The ShoreTel Partner's Best Partner!

PCS History:

Since 1996, the PCS team has been providing expert LAN/WAN integration and custom software development. The focus is on serving small and mid-sized businesses and institutions. Check them out at www.palittoconsulting.com.

PCS began working with ShoreTel in 2003. They began by assisting an early adopting ShoreTel partner who needed implementation help… all of this partners digital PBX installers were not effective in the LAN/WAN environment. PCS still does all of this partner's ShoreTel implementations. As time progressed, ShoreTel released its Software Developers Kit (SDK). PCS immediately saw this as a large sales benefit for this one partner and their end customers. As time has progressed, other ShoreTel Partners have taken advantage of the unique custom integration options available. The PCS team is ShoreTel Certified for Basic and Advanced Integration, ECC Integration and Custom Development. PCS is not a ShoreTel Sales Partner.

PCS Objectives:

PCS desires to support the ShoreTel Partner by providing access to highly skilled implementers, trainers, and integrators.

- The PCS team is trained and certified by ShoreTel to implement the base products and the contact center applications. They have successfully implemented many clients. Most have been small sites. Some have been international in size.
- The PCS team members are expert trainers of the ShoreTel products to end users.
- The PCS team is trained and certified by ShoreTel to integrate the ShoreTel product using the ShoreTel SDK and other tools they have developed. They have successfully deployed many custom applications.

PCS also supports the ShoreTel partner by providing highly skilled LAN/WAN engineers. The PCS team is:

- highly skilled at verifying that Local Area and Wide Area Networks are performing well enough to support ShoreTel.
- highly skilled at designing new LAN / WAN implementations.
- highly skilled at troubleshooting problems in the LAN / WAN.
- highly skilled at securing networks without compromising performance.

PCS strives to be a World Class ShoreTel Partners partner.

A sampling of ShoreTel Integrations with CRM and other Enterprise Applications:

PCS has developed the following: (many of these bullet points represent several actual applications with minor variations between them)

- ShoreTel Integration with ACT!. This integration allows dialing from ACT!, popping the contact record on an incoming call, pulling contact records into the ShoreTel Speed Dial, and integration with the ACT! Calendar to set the ShoreTel call handling mode.
- ShoreTel Integration with SalesLogix. This integration allows dialing and contact screen popping using the IntelliCTI 3rd party tool.
- ShoreTel Integration with Sage CRM. This integration allows dialing and contact screen popping. This is supported directly from Sage CRM.
- ShoreTel Integration with proprietary customer tracking systems. PCS has done many of this type of project. Some have integrated AS/400 system and others have been Access, SQL or Oracle based.
- ShoreTel integration with ERP software. PCS is working with several ERP developers to integrate ShoreTel with their software to dial out and pop records. A notable example is an application that tracks customer orders.

ShoreTel Integrations for Call Centers:

PCS has done many interesting applications that fit specific business needs.

- A system that handles sending overflow calls to multiple outside contract call centers in a round robin rotation and reports for charge back.
- A system that uses agents which are not busy to do outbound campaigns by sending them calls from a database.
- A system that tracks abandoned calls and sends idle agents the call using the CID.
- A system to throw a script onto the screen for agents to read based on DNIS of the incoming call.
- A system that allows overflow callers to maintain their place in the queue.
  1. One implementation being worked on allows the caller to leave a message. The agent receives a prompt that lets them listen to the message prior to hitting the dial button to redial the caller.
  2. Another implementation just allows the caller to verify their call back number and enter another number if the CID is not accurate or is not the proper call back number. The call is then sent to an idle agent.
- A system to track all inbound calls by DNIS which are linked to meaning internally. Calls are recorded end to end and listed in a database with call information including a link to the recording Managers can log into a web interface to review these calls and mark them. Full reporting on calls is available.
- PCS has designed and developed prototypes for specialized call center solutions. The goal is not to replace a fully developed software solutions. They want to allow for specialization and cost reduction for the business that needs a solution but not a full blown commercial scale solution.

A sampling of Simple ShoreTel custom applications:

PCS has developed the following: (many of these bullet points represent several actual applications with minor variations between them)

- A simple one-field screen that allows incoming calls to be classified.
- Allow users to manage their call handling options via an extranet web interface.
- Allow users to manager their personal distribution lists via an extranet web interface.
- A system that receives calls and routes to remote offices based on an area code table.
- A system that rings different alarm bells based on customer criteria.

ShoreTel Custom Reporting:

If the data is in ShoreTel, PCS can write a report on it and / or integrate it with other systems for combined reporting.

Partner Sales Person Training:

Training sales people to be looking for integration opportunities may progress as follows.

The following process for discussing customizations has worked very well:

- Sales people do the initial sales call to a prospect.
- They then call PCS to discuss the opportunity right after the initial sales call.
- A plan to demonstrate the ShoreTel product and discuss the custom application options is developed.
- After the demonstration, call PCS to discuss the opportunity further and develop a quote for any applicable customizations.
- Often PCS will have a conference call with the prospect to finalize the quote.
- Work with PCS to develop an implementation plan.
- Implement ShoreTel and customizations as per the plan.

PCS usually works on a one-off basis because it is unusual for any two custom implementations to be exactly alike. PCS is continuously developing tools that enable them to develop quicker and with less cost. PCS pricing is formulated to allow the ShoreTel partner a profit on every deal.