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Azurn's Merlin magic for call centres

By Lilia Guan
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Applications

Azurn International, a local Australian technology developer in the call centre market, will give resellers an opportunity to differentiate their offering by adding Web and telephony solutions.

The development of a local click-to-connect technology (patent pending) is expected to evolve Australia's tired call centre industry.

Resellers will be able to add a web and telephony integration solution that allows call centres to better service their online customers.

Melbourne-based Azurn International has developed a click-to-connect technology that is expected to evolve Australia's tired, commoditised and unglamorous $2 billion call centre industry.

Ananda Rao, CEO and MD of Azurn International, told *CRN* that the Azurn Merlin is providing something never really practised before in this sector: real-time collaboration between marketers and customers.

"The unique aspect - once the call is connected, customers can see, speak and collaborate with the rep via the website, while the rep can also transfer relevant documents – such as forms, product specs, contracts and floor plans – in real-time to the customer as they speak," he said. "So it it's not just a boon to call centres – any business with an online presence or operating in the digital space should be using the Azurn Merlin to "walk the digital talk"."

Rao claimed there were several ways in which The Azurn Merlin Klick2Konnect (K2K) could assist a call/contact centre including; a provision of "qualified lead"; termination of a call to the "right" area in a call centre for specialist handling; and when a ccustomer browses a website and needs support they can simply click on an icon.

"This means when a customer requesting assistance is contacted through the voice channel, the agent on the end of the phone knows what site they are on, what page they were browsing and the last click they made before the problem started. Requests for assistance are better pre-qualified allowing customer care agents to fast track the service resolution and quickly help customers get on with enjoying their online experience," said Rao.

He told *CRN* that the Azurn Merlin Klick2Konnect gives resellers the opportunity to differentiate their offering by adding a web and telephony integration solution that allows call centres to better service their online customers. "Merlin Klick2Konnect empowers online customers to move seamlessly from self-service to supported-service and back again with their problems resolved quickly, efficiently, first time, every time, as well as enables call centres to "qualify" all leads," said Rao.

"Azurn is also on the lookout for channel partners who can take the whole range of Azurn collaboration and UC solutions to enterprise customers," claimed Rao.

ASX-listed UCMS, one of the country's largest call centres, was one of the first in Australia to adopt Azurn's Merlin click-to-connect product and is in the process of rolling it out to its clients and on its own corporate website. "We are also already talking to customers in USA and India and expect to implement this year."

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