

# IN PURSUIT OF PRODUCTIVITY

## MarkeTel Continues to Develop its Communications Success

Even though MarkeTel Multi-Line Dialing Systems Ltd. is among the best in its industry, with year over year increase in sales since it started in 1993, the unified communications company is not showing signs of sitting back for the ride.

Instead, the Regina-based business is continuing to develop products that give the underserved small- and medium-sized businesses the advanced communication capabilities they need to increase sales and customer service and improve customer loyalty and retention. It's all part of MarkeTel's concise vision: productivity.

Ngee Cau, MarkeTel's CEO, sums up the company's products as the "most simple, reliable and effective solution for call center needs. At the back-end, our products use advanced technology, but at the front-end, they are simple to use. Our way of thinking is that a sophisticated technology is even more valuable to customers when it is easy to use."

"Clients need to be able to just order the product, immediately use it, and see positive improvement in their programs, be it increasing sales or improving customer satisfaction. The product must also be of high quality and reliability. Many of our customers have had our equipment for 10 years or more, without any downtime or legislative violations, which is a testament to our product quality and at-

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BY KATIE BOYCE

tention to excellence in customer relations and technical support."

Predictive diallers are MarkeTel's hottest products with the MarkeTel Pursuit™ among it's suite of products including

predictive dialers, auto dialers, dynamic scripting, real time reporting software, and an enterprise level IP-PBX with conference bridge, switchboard, recording ACD, IVR applications, etc.

Cau explains that predictive dialling is an advanced computer-based technology that uses an algorithm to calculate how



*Ngee Cau, MarkeTel's CEO*

long every agent, as well as the co-group, has been on the call, to determine when to start dialling the next call for the agent.

“So, for example, in a call centre there might be 20 agents, and they know that Agent One, every time he or she talks on the phone for more than, say, 20 seconds, will be on the call for five minutes. The

predictive dialler takes that into consideration and recalibrates, so that by the time Agent One is finished with a call, the dialler will be connected to that agent with another live call.”

MarkeTel’s predictive dialling systems can boost agent productivity by 150 to 400 per cent and also allow call agents to

talk up to 50 minutes every hour, rather than the average 15 minutes per hour with manual dialling.

Cau says that predictive dialling not only increases the number of connects and revenue, it also improves staff morale.

“The remedial tasks of manually dialling are taken away, so all the agents have to do is talk. This is especially beneficial in an environment where the agents are paid on commission.”

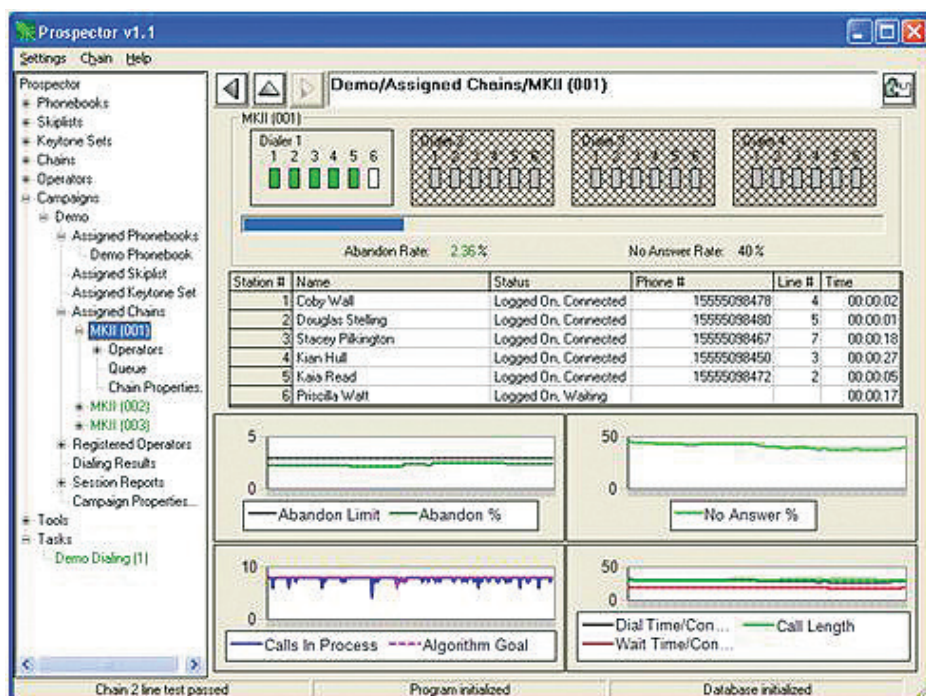
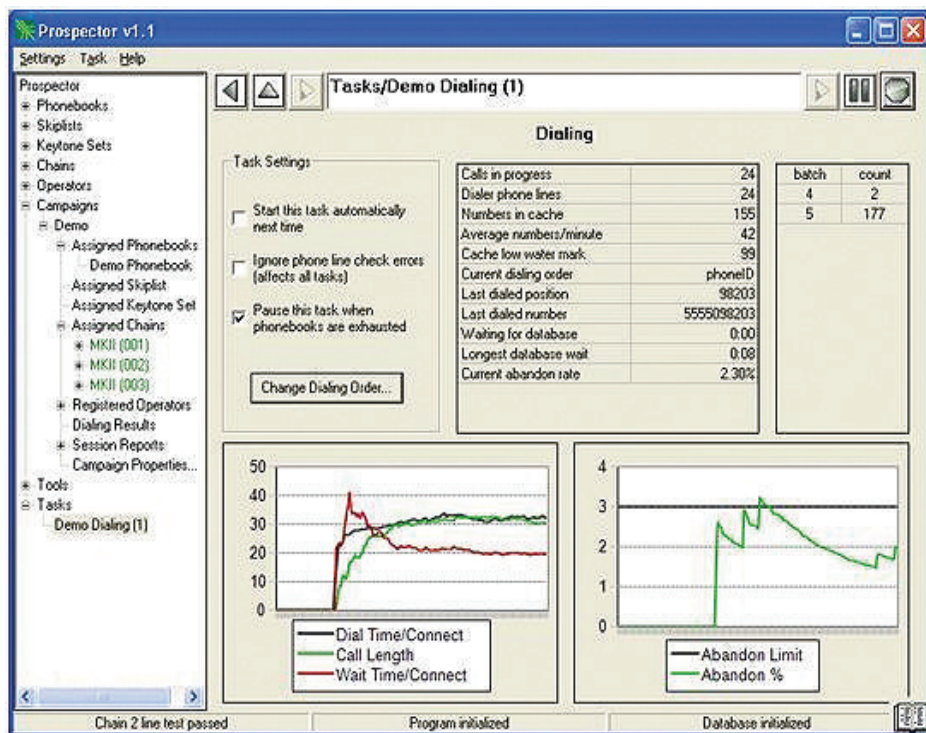
MarkeTel’s customers, who are in real estate, lawn care, banking, travel, security, and other industries that use outbound calling and call centre services, enjoy a long list of advantages with the company’s products, including a “plug and play” set up and “the first Hello technology,” which means there is no dead air when the person picks up the phone. The diallers are 100 per cent compliant to federal Do Not Call (DNC) legislation. Using their dialler also requires very little training time, so that call agents can spend time on the phone, rather than trying to understand the software program.

