



## ECT Provides Next-Generation Intelligent Network for Multi-Channel Cloud Contact Center Services and Contact Center Seats on Demand

**Several EMEA companies reselling call center services based on hosted legacy platforms from other vendors, e.g. Cisco, Genesys, etc. team up to purchase their own *effEctive*<sup>®</sup> Network-Based Contact Center**

Munich August 19, 2014: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, won a multi-million Euro tender to deliver their *INtelLECT*<sup>®</sup> Next-Generation Intelligent Network and *effEctive*<sup>®</sup> Network-Based Contact Center to a new provider of cloud call center services, including on-demand agent seats.

Several companies reselling services on third-party platforms wanted to increase their margin and offer customers best-of-breed services at the best possible prices. With this goal in mind, they decided to eliminate the middleman and purchase their own platform. Having resold call center services based on different vendors, they were well positioned to judge the competing solutions. After holding a comprehensive tender, they awarded the contract to ECT. The call center services based on ECT technology are scheduled to be launched later this year.

As the founders of the new company had previously worked in channel markets, they were particularly interested in a solution that would allow them to target aggregators throughout Europe who then resell call center services to local businesses. This is one of the key reasons they chose the ECT solution which includes browser-based multiple-tier accounting and administration.

“Having paid close attention to market demands, we are uniquely able to deliver just what this demanding provider asked for,” explains Metin Sezer, Product Manager for Network-Based



Contact Centers at ECT. “One of the greatest advantages of our product is that our customers can use one platform to offer the service via resellers. On top comes the great flexibility afforded by on-demand agent seats.”

The **effective**<sup>®</sup> Network-Based Contact Center suite is a complete browser-based solution. Over a web portal users can manage Number Translation Services (NTS) or access the **effective**<sup>®</sup> Visual Callflow Builder (VCB), a graphical user interface to create complex callflows without any programming knowledge. The Agent Workplace allows contact center agents to do the complete call handling. An additional manager module allows real-time monitoring of the agents’ activities.

The cloud-based contact center solution from ECT also allows home-working agents, as all features run in the browser. This makes it possible for ECT’s new customer to offer contact center seats on demand so companies can book additional agent seats during peak times.

ECT have their cloud-based contact center **effective**<sup>®</sup> product family installed in many countries around Europe enabling operators and resellers to offer profitable cloud communications services.

#### About **effective**<sup>®</sup> Network-Based Contact Center Solutions

ECT’s **effective**<sup>®</sup> solutions provide technology to help network operators and service providers add value to their products for number translation services, interactive voice response, network-based contact centers and televoting

The **effective**<sup>®</sup> product line is based on modules that allow carriers to provide on-demand features tailored to the individual business needs of their clients. These include prequalified and segmented routing of calls, predictive dialing, interactive voice response, automatic call recording, statistical reporting, multimedia agent and manager workplaces, SMS and voice televoting, mass calling, etc.

ECT offers complete end-to-end solutions based on service node, intelligent network and IMS architecture as well as open interfaces for third-party integration. ECT also has wide experience in migrating contact center and televoting solutions from legacy systems to next-generation intelligent networks.

#### European Computer Telecoms AG

Westendstr. 160  
D-80339 Munich  
Germany  
[www.ect-telecoms.com](http://www.ect-telecoms.com)

Sebastian Weinstock  
Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-836  
[Sebastian.Weinstock@ect-telecoms.de](mailto:Sebastian.Weinstock@ect-telecoms.de)



**effEctive**<sup>®</sup> solutions have been deployed by leading network operators and service providers worldwide, such as Belgacom, BT and Deutsche Telekom, and have a proven track record of providing tangible commercial benefits.

For more information, please visit <http://www.effective-contactcenters.com>

**European Computer Telecoms AG**  
Westendstr. 160  
D-80339 Munich  
Germany  
[www.ect-telecoms.com](http://www.ect-telecoms.com)

Sebastian Weinstock  
Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-836  
[Sebastian.Weinstock@ect-telecoms.de](mailto:Sebastian.Weinstock@ect-telecoms.de)