

1 Introduction

1.1 Overview

This 'Why Us?' guide is designed to help you understand *Business Express* software. It describes how it can impact a wide range of business processes and make the most of any organisation's existing resources.

Business Express is hosted software, accessed via the Internet using a secure connection. We have grouped related functions into modules and combining different modules allows custom systems to be built quickly and cost effectively.

This guide outlines the aspects of the system that have proved most effective in the contact centre arena.

Business Express (BE) is hosted software and as such has a number of key attributes:

1. Accessible anywhere in the world, with complete security
2. Backups, updates and IT support are managed centrally
3. BE is rented to the client; they only pay for what they need, when they need it
4. No cap-ex is required and IT involvement is minimal
5. Implementation of a new system has 'same day' turn around

In summary, no cap-ex, same day deployment, central management.





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1.2 Company Details

All n One is a Limited company based in Dublin, Ireland.

Established in 2005, its three directors are:

<i>Nick Wheeler</i>	Chief Executive Officer
<i>Chris Thomson</i>	Managing Director
<i>Philip Lacey</i>	IT and Projects Director

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1.3 Delivery Format

Because Business Express is a Software as a Service (SaaS) solution there is no need to install any software. HTML pages are delivered to a client's browser, meaning it will work on any machine that can access the Internet. All communication is encrypted to the same level as online banking through an SSL connection.

For certain formats extra free software may need to be installed, e.g. Adobe Flash for movie playback, Adobe Acrobat Reader for viewing PDF documents, Microsoft Excel Viewer for reviewing spread sheets, etc.





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1.5 Acronyms and Abbreviations

AHT	Average Handling Time
BE	Business Express
CLI	Calling Line Identification
DP	Data Protection
FCR	First Call Resolution
GPA	Grade Point Average
LMS	Learning Management Solution
NPS	Net Promoter Score
PCI	Payment Card Industry
RSS	Really Simple Syndication
SaaS	Software as a Service
SMS	Short Messaging Service
SOX	Sarbanes Oxley
SSL	Secure Sockets Layer
TL	Team Lead
TPV	Third Party Verification





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1.6 Important Note

Please note

Hundreds of suggestions, thousands of man hours and millions of operational transactions have gone into Business Express to make it simple to use and all functions are designed to be 'four clicks to complete' wherever possible. This document is intended to explain a lot of detail, background theory and potential setups of the system which belie its ease of use but we have to describe the power of BE's potential somewhere!

BE is designed to be used by non-techs

BE does not require IT to set it up

BE is managed by users with basic computer skills

The simplicity of BE is seen when it is used, the power of BE is in the parts you don't see

A live demo of BE will make clear just how easy and powerful BE is. Section 11 of this document allows you to see BE in action.





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1.7 Delivery

1.7.1 Requirements


BE is platform independent i.e. it works on PCs, Laptops, Servers, mobile phones, smart phones, tablets and games consoles.

BE is delivered using an Internet browser and is designed and tested with all the major browsers in mind. BE Release 6 has been tested with:

Microsoft Internet Explorer

IE 5.5  IE 6  through IE 11 
http://en.wikipedia.org/wiki/Internet_Explorer



Mozilla Firefox

FF 1  through 27.0.1 
<http://en.wikipedia.org/wiki/Firefox>

Apple Safari

Safari 1 through 7.01 
[http://en.wikipedia.org/wiki/Safari_\(web_browser\)](http://en.wikipedia.org/wiki/Safari_(web_browser))

Google Chrome

Chrome 1  through 32.0.1700.99 
[http://en.wikipedia.org/wiki/Chrome_\(browser\)](http://en.wikipedia.org/wiki/Chrome_(browser))

Opera

Opera 8.5 through 19.0.1326.63 
http://en.wikipedia.org/wiki/Opera_Browser

With the correct content software installed, BE can deliver any format. E.g. for PDF documents, Adobe Acrobat Reader must be installed on the device.



1.7.2 Speed

The average BE page size is 11k but this can be affected by the amount of content on the page. Where multimedia content is used the page size will of course increase significantly.

All images and styles are cached wherever possible which reduces loading times and means that BE can work at dial up speed (56.6 Kbps) whilst still maintaining a modern style and design.

Where eLearning is involved we have developed a multimedia and text version of the content specifically with users of low bandwidth in mind.

1.7.3 Accessibility

BE is designed with standards in mind and works towards compliance with the guidelines of the Web Accessibility Initiative (WAI)

<http://www.w3.org/WAI/>

We currently work to delivery A level compliance

<http://www.w3.org/WAI/WCAG1A-Conformance>



Here are the guidelines that are developed to

<http://www.w3.org/TR/WAI-WEBCONTENT/>



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2 Contact Centre Functions

2.1 Introduction

With over 50 combined years of contact centre experience amongst the system architects, BE's contact centre management modules were built to be the operational answer to every call centre managers data requirements. We understood that what was needed was a tool that was flexible, robust and made reporting easy. By drastically reducing the requirement for IT involvement and granting real time reporting to team leads, supervisors and clients, BE gives a strong competitive advantage to outsourcers.

2.2 Campaigns

A campaign is a data storage tool used for loading or updating records. Amongst our clients 'campaign' is known by many different names, for example:

- Sales Pipeline
- Membership database
- Contact List
- Prospecting List
- Customer Relationship Management (CRM)
- Contact Management
- Data Entry system
- Case Management

A campaign is used to replace an Excel Spread sheet or Access Database and:

- It provides real time reporting
- It can be integrated with any number of external solutions
- It can operate in batch or real time import and export
- It allows work to happen with a single click

The click can simultaneously:



- Validate input
- Indicate next steps in a process
- Create an appointment in a shared calendar
- Send an email / SMS to an internal department
- Send a template email / sms, with personalisation, externally
- Send data to another system in real time

Because we have an open JavaScript box this function is completely customisable.

2.3 Campaign development

Using a simple step by step, question by question approach, any authorised user can create a campaign and, for example, a straightforward 10 question campaign can be rolled out to multiple sites in about 10 minutes.

Campaigns are constructed from *simple* or *complex* question types.

Simple types include text boxes, text areas, drop down lists, radio buttons, check boxes are generic types. Simple yes | no, true | false, number lists are also included to speed up creation. Dynamic lists can also be pulled from other parts of the system allowing for self-maintaining lists, such as current staff, departments products. This facility is also available across separate campaigns.

The table below lays out the prebuilt simple question types available.





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Basic	Type Listings	Numeric Listings
Text Box	Agreement Types	1 to 10
Text Area	Probability	1 to 100
Section Header	Quality	1 to 20
Tab Button Header	Satisfaction Level	1 to 50
Check Box	True False Block	1 to 500
List / Menu	Yes No Block	
List / Multiple		
Radio Button		
Date Box		
Website Text Box		
Email Text Box		
Colour Selector		
Password		
Number Box		

Common List Types	Client List Types	Cross Campaign Type
Broadband Supplier	Brand	Campaign Listing
Contact Type	Department	Campaign Search
Country	Manufacturer	
County	Media Codes	
File Types	Media Schedule	
Garda Stations	My Team Member	
Languages	Product	
Nationality	Project	
School Class Type - Ireland	Retailer	
Solicitors	Skills	
Title	Staff	





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To speed campaign development even further there are complex question types which create a number of boxes simultaneously, for example a Complex – Title block, will create a drop down list of titles, together with a box for first name, initial and surname.