The products are custom built for clients, allowing Voice over Internet Protocol (VoIP), analog, or T1 lines to be used, and integrate with any CRM software and hardware, such as an existing in-house telephone system.

“The product is robust and scalable. We consult with our clients as to their needs now and into the future, taking into account their growth plans over the upcoming two to three years; we build our systems to allow companies to expand according to their known growth plan or at a future date,” says Cau.

MarkeTel prides itself on a customer-centric approach, which comes easily because of the company’s first-hand experience as a small business.

MarkeTel was born out of a small lawn care business operated by Robert Gill. During the off season, Gill would spend hours manually calling potential and existing clients to book appointments. He



Screen Shots of MarkeTel’s predictive dialler software programs.

soon found this to be a time consuming task that only resulted in 15 minutes of talk time per hour.

Gill set out to find a predictive dialler for his small business and soon discovered that there were no suitable products for his company's size and budget. Determined to find a solution, Gill's quest led him to the University of Regina where he worked with statisticians to calculate a predictive dialling algorithm. This led to the creation of MarkeTel.

MarkeTel launched its first predictive dialler in 1993, and quickly began exporting 96 per cent of its products to the US. Five years later, MarkeTel received the Business Development Canada (BDC) Young Entrepreneur of the Year Award and Export Development (EDC) Export Achievement Award for its outstanding export success.

"We've been a very successful organization working out of Regina. With technology, MarkeTel has worked in international markets utilizing our own equipment and using the telecommunications infrastructure to sell our products," says Cau.

He says that the company is now taking steps to continue to reach out even farther from its home base and expand system capabilities exponentially. For instance, the company no longer manufactures its own parts, but instead, works on a "just-in-time" model. When MarkeTel receives an order, it custom builds the product, allowing for a quick turn around

time of about five business days. This "just-in-time" approach was adopted so that the company could better reach its huge market in the US and prepare itself for the overseas market.

MarkeTel has also been focusing on reaching out by expanding product capability to deliver more value for the customer's dollar which is critical to businesses in times of economic downturn.

"We have focused heavily on development, and hired more developers," says Cau. "MarkeTel has just released its new platforms, including expanding capability of the MarkeTel Pursuit and integrating customer contact functions. This can only be accomplished by unifying communications internally and centralizing the point of contact. The ultimate goal is to enable the customer to minimize operational cost, while tremendously increase their productivity and ensure our customers are satisfied. We are focusing on building new technology so that when the economy picks up, we will be better positioned with our solid unified communication platform."


MarkeTel's latest product, MarkeTel Pursuit II, is designed for technical support centres. The software will help streamline calls: when customers contact tech support, whether over the phone, through email, or on a chat site, they are immediately registered in a database which lets agents know the customers' names and account information.

"Agents are more knowledgeable from

the start," says Cau. "There's a more personal touch to customer's inquiries." He adds that the customers' information and inquiries are transferred to each new department along with the calls. "It is a streamlined process for support and it improves efficiency, service delivery, and the customer service experience, helping businesses save time and reduce cost, while building customer loyalty."

MarkeTel has taken advantage of its membership with Saskatchewan Trade and Export Program (STEP) by working with the organization on Market Intelligence reports and accessing STEP's Market Access Program to attend the ShoreTel Partner Conference in San Diego, CA after being certified as a Technology Partner with ShoreTel.

With continuous focus on development and expansion, MarkeTel continues to pursue its goal of productivity, bringing simple, robust, and reliable state of the art products to customer to help them maximize productivity in outbound calling, support their inbound call with attention to customer care and excellent support every step of the way.

"Our growth plan right now is to continue building our customer base in North America and building a strong foundation to go into the overseas market. At the same time, we want to build a strong distributors and resellers channels, and also strategic partnerships," says Cau. 



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