



I've got happy
customers
and an even
happier MD



StepOne allows you to manage call campaigns
in a uniquely flexible way


AQUARIUM
we're ready

The first step in any business process is always the hardest.
But not any more.

StepOne is the new customer call centre tool that helps you to build, manage and maintain campaign scripts. Its unique flexibility means you can do modifications quickly and correctly, saving you time and money.

Using the industry proven Aquarium platform as its backbone, StepOne can expand and complete your existing technology solutions. It will help you to win new business as well as 'up-sell' to existing clients.

StepOne is designed to require very little investment or maintenance, and it is designed to deliver huge returns too.

Why StepOne matters to you

Every call centre operator wants to lower training costs, stay compliant and improve call to conversion ratios. That's where we come in.

StepOne creates smart decision process points for you and your customers. It's ideal for even the most complex series of questions, responses and analysis.

It looks and feels easy for everyone. And it gives you back the power to adapt when it suits you most.

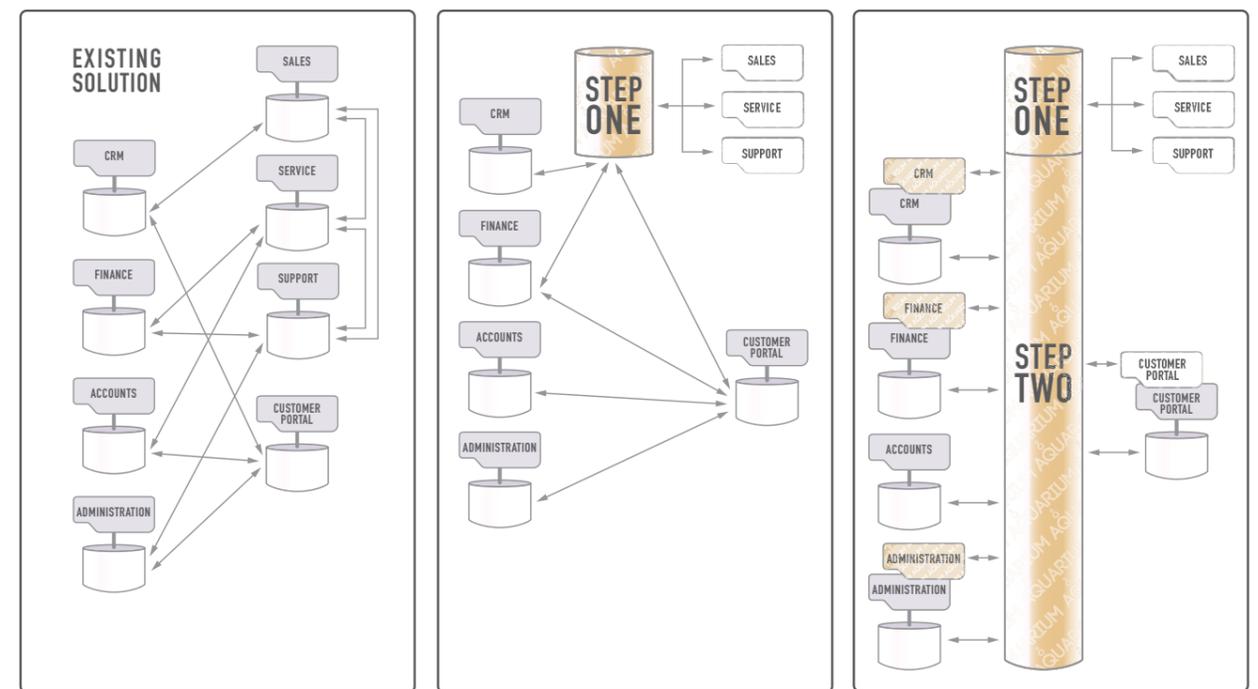
Using Aquarium's acclaimed open architecture, StepOne integrates quickly and easily with your current system from automated diallers and fulfilment through to CRM and finance. It's pain-free and seamless.

StepOne will bring huge benefits to you and your teams from day one and long into the future.

As well as improving communications all round, StepOne also means:

- Complex quotes are solved using real-time calculations and good business logic
- The next questions are predicted using in-built intelligence
- Emails, SMS and letters for events are done automatically for you
- Your team can handle more business using our management process
- Your call handlers will always have the right information using our Information Fold Up
- New scripts and fields can be easily introduced, cutting technical costs too.

StepOne is unique in its ability to integrate all areas of an established operation. It results in a seamless flow of information. And its Aquarium backbone gives you data for end-to-end analysis and performance monitoring from call centre to delivery and customer feedback.



The business benefits

StepOne is designed to be introduced into a busy call centre environment with the minimum interruption. It's a scripting tool that makes it simple to get new campaigns up and running. It makes modifications easier as campaigns develop or regulations change.

StepOne will increase productivity and reduce time spent on training. It ensures conversations are focused and engaging for everyone. First contact and cross-product communication will improve too. You can adapt your campaigns to any business changes. And your average handling times will reduce too.

By delivering adaptable campaigns and improving your customer's journey, these uniquely flexible features will empower you and keep you ahead of the curve.

What next?

There really is no substitute for seeing StepOne in action. So if you like the idea getting ahead of the competition and improving your bottom line, talk to us today. We'd be happy to help.



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