- Complex - Title Block
- Complex - Phone - Home, Work, Mobile
- Complex - Email and web data
- Complex - Address Block (1, 2, 3, Post Code, Country)
- Complex - UK Address Block (1, 2, 3, 4, 5, Post Code)
- Complex - Currency & Amount
- Complex - Credit Card Block
- Complex - Direct Debit Block
- Complex - Google Map





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2.3.1 Rollout

BE has a number of tools to aid with campaign roll out.

User access

When setting up a campaign, individual users are grouped by department. The word department could in fact be replaced by group, team, division etc.

At any time and using a simple tick box exercise it's possible to add or remove one user, several users or even an entire department.

The reporting function profiles who has been given access to any given campaign or campaigns.

Data Loading

BE can load data in a batch or accept information in real time from other systems and we have implemented a simple function, which allows a user to upload an Excel spread sheet seconds.

Quick Wipe

A campaign can be tested and then reset ready for live data entry which makes rollout even faster.

Copy Campaign

The Copy Campaign function replicates the campaign's structure, questions and reporting, ready for redeployment.





2.3.2 Integration

BE can integrate with any phone system that can cause a screen pop. This means that inbound contacts pop BE open to show a complete customer contact history.

Integration can be implemented across multiple sites, with multiple phone system technologies.

BE can integrate with anything that has the ability to input and output data on an automated basis.

2.3.3 Lead times

The most powerful aspect of all of these functions and features is lead time. There is none. Furthermore, campaigns and scripts can be repeatedly updated at a moment's notice.

All reports are in real time and built on the structures that exist in the campaigns, so there is no need for custom report generation every time you have a new campaign. The intelligent self-developing reporting engines in BE guide any user to the data they need in seconds.

Because you can deliver faster and invoice sooner, using less resource, reduced lead times put money straight on the bottom line.



2.4 Reporting

2.4.1 Speed of reporting

BE campaign reports are real time and optimised for quick delivery. An average of 100,000 records with 10 fields will generate into a report in approximately 40 seconds. Similarly, a rolling totals report providing information on 700,000 records over 4 Quarters on a selected field of data will generate in approximately 50 seconds. If optimisation is applied this can be reduced even further.



2.4.2 Complexity of reporting

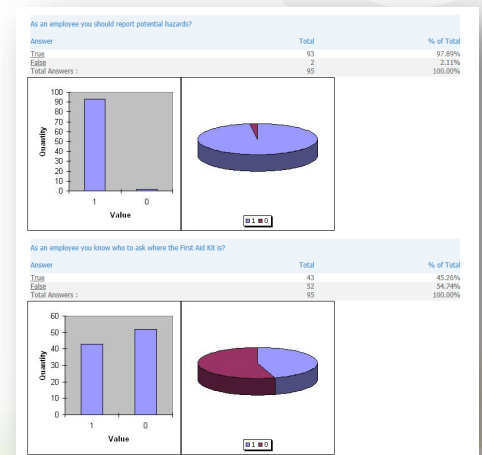
Data Profiling is the reporting engine which allows users to build as complicated a report as they require.

Once set up these reports are available to any authorised viewer.

Data Profiling also facilitates the delivery to a Secure FTP server if required as well as automated Email notification.

Demographics reports present data using bar charts and pie charts and are created on closed questions. By counting up the total amount of answers of, for example, a Yes / No question, the pie chart can be drawn showing the total Yes and total No responses.

Reports can be customised to show any number of fields, in any order, for any group or subgroup of data.





2.5 Data Management

With ever increasing requirements to provide data security and comply with legislation, BE's audit, tracking and reporting functionality helps companies to deliver their PCI, SOX and DP requirements with ease.

Real-time reporting allows operational staff to get an accurate view of what is happening and security of access to allows internal or external clients to review, manage and analyse operations, without queuing for reports.

BE allows for dashboards on any captured information, facilitating the proper management of first call resolution and improving the customer experience.

Managing multiple data sources with ease, BE makes contact and customer data aggregation possible without the need for IT involvement.

2.5.1 Maintenance

Daily maintenance routines tidy and optimise large data sets on our client's behalf.

Integrated warehousing allows for large reports to be pulled on live data without affecting operational reporting, even on data sets > 2 million records.

Daily maintenance reports to the BE support teams allow account managers and database specialists to keep a watching brief on your campaigns and can often highlight areas we can help you improve upon.

Database Slow Query Reports allow analysis of campaigns that are 'slowing down' so we can help you index and improve your speed of performance.

2.5.2 Ownership

All record content remains the property of the client and is extractable at any time via secure, audited functions.

2.5.3 Exporting Formats

BE currently exports to CSV, Excel or XML

2.5.4 Relevant Applicable Laws

All data is stored on servers in Ireland and are subject to Irish Law.

2.6 General

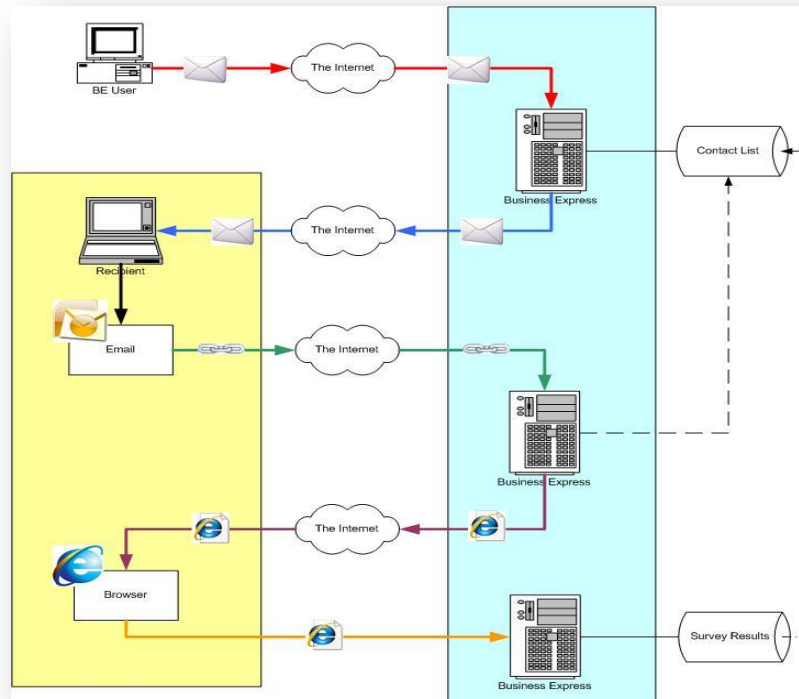
2.6.1 Marketing Communication

BE provides email communication with tracking. This feature allows real time interaction with customers that generates invaluable marketing information with no need for separate marketing campaigns. BE can be used to

- Generate an initial contact list
- Manage the contact list
- Email the contact list, with personalisation
- Manage survey responses
- Create numerous calling groups in real time based on responses

All with real time reporting and all within BE.

Below is the high level process flow in detail.



2.6.2 CTI Integration



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BE can be integrated with many `phone platforms and allows for complete Computer Telephony Integration. Any phone system that can pop a web page and pass some parameters can provide complete integration.

Inbound

BE can be used to provide instant information** to agents, as the call arrives and will display a complete customer history

- Displays documents including emails, letters, faxes and calls or even TPV recordings
- Intelligent grading of customers based on any number of criteria including `value` of the customer
- Intelligent offer prompting based on customer profiling
- Real-time validation and dynamic script alteration based on questions asked and historic information capture
- Inter-departmental information provision / transfer to reduce call transfer and provide much better customer service provision

** Average lookup under 0.4 seconds based on 2.7 million customer records and 5.6 million contact records and documents

Outbound

Used either as a data capture solution or an entire outbound contact management solution (where a dialler is not appropriate), BE provides strategic and operational benefits to managing contacts. Predictive, progressive and power dialler configurations are all supported, including multi-site blending.

