



# Horizon Contact

Enhancing customer engagement

**Welcomm**  
Communications Limited

 **Gamma**





# Horizon Contact

Enhancing customer engagement

Horizon Contact is a cloud-based customer engagement platform that simplifies and enhances your customer communication.

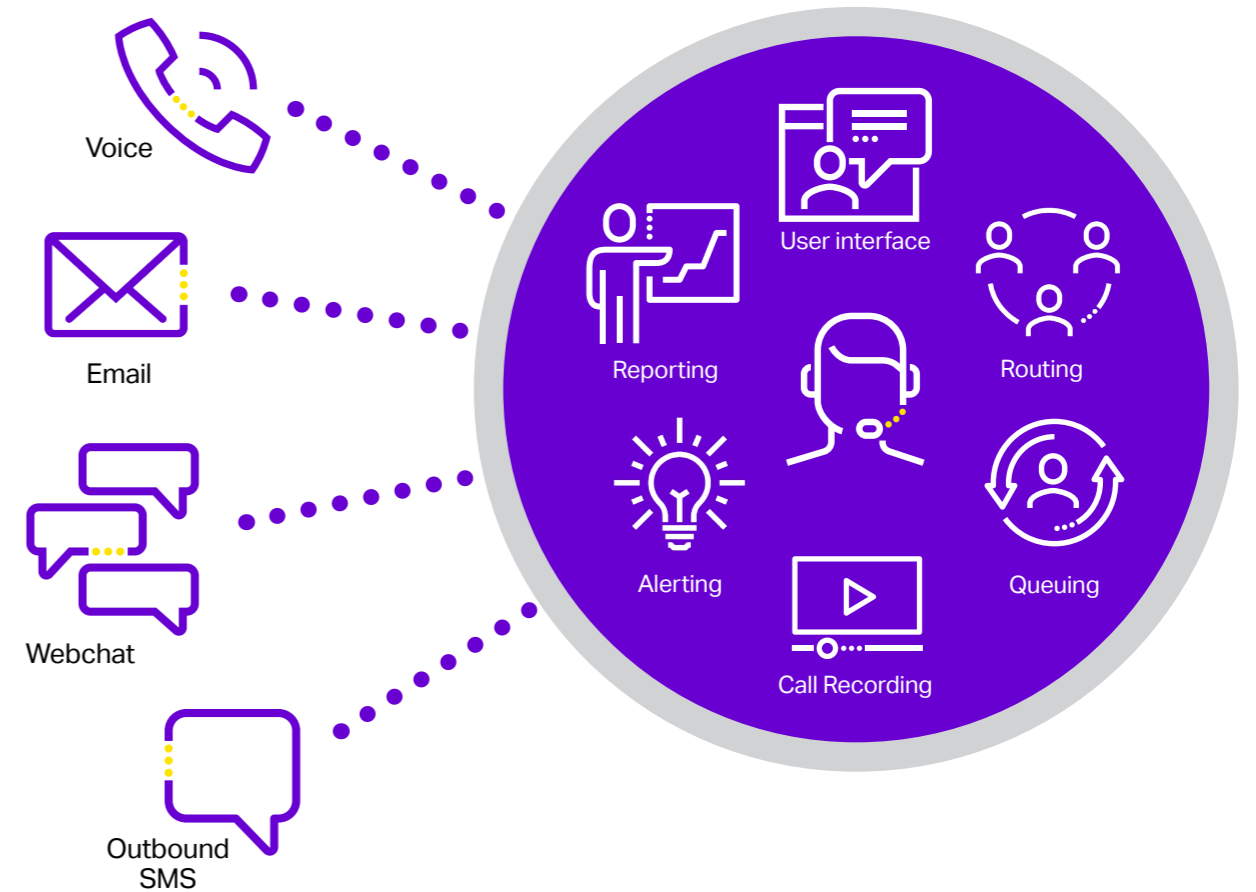
Unlike most customer contact solutions, Horizon Contact provides an easy to use, self-service feature set, for small to medium businesses, at a price point they can afford.



