

Create More Demand for Your Contact Center On-Demand

You've got the right product, the right people and the right customer base, but how do you get them to work together to make your hosted contact center service a success?

CosmoCom, the industry leader and pioneer in hosted contact center technology provides a Market Success program called CosmoVantage™ that is designed to guide Service Providers through the often complex maze of deploying a successful contact center on-demand service. With CosmoVantage, a highly experienced team of telecom experts help your marketing and operations teams grapple with all the issues related to delivering a market beating service.

van-tage [vántij] (plural van-tages)

noun: A position, condition, or opportunity that is likely to provide superiority or an advantage.

CosmoVantage

A market success program to help you attain superiority in your offering of Contact Center On-Demand services.

Establish the Business Case

First we'll help you understand the challenges of service introduction. Then we'll work together on the ways to overcome those challenges. You'll find out how to present a compelling business case to your end-users and show how CCOD brings them not only the best functionality, but also big savings vs. the alternatives.

Understand the Market

Regardless of which geographies you plan to target, we will provide insight into the competitive situation you will face, and help you segment your market to maximize your competitive advantage. We'll explore segmentation options by vertical industry, company or call center size, and application, to find a formula for rapid early success and maximum growth.



Tackle the "4 Ps" of Marketing

- **Product Packaging** – How do you define the right bundle of features to create a flexible, attractive, but still simple service offer? How do you balance standard features with options and how many options are "too many?" How do contact center traffic patterns affect your offering?
- **Pricing** – What's the ideal structure and combination of fixed, metered, provisioning, and SI fees to maximize service uptake, revenue and profit? How do you develop high-value offerings and what kind of special incentives will enhance your value proposition?
- **Promotion** – What are the most effective promotional messages for your Contact Center On-Demand service? Which promotional vehicles are best? Which collateral materials are needed (brochures, web, case studies, demos, etc.) and how do you develop them? How do you structure, motivate and train the sales organization, and what role do partners play in your sales efforts?
- **Place** (Distribution) – How do you deliver the product to the customer? How do you refine your operations strategy? What must you consider when addressing system integration and product support?

Joint Promotion

At CosmoCom, we believe that "your success is our success," and we welcome the opportunity to participate in joint promotional activities. There are many ways we can work together in trade shows and conferences, web promotions, lead generation campaigns, advertising, PR, case studies, whitepapers, webinars, and more. Finding the right mix of such joint activities will be part of your CosmoVantage program.

CosmoVantage is available to CosmoCom customers worldwide.

For further information, please contact your CosmoCom representative or info@cosmocom.com.