Blended

BE can also provide unique blended contact management, integrating inbound contact via phone, email, sms, website, to seamlessly provide outbound management via email, SMS or phone in real-time configurations.



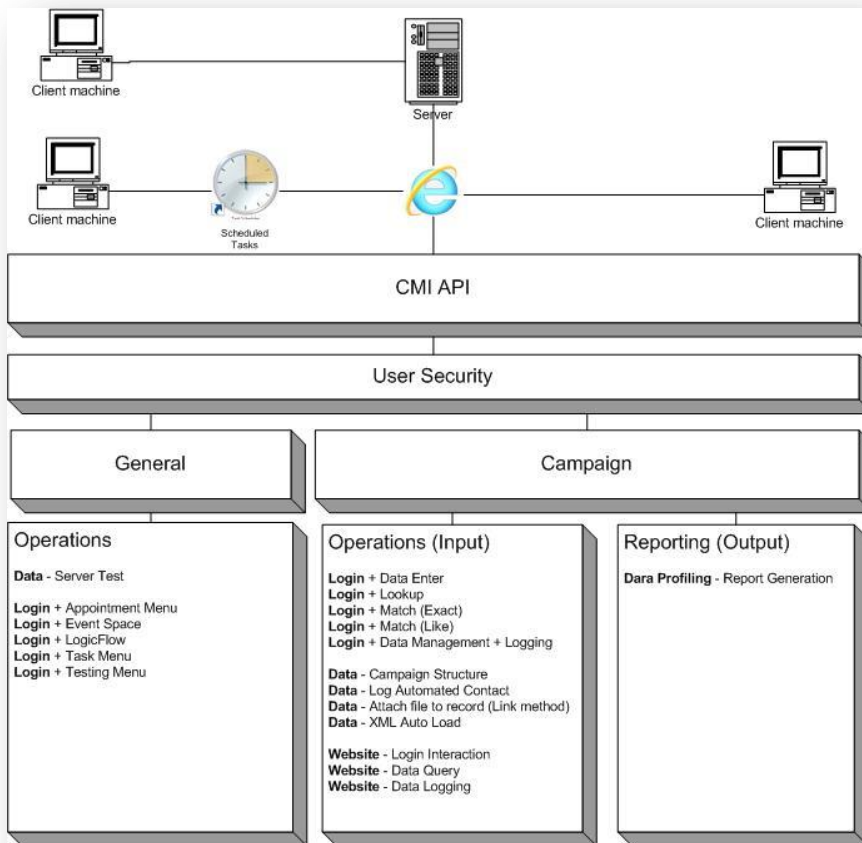
Integration API's

Application Programming Interfaces allow systems to chat to each other seamlessly and documentation is available for any developer who wants to integrate BE into their own solution.

BE already uses APIs to integrate with a number of 3rd party suppliers. If there is an API you would like BE to work with, let us know.

Just email support@allnone.ie

Below is a high level architecture diagram taken from BE's CMI API v4-0-4.





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2.6.3 Example Use Cases

Below are some of the implemented use cases where the CMI API has been very effective:

Automated Login & Customer History Lookup *eircom / meteor*

The solution provides unattended login to BE, via the genesis agent desktop phone integration suite. A customer record lookup is performed based on the calling users CLI, providing the agent with complete call history, as soon as the call arrives at the agent's phone.

Automated Data Processing *O2*

The functionality, using scheduling, automatically transmits processed records to a remote SFTP server for further systems operations.

Neolane Integration *eircom / meteor*

Allowing real time customer offers to be made utilising Neolane marketing intelligence

Satmetrix Integration *eircom / meteor*

Allowing real time NPS interaction

Data Profiling Report Automation *numerous clients*

Data Profiling report generation is heavily used by numerous BE clients.

Public Survey *Rigney Dolphin*

Gathering survey / feedback information using a publically accessible form, feeding back like into an operational contact campaign

Public Support Request Form *forward emphasis*

Allows records to be created in a case management fashion in a campaign, so that support agents can follow up to provide support



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2.6.4 Location independent activity

All n One has invested in the promotion of reduced staffing costs, improved family life and maximising company efficiency. Because BE is web based, data entry, training and even contact management can be performed securely by staff from anywhere in the world, including their own home.

As part of this development we have created multi-site, multi-lingual systems management to allow companies spread over multiple locations to work on the same data sets. In addition we provide real time communications functions that can be used internally and externally.

This work has seen BE used to:

- Deploy 156 campaigns in 39 languages for a single client
- Enable 50% of a client's work force to operate remotely
- Allow staff on 3 different continents to work together in real time

2.6.5 Systems interoperability

Due to its ease of use, BE has been integrated with multinational solutions including custom and on premise software. Some of the more common industry solutions with which BE can be integrated are:

Nortel, Avaya, Genesys Agent Desktop, Satmetrix, Softex Ringmaster, Sage, Core, Oracle, Sybase, Microsoft SQL Server solutions, NICE and Performix

BE is comfortable importing and exporting, in real time or in batch using, CSV, Excel, XML or SOAP envelopes and also has a Contact Management Interface Application Programming Interface (CMI API) which allows development and integration, independent of All n One team.

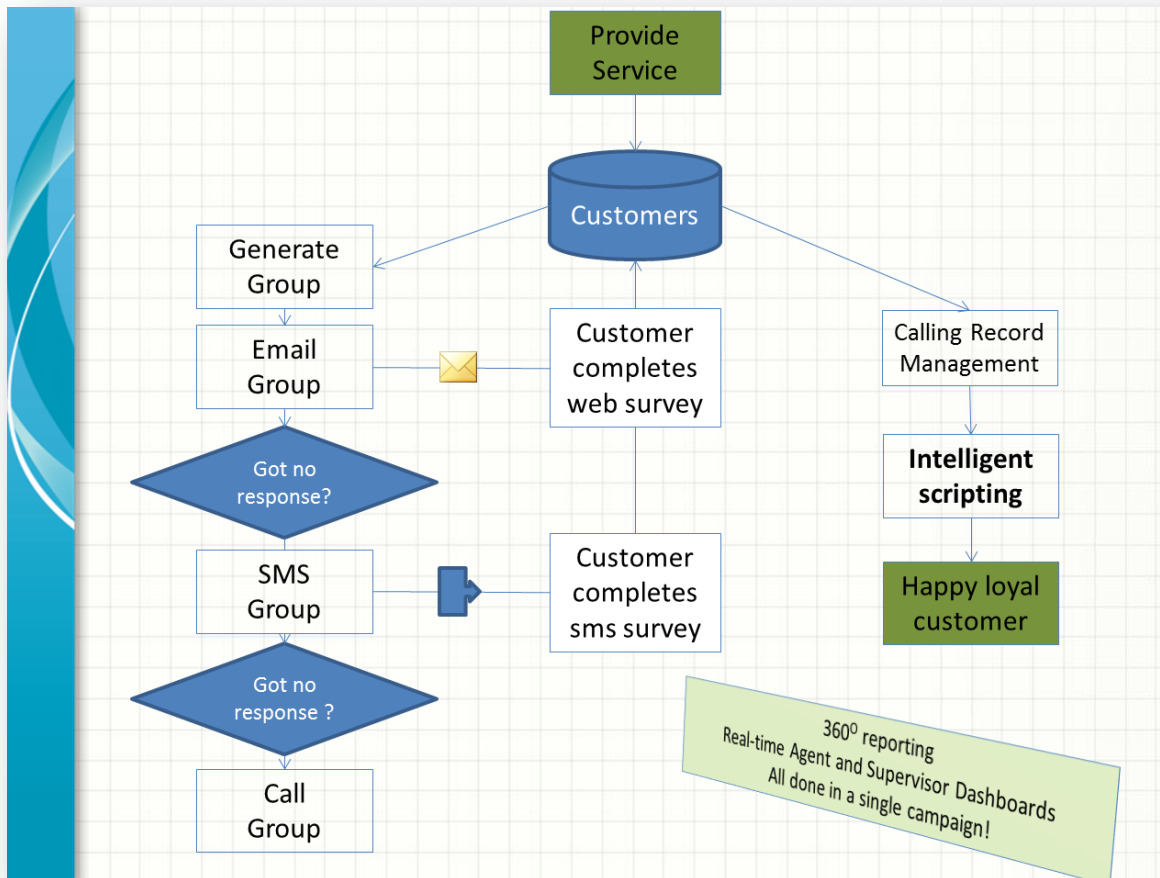
All n One also provide development services on a project by project basis and offer consultancy on multiple systems integration.



