



Integrated Communications Solutions

OAISYS Helps Community Telecom Service Provider Differentiate

En-Touch Systems, Inc., is a major provider of bundled telecommunications services for master planned communities in the Houston area. Founded in 1996, the company cares for more than 8,000 customers with services including digital cable, high speed internet, home networking and integration, local and long distance telephone service and alarm monitoring.

En-Touch prides itself on its community presence and involvement, sponsoring sports teams, promoting local events and consistently taking an active role in the communities it serves. This dedication to community, combined with excellent products and services, helps to differentiate the company in a fiercely competitive industry and market.

“We are the technology provider to our communities,” says Jason Bone, Director of Engineering.

As part of that dedication to service, En-Touch turned to Innovative Communication Systems to satisfy its own business telephone needs. ICS specializes in Voice over IP applications with enhanced Contact Center and Custom Application Development solutions. As a single source communications provider ICS assists companies in more efficiently handling inbound and outbound call traffic, reducing reoccurring charges and increasing customer service levels while simultaneously increasing workforce efficiencies.

ICS, in turn, recommended a suite of OAISYS solutions to augment the performance and functionality of En-Touch’s Toshiba CTX platform.

It has proven to be an effective combination. Says Richard Gerstemeier, En-Touch President, “ Because of the business we’re in, we’re familiar with all kinds of switches and applications. The Toshiba and OAISYS combination gives us ‘big switch’ performance and functionality made simple and cost effective.”

En-Touch uses a combination of **Strata ACD**, **TASKE Contact** and OAISYS **Call Router**, **Net Phone** and **Tracer** to maximize their agents’ efficiency and customer service abilities.

Strata ACD lets En-Touch spread calls that come in across a group of agents, maximizing productivity from their well-trained and motivated staff. **Strata**





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ACD intelligently looks ahead to other call groups or extensions and forwards calls automatically during busy periods; so En-Touch's callers get to talk with an actual person rather than waiting on hold unnecessarily or routing to voicemail. It also lets callers on hold request a callback when their place in queue comes up, reducing call costs and caller frustration.

"I've seen a big increase in productivity and I love the callback feature," says Call Center Manager Carolyn Ruffeno. "It really helps with the peaks and valleys."

TASKE Contact lets managers conduct real-time and historical monitoring to track needed staffing levels, call volumes and other mission-critical information.

Call Router automatically routes callers to a particular destination based on their contact information, such as Caller ID or account number. **Call Router** also can automatically attach database information to the call for use in other applications, such as screen pops, which En-Touch will soon be deploying in conjunction with **Net Phone**.

OAISYS Net Phone lets agents control their phones through a simple, easy to use and implement interface. Agents have tools such as speed dial, quick launch for applications, station status keys, call history, chat, and personalized buttons at their fingertips in one centralized desktop call controller.

The **OAISYS Tracer** call recording and logging solution gives En-Touch a complete archive of all their calls. "I'm very impressed with the recordings and their quality," says Ruffeno. She uses the recordings for conflict resolution and call storage, but most importantly for training and coaching agents by playing back the best and worst calls En-Touch handles.

The Toshiba CTX, TASKE and OAISYS combination has been a winning one for En-Touch. "I see both hard and soft opportunity for this to have ROI," Ruffeno says. "Even though it's only been in place a few months, I believe and am confident this will more than pay for itself. We're seeing new increases in productivity every day."

For more information on how OAISYS can help your business differentiate, please call us at 888.496.9040 or email sales@oaisys.com.

