

CIO APPLICATIONS

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Company:

GlobalScope
Communications

Key Person:

Roy C. Albrecht
Director of Marketing &
Sales

Description:

GlobalScope
Communications
specializes in
designing, engineering
and implementing
communication solutions
ranging from the office to
mobile, as well as remote
agents

Website:

gscorp.com

Top 10 Contact Center Solution Providers - 2019

Today, technological advancements continue to bridge the gap between call centers and consumers in many fascinating ways. While moving to the 2nd quarter of the year, we can expect a general upheaval of contact center operations and the way they serve their customers. In this mix, the proliferation of chatbots, virtual assistants, and RPA have invigorated contact center operations with customers expecting responses in real-time. With AI gaining traction, a call centers' goal of delivering frictionless, predictive, proactive, and personalized customer services now seems a reality.

A few years ago, AI was leveraged in contact centers for automating routine tasks or handling FAQs that can allow agents to focus on high-level requests. However, now AI embedded with "agent assist" and "virtual agent" functions work alongside agents to comprehend customer issues and can prepare responses accordingly. Powered by NLP and IVR technology, AI listens and examines the need of consumers across multiple channels including chat, email, SMS and the phone and suggests the most appropriate response to the concerned agents.

To help CIOs maneuver in the right direction while adopting contact center solutions, a distinguished panel of CEOs, CIOs, VCs, and analysts along with the CIO Applications' editorial board has selected the leading contact center solution providers. The companies featured in this edition demonstrate an ability to develop innovative technologies combined with outstanding customer service.

We present to you "Top 10 Contact Center Solution Providers - 2019."

Globalscope Communications

Delivering Customer-centric Communication Solutions

Over the years, societies have developed newer and quicker means of communication through various methods—utilizing birds like pigeons and hawks. Fast forward to 2019, 269 billion emails are sent and received on a daily basis and are expected to increase by 4.4 percent annually. This massive data traffic hike can be attributed to large organizations, contact centers, and millennials in today's highly interconnected digital world. However, with the meteoric rise in the use of internet and communication services worldwide, enterprises such as contact centers, are now witnessing IT infrastructural and technical problems due to the rapidly changing technologies in the field of telecommunication.



ROY C. ALBRECHT,
DIRECTOR OF MARKETING & SALES

At this juncture, Globalscope Communications specializes in designing the complete communications solution to help an organization manage and centralize disparate networks and systems. Delivering customized services, platforms, cloud-hosted networks, and on-premise equipment, Globalscope Communications empowers enterprises through a consultative and comprehensive investigation of their budget and requirements.

In an interview with CIO Applications, Roy C. Albrecht, Director of Marketing and Sales, discusses the company's inception, growth, milestones, and research and development in the field of telecommunications for contact centers.

What spurred the inception of your company?

Globalscope was founded in 2001 by Isabel Gonzaba. She had just retired from AT&T and became an independent consultant supporting various clients. Her reputation for customer service and support is what drove the conception of Globalscope. She then went from providing support and programming, to offering several communication products. It was her belief in providing customer-centric solutions that led to clients trusting in our company for doing what we said we would do responsibly, which further built that reputation. Globalscope Communications grew organically through word of mouth by many satisfied customers. Keeping the customer's business in mind, Globalscope makes sure it's solutions are operational and are programmed to the client's specifications and requirements. We make sure that our customizable services complement and enhance customers' communication abilities.

What problems did the founder see in the landscape and how does your company address those challenges?

I think the main pain points that we see in contact centers is the lack of internal resources, the ability to maintain systems and the need to keep up with new platforms. There are a lot of disparate components that people try to

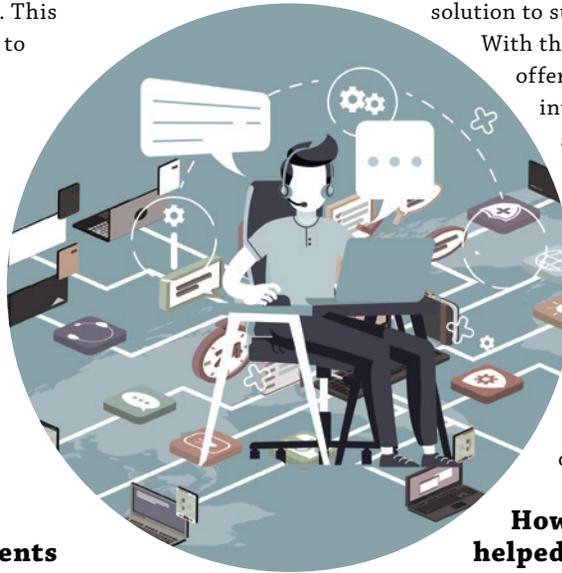
piece together in call centers and in general. Over time, they evolve into an almost unmanageable conglomerate of equipment, networks, and systems. We simplify that process with either cloud-hosted or managed service solution with a single point of contact. We remove all the different pieces that are mismatched or installed separately and consolidate them. This way, the customer does not have to worry about the interoperability between various systems and manufacturers. Managing the client's entire network infrastructure ourselves eliminates the need for the customer to run diagnostics on equipment and ensures that their communications are functioning properly. We handle the telecommunications aspect for our customers so that they can focus on their core business.

How do you approach clients with your solution?

We look at customers' organizational requirements to improve their communications and not replicate what they are doing today. We want to understand our customers business and the prerequisites of their customers in order to help design effective platforms and solutions. Getting

We want to understand our customer's business and the prerequisites of their customers in order to help design effective platforms and solutions

down to a client's business level and observing what they do to achieve their goals, how their customers want to communicate with them, the way they continue that interaction allows us to analyze the situation and propose an effective, economical solution. Our services are aimed at enhancing their business and ensure a quick return on investment. We may offer-premise equipment or cloud-hosted-services depending on the customer requirements.



Our team continues to provide services with on-site support and training during the go-live period. By doing so, we ensure that the client's employees understand their new tools and use them effectively. The customer is always free to approach us to make changes or customizations; subsequently, they are also trained to tweak the solution to suit their organizational needs.

With the level of customization we offer, clients can use our platform's interoperability to interact with software like Salesforce to increase overall functionality. Such features allow the client to consolidate sales results and report them with in-depth details of all employees and customers involved in the transactions. It is a comprehensive way to analyze operations within a contact center.

How have your solutions helped a client in the past?

Our customer support is our forte. We had a client—a call center—with several piece parts, multiple brands, and legacy hardware and software components. Their infrastructure was so far behind that it was going to be extremely expensive to upgrade; and if they were to go through with the process, it would lead to interoperability problems. We provided the client with a cloud-hosted solution that took the responsibility of managing the new hardware and software upgrades. Our platform eliminated the need for ongoing maintenance as well—the client only paid for the services rendered. This hosted solution included upgrades and new features at no additional cost.

How does Globalscope Communications envision the next 12-18 months?

We are working with more carriers to bring solutions that are new, comprehensive, and end-to-end—allowing us to take problem-solving completely off our clients' shoulders and onto our own. We are also working with the state of Texas providing managed telecommunication services for local and state governments.

With such expansive endeavors on our roster, we work to help our customers do more with less, assisting customers in achieving their organizational goals. By offering hosted environments, we minimize expenses on new hardware and software and enhance a client's business efficiencies. **CA**