## Driving exceptional customer experience

Horizon Contact has been designed specifically to work in conjunction with Horizon and Collaborate, providing a conjoined experience and shared feature set for all users. Offering a rich customer contact experience for voice, email, webchat and outbound SMS

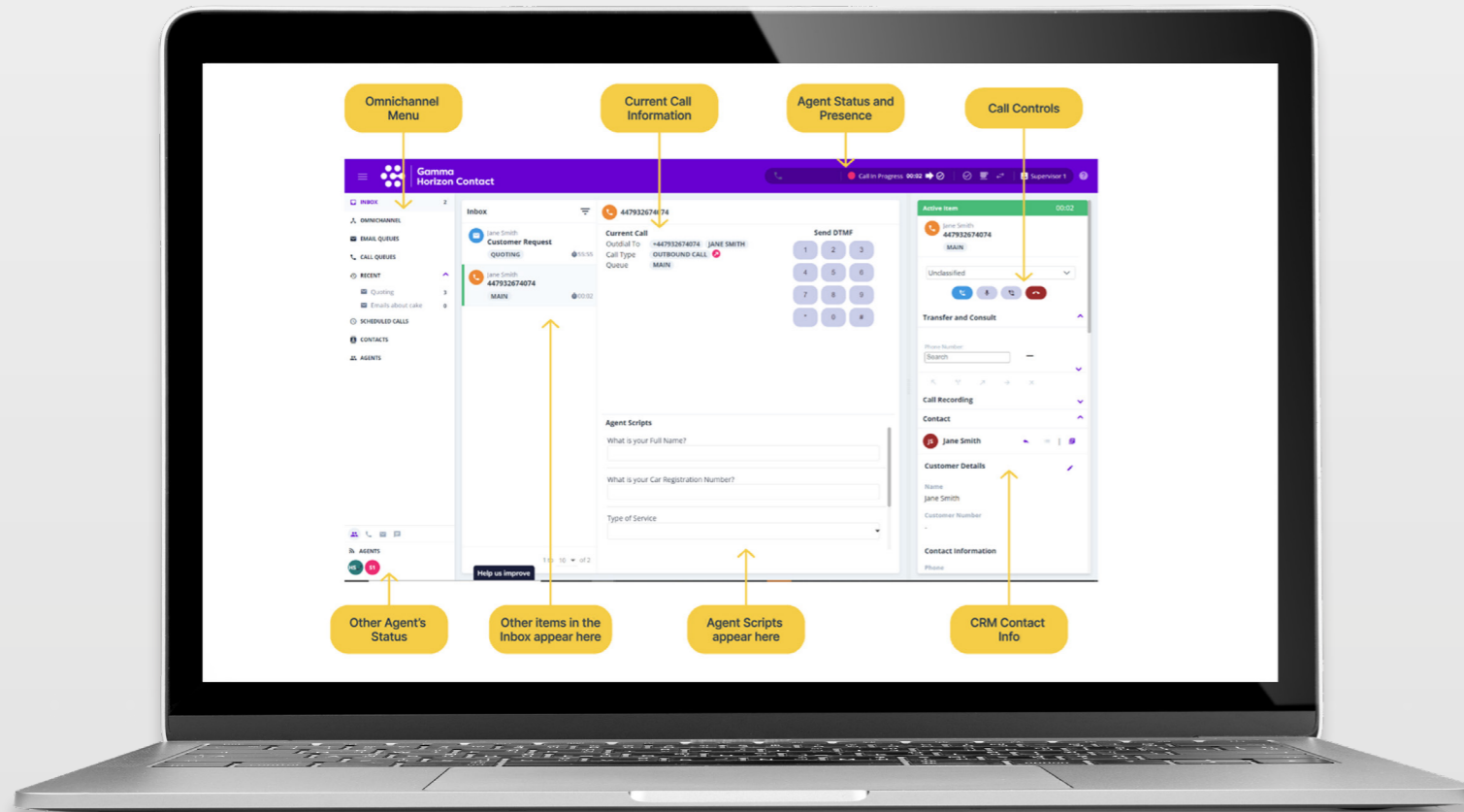
interactions, Horizon Contact is compatible with a broad range of handsets and supports WebRTC to enable the use of soft phones. This allows users to work from anywhere on any device, with only the need to access a supported browser.





