Centralised Global Solution for Market Research

Sytel has long been the leading contact center vendor for market research, driven by our best-of-breed predictive dialer and tight CATI integrations.

Version 11 of Sytel's Softdial Contact Center™ (SCC) flagship cloud platform improves our ability to deliver a bespoke solution to market research organisations who conduct individual surveys across multiple sites in multiple countries.

The centralised global solution is

- **highly scalable**, supporting up to 10,000 users on a single platform

- **agnostic**, not dependant on specific CATI systems, carriers or cloud providers, so organisations can reduce costs while still retaining the flexibly to contract with existing and new suppliers

- **software-only**, requiring no IT support or physical hardware footprint on-premise, and carrying a small administrative footprint

- **secure,** from the implementation design to software application

Easy Migration

The solution allows organisations the freedom to replace legacy dialers whilst reducing operating costs in multiple areas. Moving from a premise-based estate of dialers to a central solution is surprisingly simple. Servers can be set up with your chosen cloud partner, carriers can be selected and connected, and call outcomes can be mapped with your CATI partner, making migration quick and easy to achieve

Fig. 1 - Centralised global solution

Highly secure

All user tools are delivered via an encrypted browser, and all applications can be run in a virtual desktop environment. Security, compliance and the client's data requirements are handled centrally (or in some cases locally depending on the clients instructions).
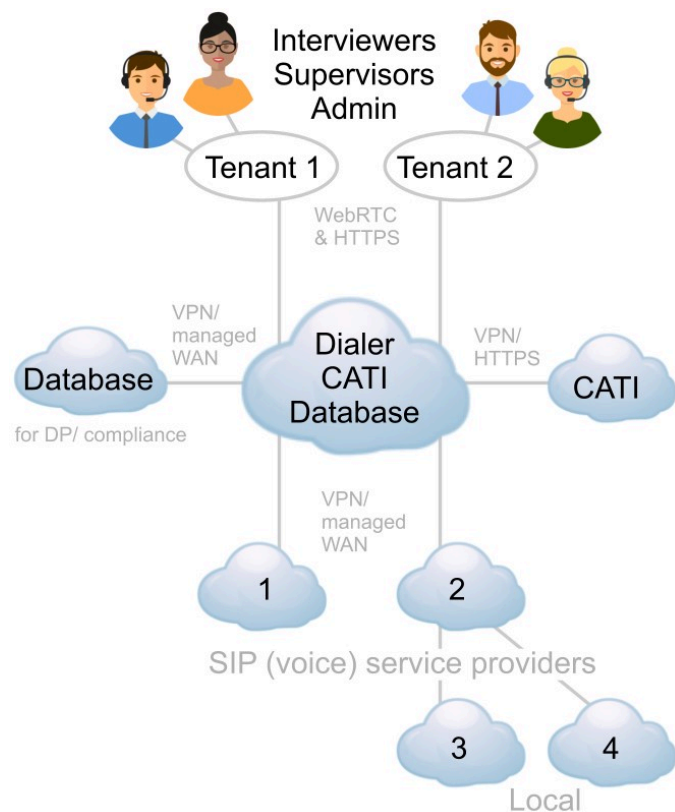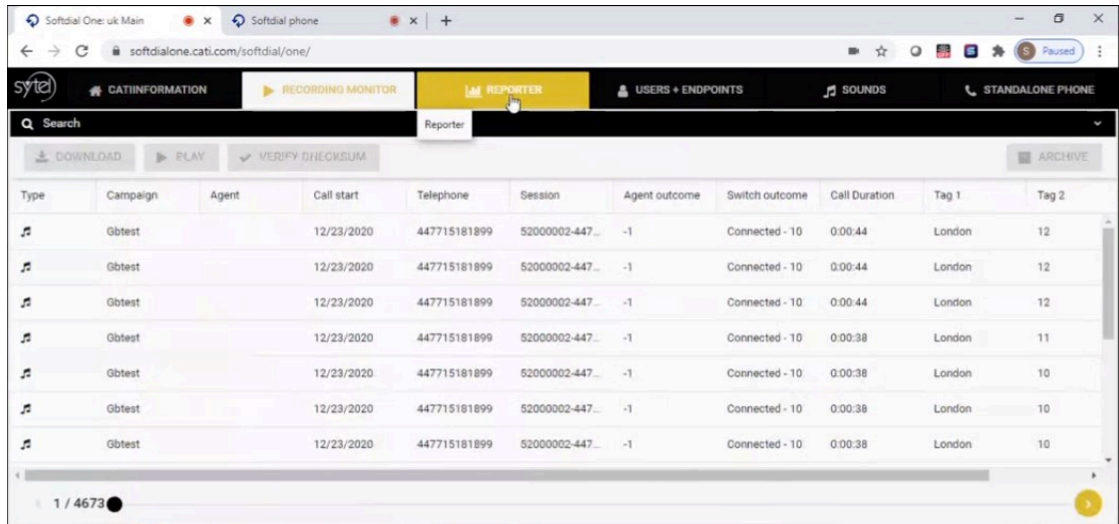
Fig. 2 - A customised supervisor UI

Multiple CATIs per System

SCC can support multiple different CATI applications connected simultaneously (typically your legacy and preferred platform). And if a customer wants to include non-CATI applications, the Sytel platform has open APIs to support most business applications.

Inbound and Blending

In addition to four modes of dialling (predictive, progressive, preview and assisted manual), SCC supports inbound call handling automatically blended to the outbound team as conditions require.

Secure partitioning

The solution allows users to separate business regions by running multiple tenants, with local partitioning of data and recordings, allowing each region to operate with the same protections afforded by an on-premise installation.

Web-based access anywhere

All interviewer, supervisor and back-office applications, including the WebRTC phone, are web-based, so each role can be performed on any device, and wherever there is an internet connection—home, remote or on-premise. For example, an interviewer working from home in Miami could be coached by a supervisor in the UK. The technical support team could be based in South Africa and the management team in Paris, with user support provided from any corporate location.

Supervisor tools

Supervisors have access to a customised, fully branded and personalised on-screen tool-belt that holds everything for effective management of their team, with a fully customisable homepage to provide news bulletins or 3rd party content.

Reporting

SCC's reporting solution offers wide visibility of performance at all levels, both real-time and historical, incorporating insights garnered from CATI outcomes such as interviewer strike rates. This allows supervisors to understand exactly how their team are performing wherever they are located. Reporting is centralised, offering the opportunity to benchmark performance across different business centres, and to standardise across the organisation.

Integration via APIs

SCC offers a comprehensive set of APIs for integration such as embedding the WebRTC phone and maintaining a centralised user portal.

The platform provides a suite of API solutions allowing the organisation to add further Business applications such as Salesforce. Additional channels to handle any text-based and social media can be utilised.

Flexible Pricing

Alongside low implementation set up costs, Sytel's flexible pricing models include a popular option for price per interview hour, only charging when an interviewer is connected to a respondent.

Blocks of hours can be purchased centrally at the optimum rate, and recharged on a monthly basis. A campaign could be local or part of a regional or global study, with individual business units utilising the central block of hours and accessing the platform to work on CATI campaigns.

Support charges are transparent as they are included in the per-hour charges. The cloud server platform can be supported by the customer utilising your existing cloud support team.

For more information please contact Sytel at:

1 Cromwell Court,
New Street,
Aylesbury,
Bucks. HP20 2PB UK

T: +44 1296 381200
E: info@sytel.com
W: www.sytel.com