2.6.6 Business Express & Net Promoter Score

Converting customers into advocates is only possible through outstanding customer service and BE's combination of modules manages the customer service process from start to finish.

Using BE means that the solution can be introduced in stages or delivered as a complete one stop solution and it is already being used with solutions such as Satmetrix and Neolane.





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2.6.7 Third Party Verification

By creating a voice recording of a conversation with a neutral third party, a company has a legally official record of the customer's entry into the contract and creates a high speed method completing the sale.

There are of course strict rules regarding the delivery of a TPV script as well as its capture and storage. BE manages the development and delivery of the script and will integrate with the clients phone (manual or automated) recording solution. It will also maintain a complete contact history and store the recording.

BE facilitates real time feedback to the sales agent which means that they can, for instance, follow up with customers who fail to complete the process.

All reporting is in real time, can be wall boarded and also communicated to the sales and TPV operational teams.





3 eLearning

3.1 Career | Development Paths

BE can be used to implement many aspects of an agent or students development path from induction training through campaign go live using monitoring, enhancement and review processes. Feedback and reporting can be provided to operational managers HR departments and any other stakeholders.

Deploying a system that demonstrates independent and unbiased arbitration and development can help with staff retention, key staff identification and help business development by recognising patterns.

Training courses can also be built with 'Stop Point' tests which stop further progress until assessments are completed. With complete audit trails and the facility for independent review, the tool also serves as a powerful Outsource Partner management tool.

3.1.1 First Call Resolution

With industry focus moving away from Average Handling Time to First Call Resolution, agent knowledge is critical, not only to maintain the customer base but also develop and enhance the customer's value. BE offers integration with live operational systems as well as dynamic scripting and 'LogicFlow' branching support tools. Trouble shooting and complex logic paths can be made easy to follow which will radically improve agent performance and, ultimately, the customer experience.

Work enabling scripts can reduce wrap up time to nil. The system can automatically initiate or fulfil by, for instance, raising a trouble ticket or sending a confirmation email and allows management to review and update a process in real time without the need for IT involvement.



3.1.2 Real-time training

BE's ability to be integrated with phone systems means that training can be delivered between calls or during quiet periods without the need to move staff away from their desks.

Using, for instance, video training captured on a phone, BE can deliver completely personalised, focused and centrally managed training.

The Conference Centre module can be used to effectively eliminate floor walking and can also limit the need to put customers on hold by allowing agents to talk to leaders and experts whilst still on the call. We have also seen this module used by training departments because by reviewing the relevant transcripts they can identify the strengths and weaknesses of the current training.



4 eLearning with Business Express

4.1 Introduction

There are 5 core modules to be looked at when considering BE as part of a Learning Management Solution.



eCourse Management Create, manage and report on course material



eCourse Deliver course material



Testing Centre Set a test. Take a test. See reports



Conference Centre Secure internal information exchange



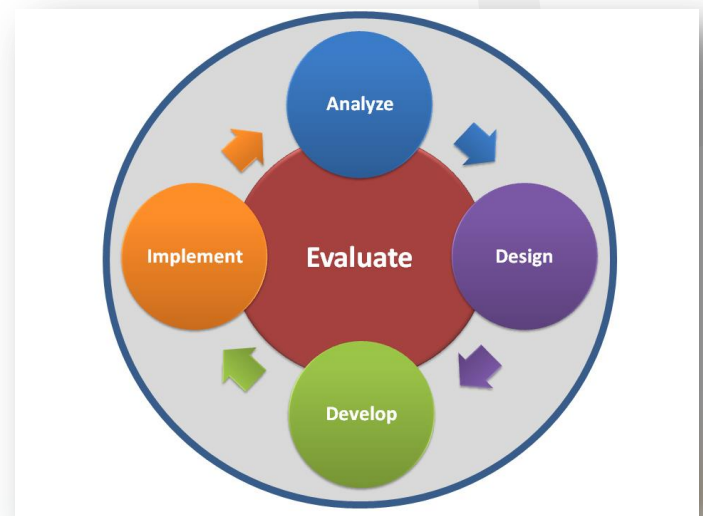
Communications Centre Manage stakeholder communications

4.2 Content

The content used in BE is developed by the client. It can be as simple as a few lines of text through to interactive multimedia content.

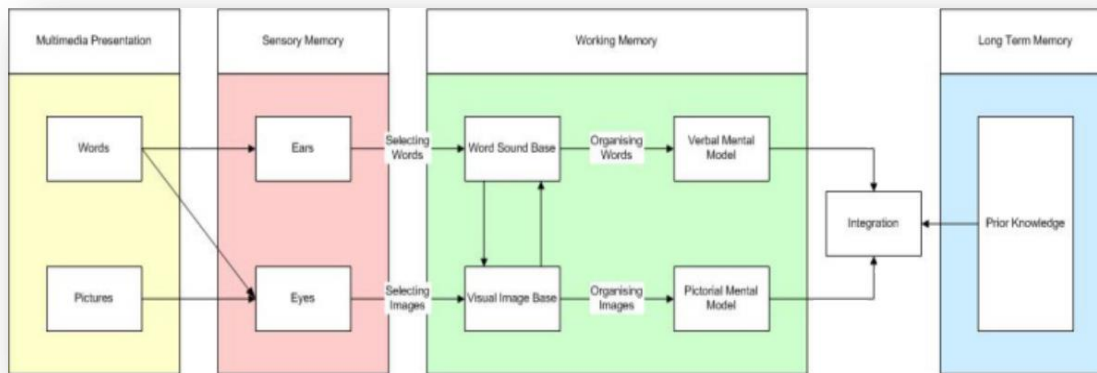
BE has been designed to help and deliver the requirements of Behaviourism, Cognitivism and Constructivism, whichever is most appropriate for the educational needs of the organisation.

eLearning need not be static. Unlike books, eLearning has the ability to be adapted and improved without a complete reprint and re-distribution.



4.3 Format

BE has been designed to support all forms of multimedia delivery that are possible through an internet browser provided the correct content software, for example Adobe Acrobat Reader, has been installed.



BE also handles custom versions of content such as material specifically created in Adobe Captivate or Articulate.

4.4 Development

BE enables a user to input text directly into BE using a Word 2007 style interface and this could perhaps be seen as the simplest form of content.

For more complicated material there's an 'upload media' function which allows custom created content be directly uploaded.

