



HOW TO APPROACH BUSINESS INTELLIGENCE OPPORTUNITIES

A RESELLER'S GUIDE



INTRODUCTION

Business Intelligence (BI) can transform any organisation.

It shines a light into some of the darkest and least understood corners of a business and can unearth significant and sustainable improvements.

BI has the ability to help both resellers and customers to improve their understanding of their businesses. Not least, it enables resellers to build long term relationships with some of their most valuable and loyal customers.

WHERE TO BEGIN

As with anything new, the key is to start on something simple and go from there.

Today, whilst customers can contact a company via many paths such as websites, social media and chat rooms, most people still prefer to speak directly to their suppliers over the phone.

If customers are calling when you're not there, you need to know about it. If customers are not able to speak to you when they need to, they will eventually take their business elsewhere.

Call Analytics provides a perfect example of BI but is often misunderstood or overlooked.

Call Analytics (not to be confused with call logging) is an inexpensive, easy to deploy and highly effective BI solution that delivers incredible business insights automatically - at the touch of a button.

In fact, Call Analytics is probably the most widely deployed and valuable BI tool available to any business or organisation of any size, including the reseller.

... By combining call reporting data with call recording, the value of the information increases exponentially ...

Call Analytics provides visibility and insight into every location, asset and resource of a business and deliver the capability to transform data into actionable intelligence.

It helps companies to visualise, understand and better manage both the customer experience and resources - wherever the phone dominates as a source of business. By combining call reporting data with call recording, the value of the information increases exponentially. Not just who called, when they called, was the call answered, who answered the call, but have the ability to listen to the actual call to understand and add information such as customer emotion, reason for the call, the promised action and outcome.



HOW TO SELL BUSINESS INTELLIGENCE

Step 1: Establish Who Needs What Information and When

As a reseller, the first job is to establish who needs what information, why, how often and in what format.

The process begins by establishing the key objectives for your customer, such as, do they want to:

- Understand their own customer interactions and in turn improve customer satisfaction and reduce churn
- Analyse and reduce their costs across the business
- Monitor outcomes from marketing initiatives and campaigns
- Enhance workforce productivity
- Improve the utilisation of services, telephony, UC, cloud, etc.
- Increase their competitiveness
- Ensure compliance to regulations

Step 2: Capture Data

There is always plenty of raw data - the challenge is to capture and encapsulate this data from various sources around the business.

Resellers need to offer a mechanism, so customers can access and interrogate this data easily and effectively, in order to deliver the answers to their questions.

Step 3: Deliver Useful Insight

The ultimate solution transforms raw data quickly and efficiently, presenting the information in easy-to-understand dashboards.

This enables users to make observations and insights that help drive better business outcomes.

Currently many reporting systems are in siloes, which does not help when trying to leverage customer data.

The answer is to look for quick wins - identify BI tools that are product/service specific and are available off-the-shelf, that need minimal effort and expertise to deploy and use.

Step 4: Sell the Benefits

Use the quick wins to help build the business case for further investment in BI solutions with more capability that can encapsulate and consolidate different data and drive better insights quicker.



Importantly, BI needs to be at the heart of your offer to customers.

- Make BI a focal point for the business across all departments, and drive actions from insights gained.
- Ensure sales teams and customer facing teams understand the benefits of BI, demonstrating with case studies how BI has helped customers to succeed.
- Undertake training to ensure sales teams' pitches lead with business improvement opportunities for the customer.
- As the reseller, ensure you are deploying and using BI tools in your own business, not just paying lip service to it – this helps to build understanding and credibility.

Step 5: Add Value

There is currently strong adoption of BI in specific markets, such as key verticals like multiple-retail, recruitment, hospitality and construction.

Traditional voice-centric resellers are developing new skills and vendor partners are helping to sell a broader set of unified communications and cloud products to their customers. Some are doing this organically; however, a greater number wishing to grow quicker are actively acquiring complimentary businesses to help achieve rapid growth.

Consolidation is expected to increase as those with foresight and financial backing buy IT and cloud specialists.

New threats and opportunities are arising from IT MSPs who are well versed in IP networking, security, cloud services, desktop, Office 365 and Skype4Business. These organisations have both the ear and respect of the CTO and IT Directors.

Skype4Business and the new enhancements that Microsoft is adding to its Azure platform, may mean these organisations are talking to and buying VOIP and traditional voice services from these 'new' players.

CONCLUSION

Resellers should offer BI solutions that they can enrich and enhance with their own specialist knowledge, experience and skill sets.

Intelligence systems only offer true value and ROI when part of a wider service.

BI combined with expert knowledge mean you are not selling, you are educating!

Tollring offers a fully integrated, modular BI solution delivered via the cloud or desktop, for resellers to build into their customer UC offering.

Tollring's unique solution includes call analytics, wallboards, contact centre reporting, call recording and fraud detection. Our target market includes IP PBX OEMs, Carriers, Telco Service Providers, Resellers and IT Managed Service Providers.



ABOUT TOLLRING

Tollring is a market leading software developer providing data visualisation and business intelligence tools that help manage, understand and control a wide array of communications information, resources and assets.

With offices in the UK, the USA, India and Australia, Tollring specialises in business communications analytics, call recording solutions, telecoms expense management and fraud detection. Deployed as one single solution in the cloud, Tollring focuses on delivering the right information at the right time, accessible on any device.



Our innovative solutions are developed in-house and distributed via an extensive channel partner network to over 27,000 businesses globally.

Tollring prides itself in its high levels of technical capability and strives to deliver outstanding levels of support having been certified in quality standard ISO 9001 and ISO/IEC 27001 for Information Security Management.

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