

# Call Centers Solution

## Cost-Reduction on Mobile Calls

### Key benefits

Reduce Phone bill to GSM by up to 50%

Increase customer contact rate by more than 30%

Use SMS for closer contact with customers

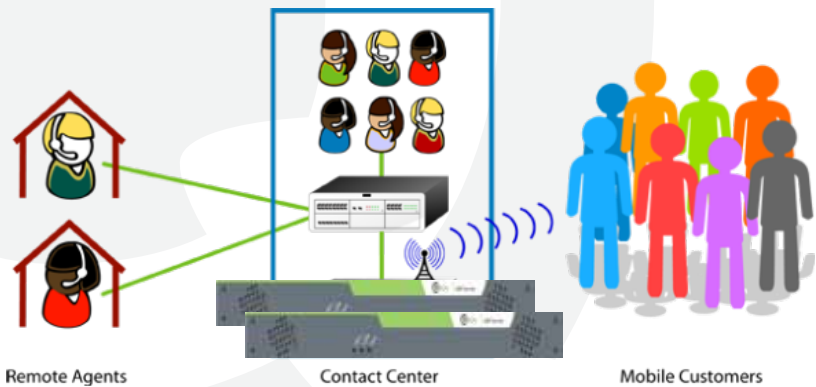
Different CLI (Mobile Number) presented

Predictive Dialer compatible

Centralized management for calls and SIM cards

Incoming GSM call redirected to the right agent

More and more people are now primarily **reachable on their cell phone** as opposed to fixed landline. This effective change causes Call Centers to **look for new ways to contact** and get in touch with their customers. iQsim Call Centers Solution provides **Mobile Gateways** combined to a **central SIM management** in order to help Call Centers to drastically **reduce their mobile calls costs** as well as to **increase the customer contact rate**.



### iQsim Call Centers Solution Key Benefits

#### › Cut the mobile call price by up to 50%

**iQsim Mobile Gateways** are connected to the Call Center PBX or IPBX through **SIP or ISDN**. Mobile calls are going to the Mobile Gateway and then routed through the most appropriate SIM card to **lower the cost of the call** as much as possible.

#### › Present different CLI to your customers

The iQsim Call Centers Solution uses as **many SIM card as required**. Apart from the cost, the usage of multiple SIM cards enables the presentation of **different mobile numbers (CLI)** to customers, thus maximizing the opportunity to reach them directly and not their voicemails.

#### › Enhance your customer experience

Given that **95% of the SMS sent are read by users within 2 minutes**, the ability to use SMS as a **simple and cost effective** way to inform customers is key for Call Centers. iQsim provides an easy integration with legacy systems through HTTP, SMTP or SMPP.



# Call Centers Solution

## Cost-reduction for Mobile calls

### Solution Architecture

The iQsim Call Centers Solution is based on 3 components:

› **iQsim 400 Series Mobile Gateways:** IP gateways which provides **up to 16 GSM (2G or 3G) channels per gateway.**

› **IRON SIM Server One** which provides SIM cards storage, **manages SIM cards allocation to gateway** and routes GSM calls to the Best SIM. **Additional SIM Storage** capacity can be added to the IRON SIM Server One.

Each component communicates **through TCP/IP** and can be deployed in different locations.



IRON SIM Server One

Mobile Gateway

### How to maximize customer contact rate?

More and More **Mobile users do not answer calls** when CLI is not presented. These calls are most of the time considered as SPAM.

More and More **Mobile users categorize numbers** (fixed or mobile) and then filter incoming calls coming from hidden numbers.

Mobile Users still have a **greater confidence on incoming calls when CLI are presented**. If the CLI is not hidden by the user, this increases the opportunity to have the user answering the call.

iQsim Call Centers solution enable to **present different CLI** depending on the SIM card used to place the call. The IRON SIM Server One enables to **use as many SIM card as required** to iQsim Mobile Gateways

## Mobile Gateway for Call Centers Solution

<b>GSM/3G Channels</b>	8, 12 or 16
<b>Frequencies</b>	GSM 850/900/1800/1900 MHz UMTS 850/900/1900/2100 MHz
<b>VOIP</b>	16 simultaneous calls. SMS by HTTP or SMPP
<b>VOIP CODECS</b>	G.711, A-Law/ $\mu$ -Law, G.723.1, G.729, G.729a, G.729ab
<b>False Answer Supervision (FAS)</b>	Tones, Ringing, Voice Mail announcement advanced detection controlled. Predictive dialer compatible.
<b>SIM Card Management</b>	Local SIM Card (1 per port) or Multiple SIM card per port (IRON SIM Server One required)
<b>CLI Management</b>	Capability to present SIM Card CLI

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