# Building a better experience hub

Where efficiency meets excellence

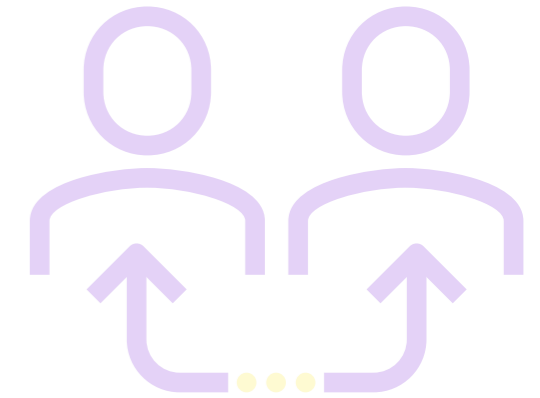


Transforming customer interactions, Horizon Contact offers a comprehensive Omnichannel menu view, empowering employees with real-time status updates, detailed call information, and intuitive call controls. Seamlessly integrated with CRM systems, staff gain access to vital customer information

and personalised scripts, enabling them to navigate tasks effortlessly. With customisable prompts guiding them at every stage, staff deliver exceptional customer experiences with every interaction, ensuring a seamless and informed service journey.

# Improved customer service

Getting it right first time



Horizon Contact provides a consistent quality Omnichannel solution. The interface gives agents a master view of customer communication across all channels, so they can ensure a seamless experience.

Horizon Contact supports inbound and outbound voice channels, web chat and email, enabling a highly personalised customer experience.

With easy to create complex interaction flows, dynamic skills based routing and IVR self-service options, Horizon Contact allows you to connect your customers to the most appropriate person faster, improving first contact resolution and delivering an enhanced level of customer care.

The shared phonebook and presence information between all staff allows team members to transfer calls with full consult functionality. All interaction history is stored within the included CRM and available to all users when connected to a recognised customer.



# Advantages of Horizon Contact

## Transforming customer relationships



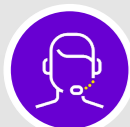
### Management Insight and Control

Horizon Contact comes complete with a comprehensive reporting tool that enables multiple reports to be created across all channels which can be viewed within the Horizon Contact portal. Reports can also be scheduled and delivered to managers as and when they need them.



### Quick, secure and scalable deployment

With Horizon Contact, there are no financing costs, no major hardware to purchase and no software to roll out. Horizon Contact is scalable from 2 – 500 seats, licences can be added at any time as and when your business grows and are available on 30-day contracts for managing peak demand.



### Access anytime, anywhere

Horizon Contact is cloud-based and as such employees can log into any device and work anytime, anywhere. Compatible with all Gamma handsets, staff can also work with just a laptop and a headset, because Horizon Contact uses WebRTC to deliver the same experience wherever your teams have internet access.

Supervisors/managers get a real time view of all activity and can see wallboards tailored to their needs via a web browser. Changes can be made to an IVR within a matter of minutes, ensuring that both voice and email channels can remain live and customer queries can always be taken. Supervisors/managers are also able to continue to monitor performance and retain all reporting functionality.



### CRM integration

Horizon Contact's integrated CRM solution allows you to record customer interactions by channel and combine this data with all associated outcomes within a single consolidated database.

CRM integration allows the contact centre agent not only to quickly find a contact's information and contact history, but will automatically display a caller's details during an inbound call and allows agents to initiate an outbound call by using the 'click to dial' functionality directly from the CRM. Currently integration is offered with Salesforce, Microsoft Dynamics and Zendesk. Other top CRMs will be coming soon.



### Healthcare System Integration

Horizon Contact integrates with the leading patient management solutions, EMIS and SystmOne, using the Gamma Care Connect application. This can significantly speed up the time taken to identify patients when they call opening the confirmed patient's record when they call. Gamma Care Connect also speeds up outbound calls supporting click to dial directly from the healthcare application.

To use this integration the healthcare practice needs to be using the EMIS Web Application or SystmOne.



### Secure Card Payment

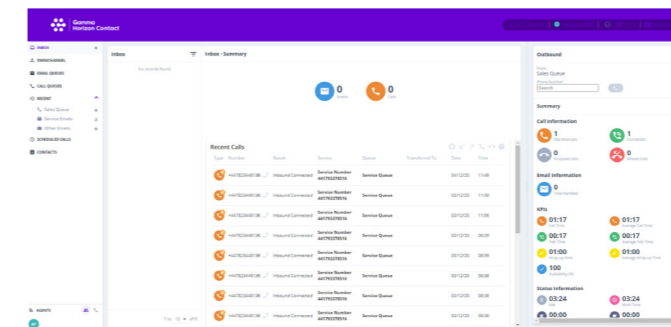
Contact Safe-Pay enables organisations to achieve PCI DSS compliance. It prevents employee exposure to payment card data by allowing secure payment requests to be sent to customers via email or SMS links.



