

Improve Customer Service

How are you going to find out about this problem?

How are you going to fix it?

How will you better meet the needs of your community?



Damaged + Vandalised Council Property

Use Smart Thinking

Add an SMS solution to your multimedia contact centre by leveraging the power of Zeacom's unified communications platform and Datasquirt's smart SMS solution. You will offer a unique pro-active customer service that solves a lot of problems and saves your organisation money and time.

A solution for Local Government Organisations

- Improve customer service
- Remove barriers to connecting with your customers – using SMS and other unified communications tools
- Automate business activities to save money and speed up response

Make it easier to connect

Every day, across New Zealand, ratepayers are trying to tell their Councils what they want and express their issues or concerns. Connecting with the Councils is not always easy.

Councils have the competing demands of running an efficient contact center, while managing high

demand and multitudes of repetitive, mundane enquires at the expense of other priorities.

Here's how the Datasquirt Contact SMS Gateway and Zeacom SMS queuing solution can help.

Use Smart Thinking. Be responsive and efficient at the same time

Combine the use of your multimedia contact centre with business automation to manage contacts with your customers. Introduce a uniquely tailored SMS text messaging service into your contact centre that will allow you to open up new connection possibilities and be more efficient at the same time.



SMS US

Steps

- 1 SMS either: Damage
Graffiti
Clean Me
- 2 Location: 23
- 3 Send to 4364



Broken bus shelters get fixed

This is the solution in a nutshell.

1. Add a 'Connect with us' public information sign on bus shelters or other places in your community
2. The public information sign provides simple, clear instructions
3. People can simply advise the council the shelter is damaged (or needs attention) in a number of different ways
4. As your ratepayers see these signs in lots of places, they learn they can have more of a say

Do two or more jobs in one

Make the most of business automation. A received SMS message can be duplicated and sent in real time to the cleaner, the glass repair company and other associated services. Business automation will save repetitive handling that soaks up people time, allows quicker fixes, and provides a better service to your ratepayers.








Key benefits

- Reduce communication costs
- Reduce call volumes
- Reduce letter volumes
- Enhance customer service
- Improve employee productivity

