INTRODUCING
THE CCP NETWORK

Designed for
Telecoms Service Providers

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In the fast changing world of telephony services, it's becoming easier by the day for new players to enter the market. SIP trunks and cloud based PBX have revolutionized the industry and the competition is intense.

It is well known that competition breeds lower prices and that is what is happening now! As the prices fall, so do the margins. The only way to maintain profits is to grow the business or reduce overheads or both.

There lies the paradox in that new business acquisition is expensive, and the time is approaching where attrition kicks in as customers migrate to cheaper providers.

CCP has been designed to provide services that augment the VoIP telecom service, to bring valuable products to your customers and extremely significant increase in revenues.

How is this possible…….well read on and we will try to answer some questions.

What products is CCP able to provide?

CCP is able to provide all that modern businesses need. At the core there is a fully editable CRM that is integrated with VoIP. High level contact centre functionality with marketing and scheduled emailing coupled to a secure document library provides the customer with a fully customizable communication package.

How can I best introduce the CCP products to my Clients?

The easiest and most profitable way is to sell them the CCP 'Reception' service to handle their inbound traffic. Reception is highly developed and will give your client more than any other inbound service at lower costs, but the revenue it will generate for you is very significant. Once they use Reception, they will have access to the CRM and all the integrated functions. As they begin to use those, you will get a revenue share.

Would the addition of CCP affect my existing operation?

Not at all. CCP can be introduced as an 'add-on', and will not affect anything you are currently doing.
In fact, apart from increasing your revenue and greatly increasing customer retention, you have to do nothing at all.

Would I bill the customer for theses additional services?

The choice is yours. As you are already billing for telephony time and services, you may choose to bill for the CCP add-ons and then pay CCP for the service. Alternatively if you do not want to be disturbing your billing platform, CCP will bill the customer direct and pay you the revenue share.

Does a customer have to take all of the CCP products?

No. They are able to use just what they wish to on a month by month basis. Once they use any of the products, they will have the CRM available, and then that are able to use any of the other products at will.

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What is the CCP history?

The concept was originally trialed in 2009 where it was developed to help the contact centre industry in lowering costs and allowing secure and efficient home based working for those unable to travel. In this form it has excelled and CCP is currently working towards 230 agents around the UK that are able to promote companies, carry out surveys, event invitations, appointing and inbound call handling. These people are also available to carry out temporary work that does not need their presence at an office. Over the years CCP has been enhanced and successfully used in many large organizations, and has now been tailored specifically to benefit several major business sectors.

Are there any long term contracts involved?

Not unless you or your customer wants one. Customers are able to use any of the functions as and when they need them. It's a month by month arrangement. If none of the services are used over a six month period, we will notify the customer that their login will be 'parked'. If so desired, their data will be returned to them in .csv format and deleted from the CCP systems.

Is CCP fully compliant?

CCP is fully compliant with all GDPR and RIPA regulations.

What are the potential revenues?

That depends on which products your customers use and how much they use them. We advise that the quickest route to increased revenue is to promote the CCP 'Reception' service. It's an advanced and highly efficient inbound call handling product with a human interface. Typically, 100 users at just an average of 10 calls per day will add £5000 per month to your cash flow and you do not have anything to do. You also get a share of the revenues generated from any other services they might use.

Will I have to increase my management costs?

No. CCP will fully manage the customer as far as the CCP products are concerned. We will not interfere in any way with the telephony services you provide.

What about customer support?

CCP will provide all the support the Clients will ever need. For the initial 3 months all telephone support is free, and thereafter there is a small incremental charge.

Are customers able to manage CCP themselves?

Yes they can if they wish. Even though CCP is highly functional it's very user friendly. All the usual database functions are quickly mastered. If they feel they want to get involved deeper we will train them as required.

Why is CCP different to other systems

CCP is a fully integrated product. It enables companies to organize and control their data and communicate with all sites, departments and staff and customers at commensurate levels. Everything is available from just a single application that is secure, customizable and flexible.

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Is CCP complicated to implement?

No it's very quick and simple. Your customers can be earning for you within 48 hours, and they do not have to do anything either. We will do all they need.

Is CCP competitively priced?

Absolutely. CCP is very competitive, especially as everything is available in just one application. For example , the CCP Reception service is circa 45% less than the service provided by other providers, and the functionality is superior. CCP beats the competitors, in price and quality of service.

CCP is the perfect added value product for telecom service providers. It complements the VoIP technology without interfering with existing systems or billing platforms.

CCP greatly enhances your portfolio of services ensuring customer satisfaction and retention while vigorously increasing revenues and profits at no extra cost.

Visit our website at www.ccpn.co.uk and call us to arrange a meeting to find out more.

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