# Simple to use interface

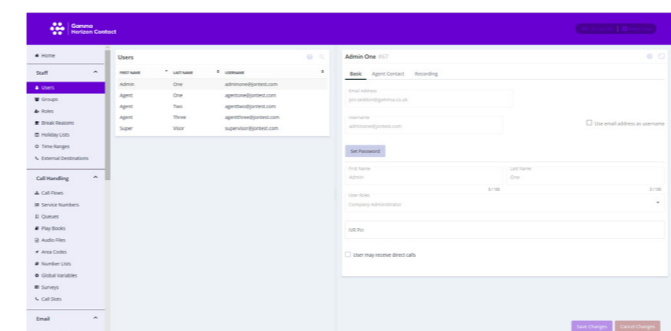
## Clear, concise and consistent

### Agent Interface



Agents can view all the queues that they have been given access to view. Agents can take calls via a Horizon handset or via a softphone using the Horizon Contact portal.

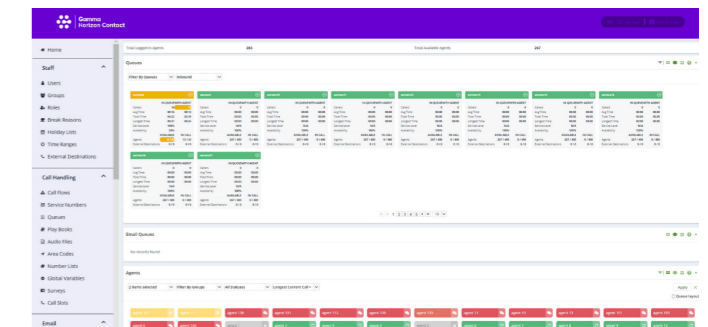
### Admin Interface



Horizon Contact is managed using its own web interface, which provides information and management control to authenticated operations users.

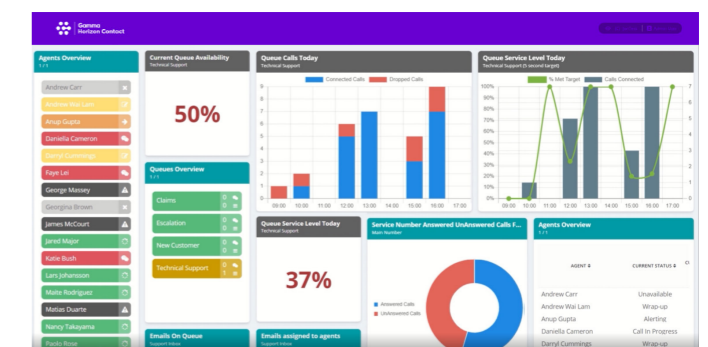
The Administrator Portal part of the interface allows users who are logged in at the Administrator level to customise their Contact Centre features and functionality.

### Supervisor Interface



The Supervisor user has full agent functionality but can manage all agent users. Within the Horizon Contact Portal, the Supervisor's main screen shows live data for both the queues and the agents that they manage.

### Wallboard



When an agent has classified an interaction, the classifications are logged and analysed by the Contact Centre for display via the wallboard and for inclusion in regular reports.



# Smart ways of working with Omnichannel



## Voice Channel

Horizon Contact provides a comprehensive set of voice features to enable agents to make and receive calls and manage the current and historical communication with customers.



## Call Back

We understand that customers aren't always in a position to wait in a queue to speak to an agent. Horizon Contact can be configured to assess a caller's position in the queue, announce the estimated wait time and offer the caller the option of a call back if the wait time is too long. Selected time slots can also be offered to provide a more flexible call back option.



## Email Channel

Horizon Contact can be connected to email servers to send and receive emails using the POP3, SMTP and IMAP protocols. This allows customers to use existing email services, such as Gmail or Microsoft 365 and multiple email addresses can be configured, which can then be assigned to different queues.



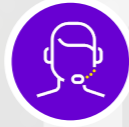
## Campaign Dialler

The Campaigns feature allows you to set up and run outbound call campaigns. These could be outbound sales calls, data capture calls or outreach for customer feedback for example. All calls are logged as a scheduled call and can be recorded.