Content used in BE by our clients is often created using tools such as Microsoft Word, Excel and PowerPoint, Adobe Flash, Illustrator, Captivate and Acrobat, Jasc | Corel Paint Shop Pro and Articulate, to name but a few.



4.5 Design

4.5.1 Design Requirements

BE has no design limitations and will accept content from any content creation programme.

The interface provides a common, easy to navigate look and common, repetitive elements for example page footers and headers can be mass managed at Book level. In-house design requirements can therefore be readily accommodated. This centralisation means that all company documentation and follows central style guidelines.

4.5.2 Design Support Services

All n One understand the challenges of creating eLearning content from existing training materials and can assist you in converting your content to eLearning material. One case study of this is the CCMA Skillet who retained All n One to develop the FETAC approved Certificate in Contact Centre Management as eLearning material.

All n One partner with a number of different companies to professionally design and develop content including:

- Continuum Technologies for graphic design
<http://www.continuum.ie/>
- The Courtyard Studio for video presentation.
http://www.courtyardstudio.com/flash_website.swf
- Studio One for printing and printed materials
<http://www.studio-one.ie/>





4.6 Testing

4.6.1 Introduction

For many of our users, this is the business end of the system and it is broken down into 4 key sub sections:

- Test Centre
- Test Management
- Test Reporting
- Test Security

The testing centre allows for centralised, unalterable scores to be recorded against a user. The results are exportable to a data file or other systems.

The system includes a scoring management system and can deliver tests with open or closed questions.

It is possible to link each question with it's relevant training material if required (making the testing a complete reference and review document) to assist in knowledge transfer.

There are extensive options within the magnament of the system which include being able to change the word *Test* to a more user friendly word, like assignment or review. The system supports percentage, GPA, or custom scoring points systems.

Communications via email and SMS will alert trainers and managers to when a student has attempted an assessment.

With optional transparency to the user on how they achieved their score, and with the links back to the relevant training for each question implemented, learning can be self led or mentor / tutor supported.



4.6.2 Test Management

Test Management is the engine room of this module and is where the trainer will create the examination section of the course. Here they will create the test and define its parameters. Not only does the trainer write the question, they can define the type of question (text, yes/no, likelihood, multiple choice etc.) as well. Other criteria that are decided at this point are:

- Duration By what time and date must this test be completed?
- Frequency How many attempts can be made on the test?
- Support Can the student see course material during the test?
- Results Who will see the test results?

Scoring can be set as percentage or grade point average, in which case the system will calculate the results without further input, or 'Free Field' can be chosen. In this case the test creator defines the total score and any relevant weightings.

Any editing of the test that is required would also be performed within the Test Management section.

Test Security is the tool that provides or denies access to a test on an individual or group basis.

Once a test has been submitted it's locked to prevent editing and to keep testing consistent and fair. A full audit trail of all actions ensures parity for students and assessors.

An average 20-question test will take approximately 20 minutes to build by a semi-experienced user. No technical expertise is required.



4.6.3 Test Delivery

Within Test Centre, the student is able to either 'Take a test' or 'Study for a test'. Choosing the latter will take the student direct to the programme they click on. The former will take them to the desired test.

As this element uses pure HTML, it will work on all web enabled devices.

In some instances clients wish to provide multimedia testing, or interactive testing elements. This is accomplished by developing and delivering the interactive material via eCourse, with the results / output of that learning being automatically input to the testing centre. This requires some expert knowledge but provides the greatest level of flexibility in providing full multimedia testing and fair reporting.





4.6.4 Test Reporting

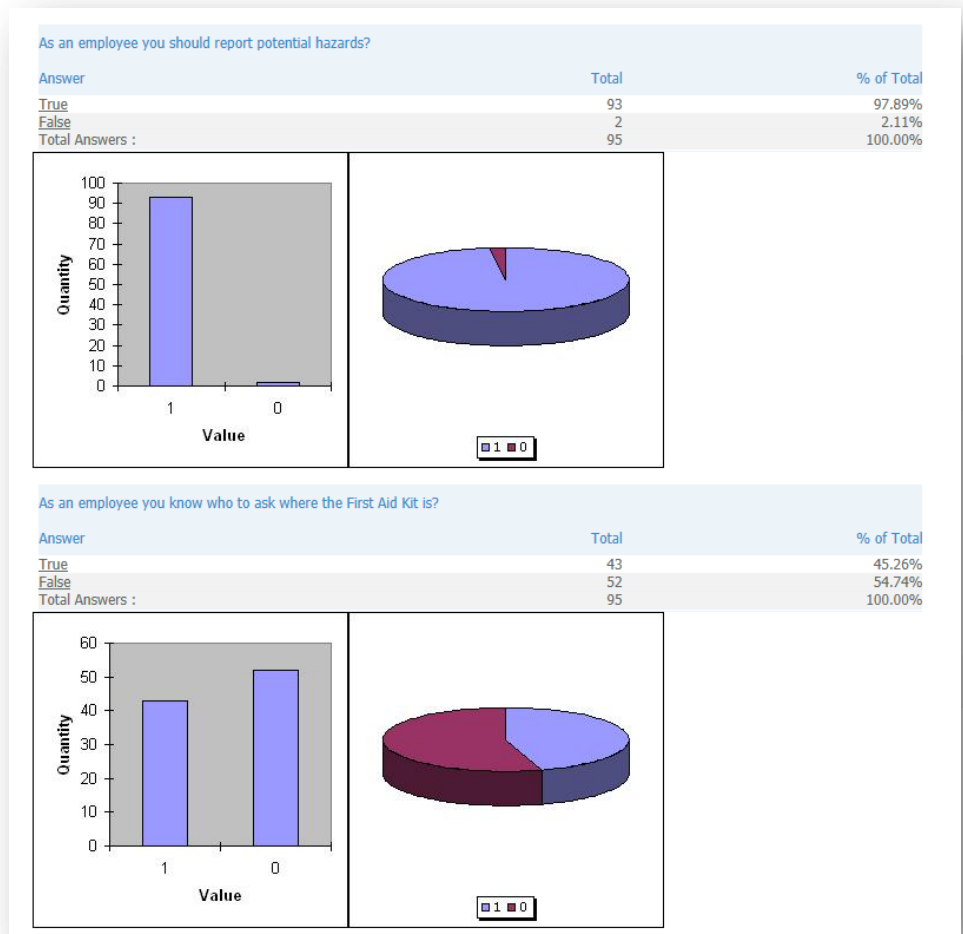
Test Reports are built automatically and can be viewed as individual results or as an overall profile.

Our users have found the overall profile invaluable in identifying training or knowledge gaps within groups because it highlights general areas of weakness and strength. The overall report can be used to compare and contrast training methods, training materials, trainers and teams / departments. The overall reports also provide easy drill down features to allow close interrogation of results.

The report extract shown here clearly highlights a training gap in the second question asked. The begs the enquiry 'Why are so many learners getting question 2 wrong?'

This section also contains an export function which allows the trainer to extract results and manipulate them, perhaps to match third party data requirements and provides a conduit for third party systems integration.

There is also a 'Profile by Student' report that lists all the tests the selected user has submitted, the scores they received and an easy to view Pass or Fail.





5 Communications

5.1 Introduction

'Communication is the activity of conveying meaningful information. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender.'

A detailed definition from Wikipedia but essential to how business communications operate. Whether in a training or operational capacity, BE addresses each element of this definition.

The sender will always be an accountable BE user.

The receiver will be either a BE user or someone outside of BE.

The medium used could be email, SMS, a scrolling information bar, an RSS feed, a list of FAQs, an eCourse of any form of multimedia or text embedded in an operational script.

