



## Getting More from IP Call Centre

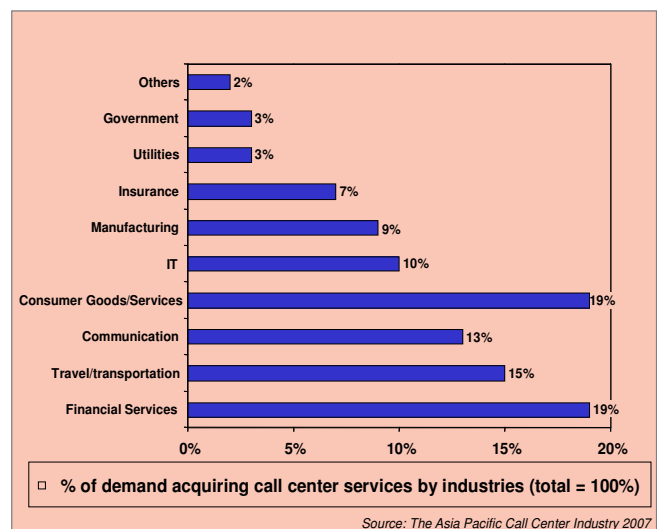
Call centres have become essential to the marketing and customer care strategies of many businesses over the last decade, which are expected to effectively enhance competitive advantage and promote growth for the core business.

Given with heightened awareness and increased expectation from customer on IP call centre technology, many companies realize that call centre's function is not only providing inbound services but also generating sales and increasing market penetration. Traditional call centres cannot allow fast response to the client's ever-changing needs and gain advantages from emerging IP technology. As a result more and more companies are willing to adopt outsourcing IP call centre services or multi-channel IP contact centre solutions.

### Reasons for acquiring outsourcing call centre services from clients' perspectives

- Client company wants to **focus more on their business core competencies** to provide greater shareholders value instead of working on internal call centre development
- **Existing technology is not specialized enough to support multi-channel platforms** (e.g., integration with Internet web media, CTI middleware and other tools)
- Client company considers **too costly** to invest and **keep up with** new technology upgrade

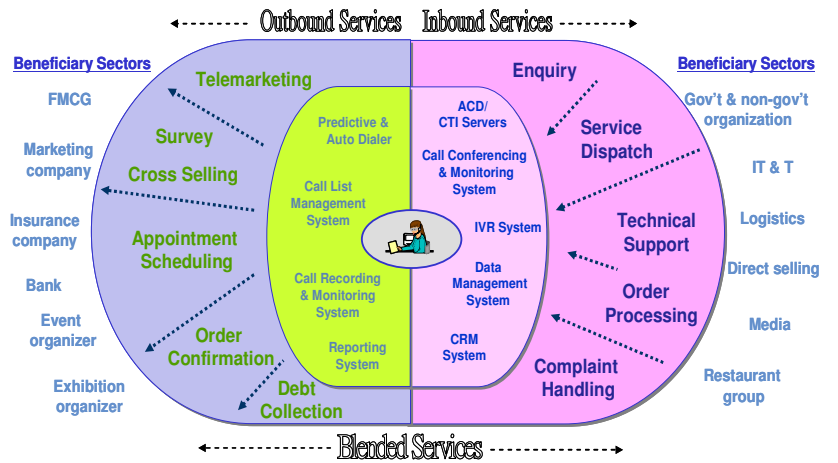
Figure 1.0 Industry demand in outsourcing in Asia



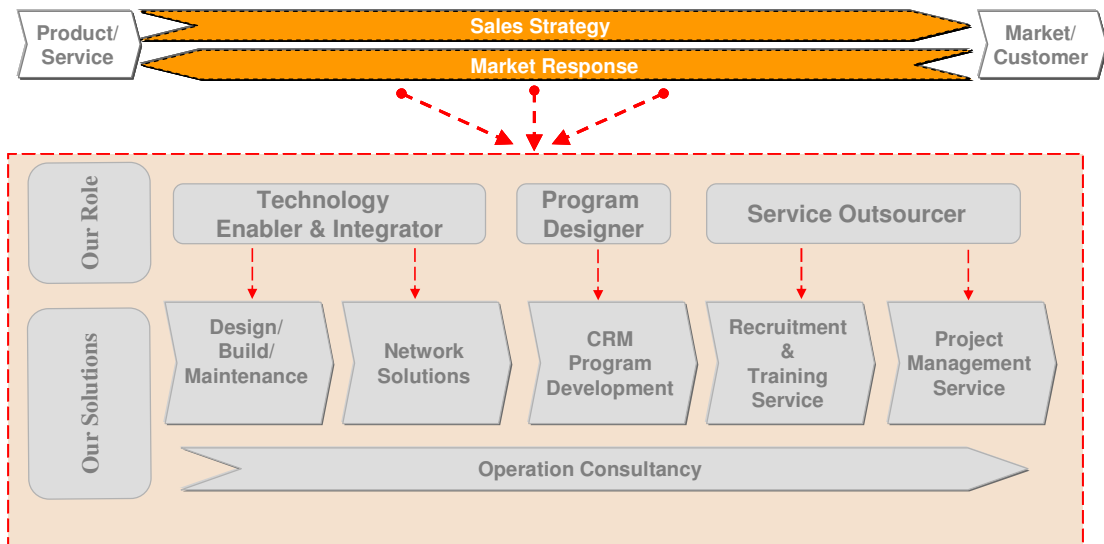
## Key Benefits

Financial
<ul style="list-style-type: none"> <li>• Reduce and control costs</li> <li>• Avoid capital investment</li> <li>• Balance between fixed and variable cost</li> <li>• Disposal of non-core asset</li> </ul>
Operational
<ul style="list-style-type: none"> <li>• Maximize efficiency and flexibility</li> <li>• Better work flow</li> <li>• Drive organizational change</li> <li>• Assess to expertise which is not available in-house</li> <li>• Assess to latest technology and solution</li> </ul>
Business Competitiveness
<ul style="list-style-type: none"> <li>• Fast to deploy, time-to-market</li> <li>• Focus on core competences</li> </ul>

**Figure 1.1 Service offerings overview**



Diyixian's contact centre solutions and services can fulfill the needs of our customers at different stage of sales and marketing strategies.



Diyixian provides inbound, outbound and blended call centre services, including “package solutions” that specifically address customers’ particular business interests.

Contact Centre Components	800 / 400 Toll Free #	Hotline / Fax #	PC/ Printer/Furniture	SW Applications	ACD / IVR / CTI Servers	CRM Platform	Cross-border Connection	Server Hosting	Data Warehouse	Project Managers	Call Centre Agents	Administration	Training
Owned By DYX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Owned by Client	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Project Charge Options	Per Seat	Seat + Commission	Seat + Labor	Seat + Labor + Commission	Profit Sharing	Call Volume	Per Order	Per Working Hour
Inbound	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outbound	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

If you have any enquiry about Diyixian’s contact centre solutions, please contact our Call Centre Specialist at (852) 2187 7647 or [ccsolutions@dyxnet.com](mailto:ccsolutions@dyxnet.com)