

This week's sponsor is Carriers World 2004.



The world's carrier CEO conference including VoIP World – a whole day dedicated to VoIP! Visit [www.carriersworld.com/2004/cw\\_uk](http://www.carriersworld.com/2004/cw_uk). Our 9<sup>th</sup> annual event, September 14 – 16

### This Week's Top Stories

1. Washington state regulators rule on VoIP
2. Senate starts VoIP hearings today
3. Bell Canada begins VoIP changeover
4. Metric: Consumers wary but willing to adopt VoIP
5. New phone rules impact VoIP

### Guest Comment: Why VoIP Improves Customer Service

*Scott K. Pickett explains how the technology can help enterprises provide better customer care at a lower cost.*

VoIP systems are ideal for businesses that interface with customers by phone and need to improve customer service. Because VoIP enables applications that reside on the converged network or a data network and its functionality is standards based, it is easier to deliver new services, functions or capabilities. Today, VoIP supports wireless access, high-performance teleworker solutions, improved unified communications and more effective call center applications, making it a better alternative to more traditional customer service solutions.

In call centers, VoIP can make it cost-effective and seamless to add remote teleworkers to staff calls. Since the calls can be routed anywhere seamlessly, knowledge workers specifically trained for this can be utilized more readily, and these remote workers will have the same information about the caller and account information. Customers are helped more quickly and VoIP can eliminate long distance charges, offering expert resources anywhere in their network. In addition, the cost of call center applications will come down, making call center applications -- IVR, CTI and speech recognition -- more affordable not just in large call centers, but to smaller businesses and remote locations.

One of the benefits of VoIP is the ability to manage and measure customer interactions through the use of sophisticated network-wide reporting and management tools and the ability to quickly make changes across the network to improve customer interactions.

Of course, the ultimate benefit of any customer phone service solution is taking better care of customers to increase satisfaction, inspire referrals and ultimately grow sales. VoIP allows the latest applications to be networked anywhere, providing more features and added scalability than traditional offerings. This makes customer calling easier and more efficient.

Scott K. Pickett is CTO, executive vice president, and co-founder of Vertical Networks.