BE has a number of ways of ensuring that the receiver has understood the message, through direct and indirect means.



5.2 Message

There are a number of different lengths and types of message than can be given.

- Short one line message
- Medium a number of lines of message
- Long a number of paragraphs or longer

Messages can contain any type of media.



5.3 Method

Messages can be delivered using just one or a combination of modules.



FAQ Management

Short & medium length messages that are available from all pages



Information Centre

Scrolling News messages found on the front page. Generally short and medium length



eCourse

For medium to large volumes of information



Communication Centre Group texts, emails and letters

FAQs are designed to eradicate forever the plague of post-it notes, stickers and scraps of paper. Moving desks means all the information an agent needs moves with them.

Information Centre messages are generally used for short news items, calls to action or links to further reading. Individual messages can be time sensitive and focussed onto a particular group and notice alerts can be automatically emailed to users.

By delivering to RSS feeds information can be fed to screen tickers that run along the bottom of agent's desktops or feed the content of websites, where appropriate.

eCourse allows for any quantity of information to be stored which can quickly and easily be referenced in the FAQs or information centre.

Communications Centre allows grouped emails and SMS messages, with personalisation, to be sent to internal or external receivers.

This combination of modules and functionality make a power tool set. For example: A process document is updated in the eCourse, a message is placed in the Scroller informing the staff of the change, which in turn has a 'confirmed read' requirement. This message is also emailed out to field staff. Staff are aware there is a new procedure to follow and distribution can be tracked by management.



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5.4 Communications Reporting

One of the most important but often overlooked features of communication is the final element of ensuring the receiver has understood the message. Too often emails or messages are sent but no confirmation of receipt is sought. BE makes this final stage of communication easy.

View Receipts

Every page view, log in and action in BE is recorded and reportable starting with System Access Management which provides log in / out reports to show who used the system and when. Similarly, eCourse tracks every page to show how often each page is viewed during any given time period. FAQs and Information Centre messages also have this 'view' tracking. Information Centre also has a simple 'hide when read' feature which keeps the notice board tidy.

Confirmed Read Report

Messages in the Information Centre can contain a button which requires a user to click the button to date and time-stamp the message. Reporting on this clicking provides clear feedback to management as to who has confirmed acknowledgement of the message.

Clickthru

When sending emails it can be impossible to generate accurate read / delivery reports due to the security measures implemented by modern email systems. To compensate for this, BE can track when a *link* in an email is clicked. This is non-invasive and clearly demonstrates that the user did read the email. Clickthrus can be used to track staff and customers alike.



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6 General

6.1 Recognition

Business Express is accredited by industry and our clients alike. The following are some of the awards and testimonials we have received over the years.

6.1.1 Industry Awards

Irish Contact Centre & Shared Services Awards 2010 -
Best New Product or Service

Irish Contact Centre & Shared Services Awards 2010 -
Contact Centre Supplier of the Year

Irish Contact Centre & Shared Services Awards 2009 -
Contact Centre Supplier of the Year

Irish Contact Centre & Shared Services Awards 2008 -
Best New Product or Service





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4. BEST NEW PRODUCT OR SERVICE Category Sponsor

Shortlisted 2010

All n One	Capstone	*
Luckebox	Plantronics	

WINNER ALL n ONE

All n One is a Dublin based contact centre software solutions provider. The software is marketed under the brand name Business Express (BE) and was designed from the outset to be a "Software as a Service" (SaaS) solution created specifically for the contact centre industry.

BE is a modular, web based application tailored to contact centre operations. An e-learning module was launched in 2009 - BE Learning Management Solution (BE-LMS). This interactive module is designed to support initial and on-going training, knowledge transfer and staff development. Within this short time it has achieved rapid client adoption with several leading Irish contact centre operations. Notably, it has resulted in 33% employment growth at All n One with further employment expansion planned.

The judges in selecting All n One as the winner of the Best New Product or Service Award 2010 noted that this new product is already proving itself a vital component in the contact centre manager's toolbox through its user friendly design and feedback capability. It enables companies to train their staff cost effectively without the need for significant capital expenditure and lengthy lead times. The innovative approach to pricing and simple set-up allows companies to roll out training programmes quickly and with the minimum of IT involvement. Feedback to date from customers indicates a bright future ahead for this new product.

HIGHLY COMMENDED PLANTRONICS

The judges wish to highly commend Plantronics for the new Savi wireless headset. Continuing their commitment and investment to the industry, this brand new product is designed to support "next generation communication". By connecting to both the telephone and PC it supports unified communication and is future ready with "High Definition" voice capability. This exciting new product offers the possibility of further service enhancement to the quality of communication between contact centres and their customers. The judges are delighted to welcome this new product and look forward to monitoring its success in the coming year.

HIGH STANDARDS COACHING STRATEGIC OBJECTIVES COMMERCIAL DEVELOPMENT CARING POSITIVITY ORGANISATION PROFESSIONAL CUSTOMER RELATIONSHIPS DIVERSITY MEASUREMENT SHARED SERVICES

9. CONTACT CENTRE SUPPLIER OF THE YEAR Category Sponsor

Shortlisted 2010

All n One	Paramount HR	*
Plantronics		

WINNER ALL n ONE

All n One is an Irish owned Dublin based contact centre software solutions provider. Their software Business Express is designed to be a "Software as a Service" (SaaS) solution. All n One's goal is to be the SaaS supplier of choice in the contact centre arena both in Ireland and internationally.

All n One's objective is to enable their clients to build effective, profitable relationships with their customers, their employees and other business partners. Their focus is on providing unmatched levels of client support and development, clearly demonstrated by strong customer testimonials.

In 2009 All n One were highly commended in this category so it comes as no surprise to the judges to announce them as the winner of the Best Contact Centre Supplier Award for 2010. As Ireland strives to build a knowledge economy, the judges were particularly impressed with All n One's commitment to innovation, research and development and forward thinking. The business has experienced significant business growth and continued customer retention over the last number of years - an excellent yardstick of customer satisfaction.

All n One are at the cutting edge of industry advancement by anticipating change and responding creatively to clients needs. The judges congratulate All n One for this deserving award and look forward to watching the continued growth of this company on the national and international stage.

HIGH STANDARDS COACHING STRATEGIC OBJECTIVES COMMERCIAL DEVELOPMENT CARING POSITIVITY ORGANISATION PROFESSIONAL CUSTOMER RELATIONSHIPS DIVERSITY MEASUREMENT SHARED SERVICES

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HIGHLY COMMENDED*

All n One

The judges commend All n One who yet again have impressed with their entry in this years awards. The strong growth figures and excellent customer retention levels show that their Business Express product (winner of CCMA Best New Product or Service Award 2008) continues to provide clients with a simple, flexible and cost effective software solution to support their contact centre operations.

Shortlisted:

All n One	Capstone
Paramount HR	Plantronics
Speechstorm	

IMPLEMENTATION PARTNERS NETWORKS SOFTWARE SERVICES BU
ORGANISATION MARKETPLACE OPPORTUNITIES DEVELOPMENT S
EXCELLENCE GROWTH COMPANIES PRODUCTIVITY NEW TECHNO

Scanned from the 'Irish Contact Centre & Shared Services Awards 2009 - Book of the Night' by CCMA Ireland

BEST NEW PRODUCT OR SERVICE

WINNER All n One

SPONSOR

Today's contact centre operations require the co-ordination of a variety of complex tasks including: outbound and inbound campaign creation; database manipulation; client reports and staff management. All n One developed a solution (Business Express) to resolve the in-house issue of co-ordinating all the activities around sales campaign management - and ended up with a simple, commercial product that is proving to have great appeal to the wider contact centre arena. The web-based Business Express is innovative; improves the client experience; reduces costs, and most importantly is scalable and flexible.