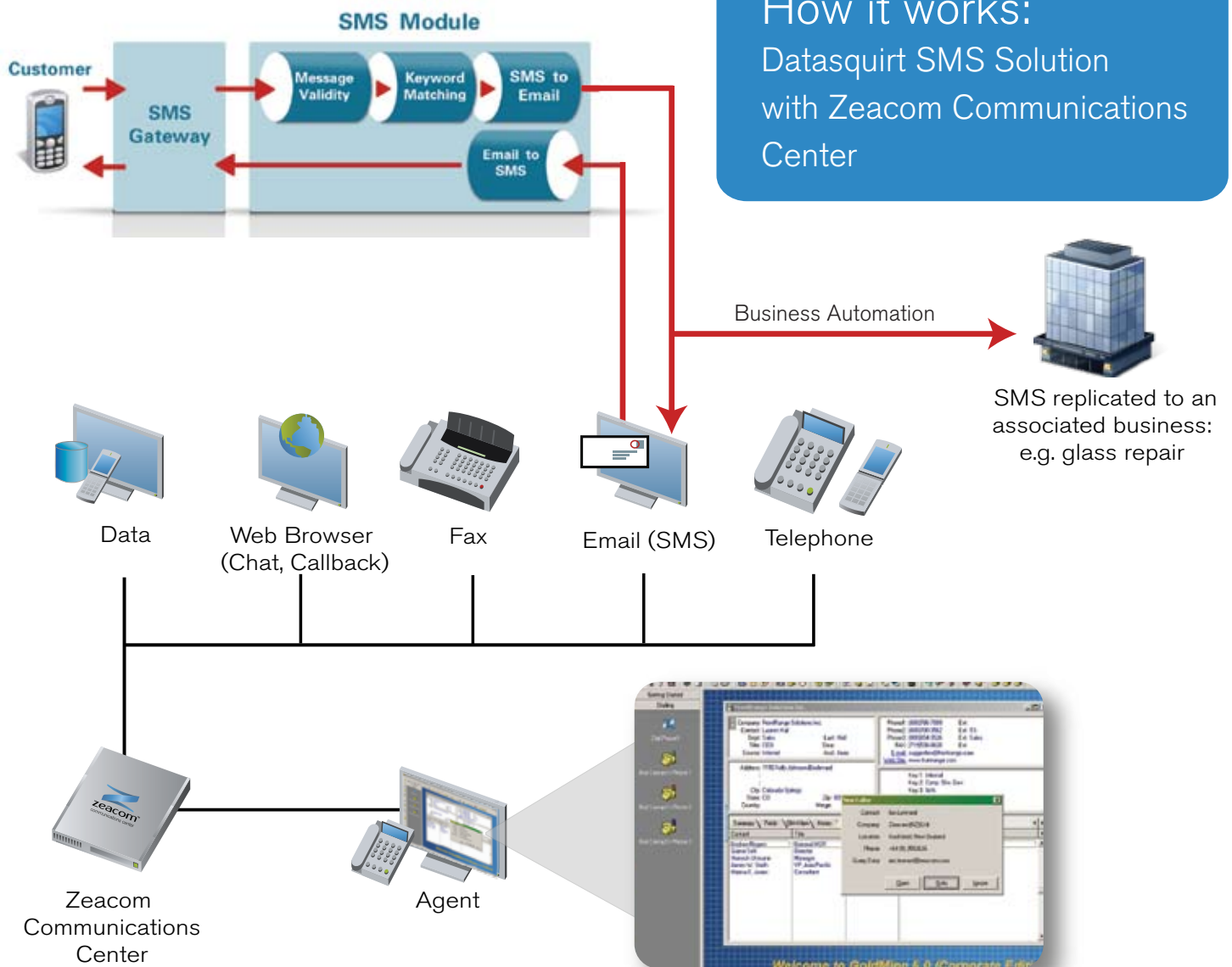
Key features

- 2-way SMS communications
- SMS broadcast capability (with specific customer info)
- SMS to Email capability
- Email to SMS capability
- SMS Reporting
- SMS gateway
- Application is hosted

City Council Example Applications

Application	SMS Queuing
SMS Community Reporting (Vandalism, rubbish, graffiti, cycle track conditions, damaged roads, opinion)	
SMS Voting	
SMS requests for event information	
SMS requests for sports ground or park closures	
SMS requests for building inspection	
SMS requests for rates updates	
SMS + Library reminders	

How it works: Datasquirt SMS Solution with Zeacom Communications Center



About Datasquirt

Datasquirt (ASX:DSQ) supplies CONTACT™, a leading online, multi-channel, non-voice, communication and business optimisation solution. Businesses use CONTACT™ to communicate with their customers and field staff using each person's preferred communication channel (be it SMS, email, fax, or web chat) to achieve better business results.

CONTACT™ reduces inbound call volumes by cost-effectively automating self-service and proactive customer communication across non-voice channels. CONTACT™ is provided as a secure online service that integrates with most existing CRM and ACD/PABX systems.

www.datasquirt.com

About Zeacom

Zeacom delivers Unified Communications (UC) solutions, by seamlessly unifying telephony and computer applications into high-end functionality such as Rich Presence and Intelligent Mobility. Zeacom has rolled out advanced solutions to more than 2800 organisations, across 25 countries.

ZCC is currently deployed by 28 NZ Councils and specialises in solutions that are unique to the sector. ZCC brings Unified Communications to organisations with up to 2500 desktops, in conjunction with a multi media contact center, employing between 5 and 500 agents. ZCC's comprehensive suite of UC functionality improves employee efficiency and productivity, and helps businesses to cut costs and increase revenues.

www.zeacom.com

09 356 5555