

The Insider Secrets to the Unified Virtual Contact Center



BY JEFFREY C. P. TAN

SUPERCEED's first mission is to eliminate premise-based contact center hardware and software, replacing them with on-demand cloud computing contact center facilities. The second mission is to bring Virtual Workforce into the mainstream contact center business through supplying distributed human capital for campaigns running on a Virtual Contact Center. The exciting possibilities of on-demand contact center technologies, and interworkings of formal and informal contact center workforce create the opportunities for SUPERCEED to revolutionize the contact center outsourcing and telecommunications industries in three dramatic ways.

Solving the CAPEX conundrum

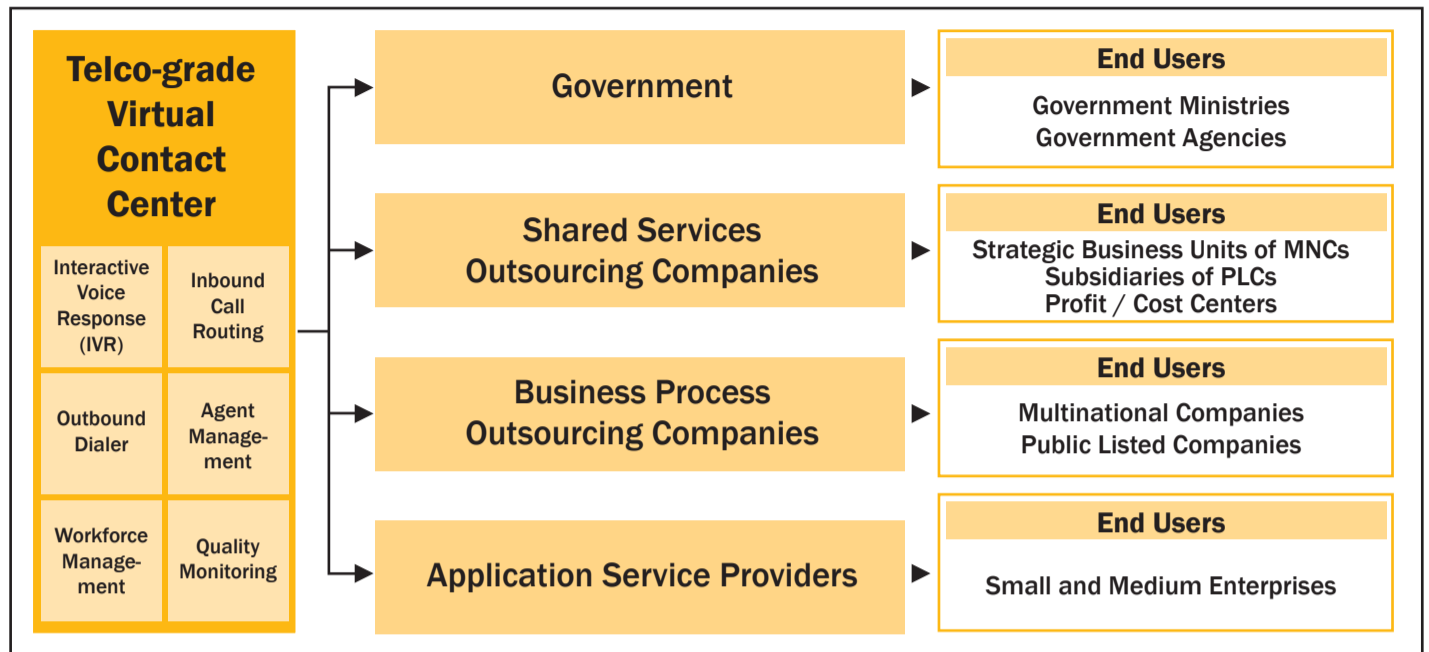
The major CAPEX risk facing any contact center is overinvestment into contact center specific hardware and software. In most cases, overcapacity is a result of prudent business continuity planning; in anticipation of seasonal peaks, call overflow and unexpected disasters.

Adopting a VCC (Virtual Contact Center) model, SUPERCEED promotes the concept of "elasticity". Companies pay monthly subscription fees for the required agent seats, and have the option of increasing and decreasing capacity (in line with interaction volume) with minimum delays and financial penalty.

By dramatically lowering CAPEX, SUPERCEED helps MSC Malaysia attract outsourcing players who are looking for alternative ways to enhance economies of scale and reduce sunken investments. SUPERCEED further empowers local BPOs and SSOs to compete with other regional outsourcing players.

Telco-grade Virtual Contact Center: The parable of a multi-purpose building

The huge potential of a telco-level contact center business model is driven by the idea that every business is an interaction center; big or small. In a telco-grade VCC model, SUPERCEED is envisioned as the developer of a "multi-purpose building", and a telco's network is envisioned as the "land" upon which the "building" is erected. In a revenue sharing or private label agreement, the telco leases the "building" from SUPERCEED and markets the "building facilities" using the telco's brand name. In other words, the telco generates a new revenue stream by leverag-



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ing on SUPERCEED's VCC applications, and providing contact center on demand services to its existing subscriber base.

The telco sub-leases the "office premise and facilities" (contact center modules) to various building "tenants" (e.g. BPOs, SSOs, Governments, ASPs). The primary "tenants" are allowed to sub lease further to secondary "tenants" (MNCs, PLCs, SMEs). This is the core strategy of a multi-tenant approach in selling contact center software-as-a-service.

From a similar perspective, telcos embracing a VCC can be envisioned as sitting at the top of a telecommunications value chain pyramid. Using a top down approach, telcos distribute contact center capacity and capabilities downstream across layers of corporate and SME customers.

For MNCs, VCC can be deployed for shared services outsourcing to empower strategic business units and subsidiaries. For outsourcing companies, VCC becomes a global delivery model that cross-utilizes regional talent pools.

Moving downstream, telcos can democratize contact center technologies to SMEs and individual subscribers via a creative bundling of internet contact center solutions, bandwidth (e.g. fiber optic broadband internet) and mobility offerings (e.g. 3G, 4G, WIMAX).

Virtual Workforce: Human Capital on the Cloud

A Virtual Workforce strategy seeks to aggregate, train and certify workforce from targeted geographic regions, into a huge virtual talent reservoir. A meritocratic, KPI driven approach is applied across the workforce to mobilize the best performing agents for each customer campaign.

On one extreme, a contact center army can be deployed in an ivory tower as the singular command center. On the other, they can be distributed as home-based independent agents. A truly Unified Virtual Contact Center is capable of oscillating between both extremes. The degree of decentralization within a contact center workforce is always anchored back into a centralization pact. Such is the unification power of a cloud-based Virtual Contact Center platform.

SUPERCEED seeks to recruit Virtual Workforce across APAC within the next 5 years to handle campaigns on a Unified Virtual Contact Center platform. The size of such cloud-based workforce will dwarf the size of traditional premise-based contact centers, locally and regionally.

The critical success factor of mobilizing Virtual Workforce lies in the balance of organizational power distribution; of decentralization within centralization. Campaigns

are managed using logical groupings of agents. Pools of agents from different geographic regions can be flexibly merged and unmerged to serve a particularly large campaign which requires deep and diverse skill sets or language requirements. Although middle management are decentralized, the underlying tools and best practices are standardized using various forecasting and campaign management technologies, effectively "orchestrating" interaction handling, monitoring and quality assurance activities.

Moving forward, SUPERCEED seeks new opportunities to create the greatest impact for the highest number of people through the democratization of contact center technologies.

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