The Judges unanimously selected All n One's Business Express as winner of the Best New Product or Service Award as they were so impressed with the simple effectiveness of the product. Glowing client testimonials, underlined the success of this modular solution and proved that All n One had addressed a real business need in developing Business Express.

The Judges were also very impressed with Sage's - new HR product for contact centre and shared services organisations. They look forward to see how its client base grows over the next year.

HIGHLY COMMENDED: Sage

SHORTLISTED: All n One Sage Conduit 2-Way-SMS



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6.1.2 Reference Clients

I have been involved in a number of system deployments and find that using Business Express is extremely beneficial in a number of ways - easy to roll out, extremely configurable, adaptable to a number of requirements and quick response rates to changes. There is a good working relationship with the team in All n One and as a result of this and the flexibility of the system we are rolling out Business Express for a number of different campaigns and activities across both meteor and eircom.

Leah Ivers

*Head of Business Enhancements,
eircom | Meteor*



We chose Business Express over other offerings, because customer satisfaction is at the core of our business and BE provides us with intelligent backup and flexible systems. The eLearning module means that all of our procedures from technical methods and training to our quality systems are available to our staff as an on-line learning module. We can then test our staff's understanding of these documents and identify gaps in training. All of this is auditable, which is a very important aspect for our accreditation compliance. The one to one support offered by All n One is invaluable to our company.

Miriam Byrne
Managing Director





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To whom it may concern,

I would like to recommend Business Express not only for their excellent product which allows the user to adapt the system to their own business needs and provides reporting on any aspect of the business needs but for their excellent Customer Service. As a relatively new user of Business Express (although it has been with our company for much longer) I can say that it is simple to use and user friendly. Within 4 months I have set up and trained other sections within our company and created systems for them depending on their needs.

I would like to give a special mention to the Customer Service/Support aspect of this product. I have been given all the help/coaching and guidance from the Business Express Team with no query being too small or difficult for the team to provide support and solution to and with the 'Green Hamster' application Business Express were able to know I was having a problem with the system before I did and in the majority of cases they had contacted me with the problem rectified and an explanation as to why it happened before I even had a chance to call them.

The team are very knowledgeable about the product and all my queries have been dealt with straight away on the phone. The team are professional, reliable and friendly and I would have no problem recommending this product as a 'One Stop Package'

Anthony Brennan

*Budget Card Operations and Compliance Controller,
One4All*





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All n One is an ideal B2B partner for any businesses in the telecommunication and outsourcing sector. All n One provides simple and effective solutions that address business needs. All n One's ability to design bespoke business solutions particularly in contact centre environment is proven over the years. It's fantastic to have a partner that understands the business know – how but also who is able to deliver results and educate customers at the same time

Siva Ponnurengam

*Project Manager,
Rigney Dolphin*



The Business Express interface is extremely user friendly, simple to navigate and allows our teams to create, manage and report without the need for a separate IT or software development resource and also provides multi-site, secure access.

Ailish Durkin
*Corporate Account Co-Ordinator,
Conduit*



'We have recently commenced using Business Express across two sites, and are finding it simply terrific and so easy to administer'

Rickie Doherty
*IT and Data Director,
Forward Emphasis International*





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6.2 Infrastructure Requirements

6.2.1 Server Machines

BE is a pure SaaS solution so no servers are required. BE's IP address and domain names may have to be added to your organisations firewall white list, but no server infrastructure is required.

A fast internet connection is recommended but for pure data applications, 20k per user is a useful rule of thumb. Multimedia content would require significantly more and depends on the content being supplied and the speed of delivery required by the organisation.

6.2.2 Client Machines

BE has been tested and proved workable on an Intel P200 MMX, with 128Mb of RAM and Internet Explorer 5.5 and a hard drive of 2 Gb. The stronger the machine is, the better the user experience will be, of course but all the heavy processing is done on the BE servers.

For multimedia requirements, the machine needs to have the minimum requirements of the displaying software. For example, Adobe Acrobat Reader X for Windows requires:

- Intel® 1.3GHz or faster processor
- Microsoft® Windows® XP Home, Professional, or Tablet PC Edition with Service Pack 3 (32 bit) or Service Pack 2 (64 bit); Windows Server® 2003 (with Service Pack 2 for 64 bit; Windows Server® 2008 (32 bit and 64 bit); Windows Server 2008 R2 (32 bit and 64 bit); Windows Vista® Home Basic, Home Premium, Business, Ultimate, or Enterprise with Service Pack 2 (32 bit and 64 bit); Windows 7 or Windows 7 with Service Pack 1 Starter, Home Premium, Professional, Ultimate, or Enterprise (32 bit and 64 bit)
- 256MB of RAM (512MB recommended)
- 260MB of available hard-disk space
- 1024x576 screen resolution
- Microsoft Internet Explorer 7, 8, 9; Firefox 3.5, 3.6, or 4.0; Chrome
- Video hardware acceleration (optional)





6.3 Support

6.3.1 Support framework | SLAs

All n One understands the importance of good customer service and our support model reflects this.

We are in close contact with client base and talk to them in depth about why they bought from us and why they stay with us. During one of these conversations, someone hit on the expression 'adoption to addiction' and this is a distillation of our approach to our customers. We are acutely aware of the fact that systems and applications are frequently bought to resolve a perceived issue and then never put to use: also known as the George Foreman Grill Syndrome.

We have addressed this risk in the first instance by ensuring that the client is complete happy with the system and is convinced of its business value before a contract is signed. We are not aware of any other similar provider that has such confidence in their product. In addition and when appropriate, we allocate a dedicated developer to work with the client, on site, until the system is bedded-in. Dedicated account managers also schedule regular conference calls.

At the start of a roll out of BE, we will request you appoint a System Champion. The System Champion will agree to watch all the training videos and be the internal point of contact for the company. In larger organisations there will be additional Champions. To date, one System champion per 250 users seems to be the norm.

Each System Champion will have an All n One Account Manager or Account Director allocated to them. Lines of communication between the two and levels of support will be clearly established at system inception.

Central to our customer retention strategy is our desire to keep pace with the rapidly changing needs of our customer base. New functionality suggested to All n One (and which we can see would have broad appeal) is added as a project to the development queue. Developed projects which modify or enhance existing functionality are circulated to existing and potential clients by account managers or made available on our website.

This model of development means that clients enjoy many system upgrades at no additional cost. We do not take customer retention for granted and we continually strive to add value to our clients' businesses.



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6.3.2 Implementation of support



There is further on-line support in the form of the Suggestion Box, Help Me and BE Personal Trainer functions with the latter providing video training on every aspect of the system.

Traditional 'Fatal Exception' messages are managed by a solution called 'The Hamsters'. If an event occurs, it is ranked by severity and an email is instantly sent to our development team and the System Champion.

'The introduction of The Hamsters means that All n One are often addressing our issues before we are even aware of them'

Adrian Bethel

Call Centre Manager

Spanish Operations, CPM International

I would like to give a special mention to the Customer Service/Support aspect of this product. I have been given all the help/coaching and guidance from the Business Express Team with no query being too small or difficult for the team to provide support and solution to and with the 'Green Hamster' application Business Express were able to know I was having a problem with the system before I did and in the majority of cases they had contacted me with the problem rectified and an explanation as to why it happened before I even had a chance to call them.