## Advanced Queue Management

Customer interactions can be queued and managed within the contact centre environment. Calls / emails can be prioritised into VIP queues to improve first contact resolution.



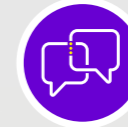
## Call Recording

With Horizon Contact, you can choose if you want to record inbound, outbound or internal calls for customer service, training or audit purposes. Callers can also be provided with the choice to opt out of their calls being recorded, however agents can still select to record their part of the call.



## Wallboards and Live Data

Wallboards can easily be constructed to show powerful live data from the minute an agent starts to handle a call, email or web chat. The dashboards present information relating to service numbers, queues, and live status events such as the availability of agents, which is fundamental for Supervisors to review performance and in addition change the status of agents if they are no longer available.



## Webchat

Webchat is the fastest growing communication channel and using simple tools, you can embed code into your website that will connect your potential sales leads directly to the most skilled agent. Webchat conversations can be served between calls to ensure high agent productivity or agents can work on multiple chats at the same time.



## Outbound SMS

This allows companies to send outbound SMS messages to customers as part of an interaction flow, which could be used to divert calls from members of staff or to allow staff to send an SMS when they are speaking to a customer, with a confirmation of appointment or to send a link to a website or documents for example.



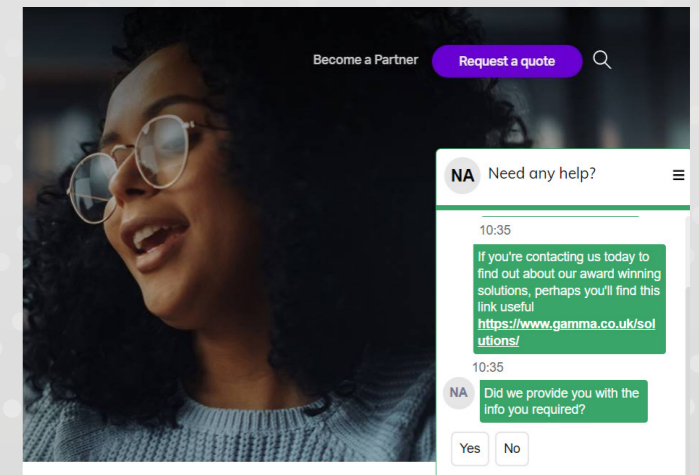
## Management Reporting

There is a comprehensive reporting tool built into Horizon Contact that enables multiple different reports to be created and viewed with the Horizon Contact Portal. Reports can be scheduled and exported either to a third-party reporting tool or to manager's email addresses.



## Skills-based Routing

This allows you to automatically route calls to the most qualified agent, thereby improving levels of customer experience and first call resolution.





# Agent vs Supervisor Matrix

With Horizon Contact, there are three types of user licences:

**Administrator** - Administrator licences can be applied to any Horizon user. They can manage back end functionality, such as queues and interaction flow design, but cannot receive calls or manage agents.

**Agent** - Agents can view all the queues that they have been given access to view. They can also set their status and indicate if they are available to handle new inbound requests.

**Supervisor** - Supervisors can do everything an agent can do as well as manage agents.

To understand more on the features for both agent and supervisor please see below:

Feature	Agent	Supervisor
Make / receive voice calls	●	●
Send / receive emails	●	●
Record own calls	●	●
View own statistics	●	●
View queue information	●	●
Change own availability	●	●
WebRTC or handset	●	●
See Horizon user presence	●	●
Use native CRM / knowledgebase	●	●
Offer call back	●	●
Listen in to agent		●
Coach agent		●
Take over agent call		●
See agents' stats		●
Record agent calls		●
Review agent call recordings		●
View historical reports		●





# Welcomm

Communications Limited

**Tel:** 0800 0646464  
**Email:** [sales@welcomm.co.uk](mailto:sales@welcomm.co.uk)  
**Add:** 24 The Point, Market Harborough, Leicestershire, LE16 7QU  
**Web:** [www.welcomm.co.uk](http://www.welcomm.co.uk)



We're a certified Carbon Neutral\* Company. This means you can demonstrate green credentials yourself. By working with us you have a solution that not only helps the environment but also enables you to become greener and conform to new Government environmental policies.