

BENEFITS OF A SINGLE SCREEN

David Dadds, Managing Director of VanillaIP, says that customers are more demanding in their requirement for MIS reporting and online management and the key for the channel is to be able to deliver all this within a single unified portal.

If the customer has different portals for call logs, call recordings, Hosted PBX setup and billing, this makes it harder to pull a logical set of reports together but more importantly the additional reporting data that can be exposed by converging report data from different source types (Call Recording, Call Logs, Mobile GSM for example) is the real plus factor.

Reporting on calls and usage is now a core part of the overall Hosted PBX solution and the reason why service providers need software development in-house rather than relying on their vendors. For example, BroadSoft make a great core switch but they don't have advanced call centre reporting, heat maps or auto attendant reports customers are demanding. Ultimately there is a big win for us all if we can get our customers to do everything online and give them the tools to do so. One of the key motivations of cloud is that we can all scale out our operations without so much back office costs.

Our view with SaaS models is that everything should be billed back to a user level. Naturally this includes handset rentals, Hosted PBX services and calls but also needs to include the users GSM mobile subscription and other services the Reseller is deploying. Having separate bills is like having separate portals, it's messy and doesn't make sense.

It's important to understand business logic for the customer and what they are trying to achieve. One of the challenges is that there are so many metrics and reporting options that you need to have a well thought through navigation so users make sense of the overall usage patterns and drill into specifics. In our case for example that means listing call centre stats like calls taken by agent, drill into every list of calls for an agent and drill in again to every leg of a specific call with the recordings in the same place.