Anthony Brennan

*Budget Card Operations and Compliance Controller,
One4All*

Support Contact Details

Operating Times: 09:00 to 17:00 Monday to Friday
Excluding Irish National and Bank Holidays

Phone: + 353 1 429 4000

Email: support@allnone.ie



7 Expansion | The Future

7.1 Current Plans

All n One operate a dynamic development roadmap. Key strategic goals are implemented on a flexible deliverable pipeline, to facilitate maximum support for our clients. Our clients' needs come first.

The current development path appears on our website at:

http://www.allnone.ie/page_roadmap_developmentschedule.php

7.2 Tracking progress

All development in BE is managed on a project by project basis. Project milestones and communication of progress is done at a level that is dictated by our client to ensure satisfaction with the results required.

Work that is completed will be listed in the Projects or Whitepapers sections of our website at

http://www.allnone.ie/page_projects.php

and

http://www.allnone.ie/page_whitepapers.php

respectively.

To date All n One has never failed to come in early with results that match or exceed expectations.



7.3 New Development Process

All n One has a tiered approach to development.

Free development

Wherever functionality has been overlooked in BE, it is developed free of charge and rolled out on a project by project basis.

No pre-existing functionality will be removed or affected.

Custom client development

Client specific functional change is also welcomed and we have not yet been faced with a challenge we could not overcome. Commonly, this type of development has a narrower appeal and may well attract a development charge.

50:50

Where requested functionality will have a beneficial effect on all existing BE users All n One will pay half of the development costs. In this way BE users receive new and improved functionality on an on-going basis without any extra costs. 50:50 development projects will automatically be scheduled before any free development projects.

Support is delivered through training videos, account manager / account director free of charge. Where custom onsite / classroom training is requested this is charged at €75/hour.





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8 Standard Documents

8.1 Certificate of Incorporation

Number 400703


Certificate of Incorporation

I hereby certify that

ALLNONE LIMITED

is this day incorporated under
the Companies Acts 1963 to 2003,
and that the company is limited.

Given under my hand at Dublin, this
Friday, the 15th day of April, 2005


for Registrar of Companies

C



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8.2 Tax Clearance Certificate

Available from

<http://www.allnone.ie/contact-us/contact-us-company-details/>

8.3 Data Protection Registration

We are registered with the Data Protection Commissioner of Ireland as Data Processors.

<http://www.dataprotection.ie/ViewDoc.asp?fn=/documents/register/display.asp?ID=8759%2FA>

The screenshot shows the Data Protection Commissioner's website. The header includes the logo for 'An Coimisinéir Cosanta Sonraí' and 'Data Protection Commissioner'. Below the header is a navigation menu with links for 'About Us', 'Privacy Statement', 'For Individuals', 'For Organisations', 'Registration', 'Publications & Forms', 'FAQ', 'Guidance', 'Law', 'Enforcement', 'European Functions', 'Conferences', 'Training & Awareness', 'Links', 'Case Studies', 'News', 'A - Z', 'Terms', 'Home', and 'Gaeilge'. The main content area is titled 'Registry Details for 'All N One Ltd'' and contains the following information:

Company Name:	All N One Ltd
Ref Number:	8759/A
Reg Type:	DP
Company Address:	48/49 Western Parkway Business Park Lower Ballymount Road Dublin 12
Contact:	Philip Lacey
Purpose:	Web based business process software and hosting, focussing on contact centre and CRM solutionsDescription A: CRM and Contact Centre solutions store data as per our clients requirements.
Continuation Due Date:	11/04/2012
Description:	
Discloses:	
Transfers Abroad:	Worldwide - Were a contact centre & software sales of hosted CRM solutions

Below the table is a link: [Permanent Link](#)

At the bottom of the page, there is a search bar with a 'GO' button and a 'Print' icon.



8.4 Key Personnel

8.4.1 Nick Wheeler

Name	Nick Wheeler
Position	CEO
Role	Key account management
Years in Industry	20+

Training	Year Obtained	Accreditation Body
COPC. High Performance Management techniques	2003	COPC Inc.

Experience	Period	Position and Key Expertise
CEO All n One Limited	2005 - Present	Management of all projects and service delivery
Managing Director Sitel Ireland Ltd.	1997 - 2005	Managed flotation of Eircom Microsoft – Managed 120 support desks and outbound telesales
Managing Director Telephone Marketing Services	1989 - 1997	Managed flotation of Irish Life Microsoft Ireland support office TicketMaster

Nick has been managing customer relationships for almost three decades, from his time with TNT when he was responsible for clients including Ford, through the managing of the Eircom flotation registration process in 1999, to implementing cutting edge software solutions with Business Express for clients as diverse as eircom | Meteor, Conduit, Rigney Dolphin and CPM Spain. On-going focus on innovation and customer service resulted in 'Best New Product Or Service' and 'Contact Centre Supplier Of The Year' awards at the 2010 CCMA Contact Centre Awards.



8.4.2 Philip Lacey

Name	Philip Lacey BSc.
Position	IT & Projects Director
Role	Project Manager
Years in Industry	12

Training	Year Obtained	Accreditation Body
Honours Bachelor of Science in IT Management	2010	IT Tallaght - HETAC
Diploma in Computing	1999	IT Tallaght - HETAC
Certificate in Computing	1998	IT Tallaght - HETAC

Experience	Period	Position and Key Expertise
IT & Projects Director All n One Ltd	2005 - Current	IT project management: including Meteor, NCA, CCMA, Sporting Bet
Managing Director ImSearching4.com Limited	2004 - 2006	Private software and development consultancy for SMEs.
IT Manager Onecall Limited	2002 - 2004	Roll out Dunnes Support Line Numerous outsource programs including TPV, Ticketing, Helpdesk

Philip has been developing and implementing IT solutions for many years. From 2005 he has spearheaded development of a reliable and easy to use IT solution for the contact centre market. Launched in 2008, Business Express won the 'Best New Product / Service' at the Contact Centre Management Association Awards of 2008.



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9 Pricing

9.1 Licencing

BE is charged on a per user, per module, per month basis.

- There is a minimum of 15 modules per system.
- There is a minimum of 50 users per system.

Please contact any of our team for current pricing and examples.

9.2 Setup Costs & Considerations

There is a once off set up of €16,000 to cover the initial system setup, including localisation, first campaign build, eCourse and Project builds. This also covers very close hand holding for the first 8 weeks (40 hours) of your system usage.

9.3 Mandatory and Ancillary Costs

BE has no other costs for system usage except SMS messages when sent via BE which are charged at €0.08 per text, or less by negotiation based on volume and geography. Emails are free.

9.4 New Development Costs

All n One offer support services. All work is done on a pre-agreed project basis, with the client approving costs in writing before work commences.

Content Development	€40 per hour
Shared Functionality Development	€75 per hour
Custom Functionality Development	€150 per hour

9.5 Contract period

The initial contract is for 3 months and thereafter on a rolling one month notice period. We believe in keeping our customers and not locking them into extended contracts. We want you to want us!



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10 Demonstrations

10.1 Documentation

Available from

<http://www.allnone.ie/whitepapers-projects/>

10.2 Live Interaction

Log into

https://ww3.allnone.ie/client/client_demo/main/login.asp

Please contact us for a username and password.

Nick Wheeler

- Nick.wheeler@allnone.ie
- Mobile 087 259 7246





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10.3 Revision History

Version	4-0
Date	2014-02-20
Author	PL
Modifications	Redid opening image into wordle. Reformatted Revision History. Reformatted content. Redid the table of contents.

C