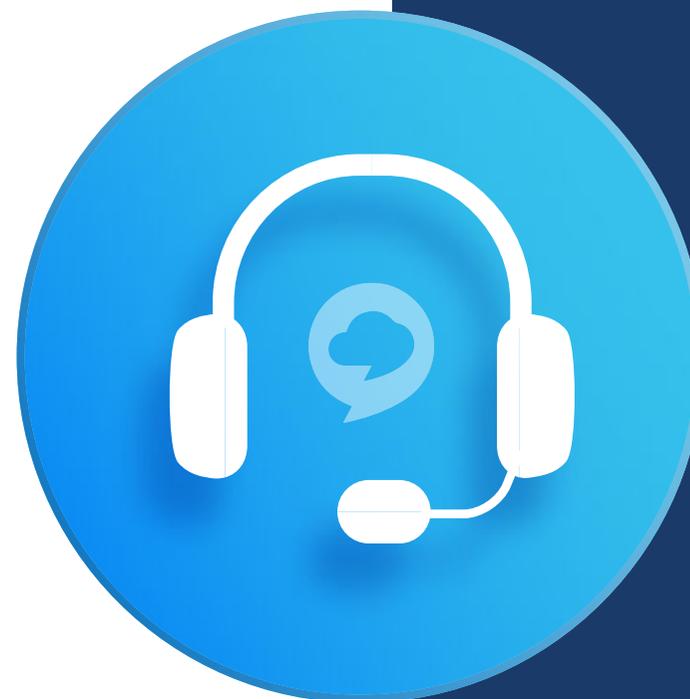
07

Call Recording

"Your call may be recorded" – compliant call recording explained

Call recording is critical for many businesses. Recordings are used to keep a record of conversations with customers and for training purposes, to improve agents' efficiency. They can also be used as evidence in legal disputes. But for recordings to be admissible in court, the recording process must be compliant with the relevant POPI, FAIS, FICA and CPA regulations.

What is compliant call recording?

In order to be compliant and admissible in a court of law, recordings must be encrypted and securely stored. Quite simply, encryption scrambles data so that only those who are authorised can access and understand the information.

Euphoria's compliant call recording feature encrypts and time stamps recordings as soon as they are created. This serves as proof in court that the recording has not been tampered with or altered in any way.

Encryption on the go

Regulations require that recording must be encrypted "at rest". By definition, when data is at rest, it is stored in one location and is not actively moving between devices or across a network.

When a recording is encrypted at rest, that means it is encrypted wherever it is stored. Euphoria encrypts the recording from the time it is created The recording is also transmitted securely in an encrypted connection if it has to be moved anywhere.

Why compliance matters

Compliance legislation ensures that employees, consumers and companies are protected by the law. And ensuring that legal obligations are met within an organisation reduces the risk of costly penalties, fines or legal action.

In terms of call recording, if compliance protocols are not met, the recordings are not admissible as evidence in a court of law and can only be used up to arbitration level. But when an organisation is armed with compliant call recording from Euphoria, all calls can be used as evidence, with peace of mind guaranteed.

08

Call me (back)

Out of data? In a bad signal area? Need to make a call? Euphoria Telecom's Call Back feature is just what you need.

Users of the Euphoria Mobile App can go into the TMS menu and 'dial' a number – this triggers the server to call you on your mobile (GSM network) and connect the call to the destination number initially provided.

In addition to helping you to make calls when you don't have good enough signal for a high quality VoIP call, or are low on data, it also means you can 'make' calls on your mobile at a much lower rate than normal.

Euphoria
Business Phone Solutions

Brought to you by Euphoria Telecom

www.euphoria.co.za | sales@euphoria.co.za | 087 231 0500