



MASTAR
CHANNEL

MYRIAD AS A SERVICE (MAAS).

PARTNER BROCHURE.

ADVANCED INBOUND CALL SERVICES, UP AND RUNNING IN MINUTES.

INBOUND THE WAY IT SHOULD BE DONE.

Customer service is a vital area to get right for a business. If the experience doesn't deliver on expectations, it can lead to dissatisfaction and lost revenue. Inbound calling is at the heart of many of your current and potential customers' operations and is a direct link to their customers.

Give your customers an advanced inbound solution that allows them to drive a robust and seamless customer service experience. MaaS offers no capital outlay, simple pay-as-you-use cost structures and competitive call rate packages. Our intuitive, white-labelled portal provides powerful management features that can have a service up and running instantly.

Add MaaS to your portfolio and offer a more agile inbound platform to meet the dynamic needs of your customers.

NOT JUST A SIMPLE CALL ROUTING ENGINE.

Allow your customers to have complete control of their inbound services. Simple local and non-geographic number routing is nothing new; it's the advanced features MaaS offers that separates it from the competition.

Usually only found in high end on-premise solutions, the MaaS inbound platform offers a wealth of call features including:



Simple call delivery



Queuing



Recording



Conferencing



Call distribution options



Multi-level IVR



Data and time-based call delivery



Supplementary options such as missed call alerts and call whisper



Call delivery based on calling telephone number



Agent and skill set routing



Call delivery based on variable values



Decision based call delivery

Real-time view and management features are available to businesses of any size and budget. Add a market-leading, feature-rich inbound solution to your portfolio and deliver on your customers' contact needs.

IN-DEPTH REPORTING AND STATISTICS.

Insight is the key to enhancing your customers' inbound call experience. An understanding of exactly what's happening with their services can be used to tailor MaaS specifically to their needs.

Use dynamic dashboards to see real-time views of calls by account or individual number. You and your customers can create multiple real-time views of key customer service metrics including:

- Total calls and minutes
- Today's calls by outcome
- Performance of your top accounts (based on minutes)
- Active call status
- Number of callers held in call queues and call handling metrics
- Agent and skill set performance

For more comprehensive and detailed call requirements, MaaS has a built-in reporting engine – Pulse. This powerful tool lets you and your customers analyse call data more efficiently, with over 20 different report options, on an ad hoc basis, daily, weekly, monthly or quarterly basis.

UP AND RUNNING IN MINUTES.

Traditionally, setting up an inbound call platform was a lengthy and complex process. On-premise hardware installation, sourcing additional feature modules from multiple vendors, costly agent set up and training on unintuitive systems all combined to make it a difficult sell to your customers.

MaaS is a fully network-based platform, meaning no on-premise customer hardware is needed, reducing the time to implement significantly. Our service has been designed and built using industry-leading systems and software, and as a PaaS solution, MaaS is always on so you or your customers can manage customer contact plans in real-time.

LOW PROVISIONING AND RUNNING COSTS.

There are usually a lot of associated costs when setting up and provisioning on-premise inbound call solutions. These complexities can make the proposition unattractive to your customers, either from the initial cost of the service or from the ongoing costs they are likely to incur.

MaaS eliminates a lot of these unnecessary costs, making the solution much easier to sell in:



**No upfront
CAPEX costs**



**No annual
support or
maintenance
charges**



**Easy to
use portal
reduced
training costs**



**Home-based
call agents
reduce office
costs**

We also offer a simple minute-based pricing structure to make inbound calling flexible and easy to budget for. MaaS is an easy sell to your customers as it effectively removes the barriers to sale, helping to grow your revenue.

FULLY FLEXIBLE WHITE-LABELLED PORTAL.

It's one thing being able to offer your customers a host of inbound features, but a whole different prospect integrating them all into a single service that's intuitive and easy to use.

MaaS's powerful online portal has a nested hierarchy and can also be provided white-labelled or fully branded to your customers' requirements. Use Service Builder to pick from a range of standard call flow templates or Service Designer for more bespoke call management needs. Service Designer allows you to drag and drop functional nodes to visually create call plans that are unique to your customers' businesses.

ACCESSIBLE FROM ANYWHERE, ON ANY DEVICE.

Inbound calling solutions have historically been limited to fixed locations by the need for on-premise hardware. This can lead to inflexibility and inefficiencies when dealing with rapid changes in demand and call volumes.

The power of MaaS being a fully hosted service is that your customers no longer need to be tied by hardware restraints and can access the service anytime, from anywhere, on any device with an internet connection through the online portal. Give your customers instant and complete control over their call routing plans and call agents, exactly when they need to.

BUSINESS CONTINUITY BUILT IN.

Customer contact points are the main link between businesses and their customers; therefore, it's vital that they are always operational. Downtime can lead to poor customer experience, lack of consumer confidence and potentially high financial losses.

As a network-based platform, MaaS contains no single point of failure and is both logically and geographically resilient. If your customer has a power outage at their main office, they can instantly redirect calls to another location to maintain business continuity. MaaS operates from two separate, highly secure national data centres, with a comprehensive range of physical and software redundancies in place.

Backed by our robust SLAs for our core inbound services with 99.9% availability, give your customers the confidence that their inbound call handling is in safe hands.

OUR DIFFERENCE.

END-TO-END SERVICE FROM A SINGLE PROVIDER

When resilience is one of the key benefits of a service, an inbound calling solution involving many different component parts and providers can cause a world of problems if things don't quite go to plan. Trying to resolve service issues in a timely manner can be a very frustrating experience for you, but could also damage your relationship with your customers – to them, you have ultimate responsibility for their service delivery.

We own and control every part of the MaaS platform and proactively monitor the service. Should you need to raise a service issue, all it takes is a single phone call and we'll take care of it as quickly and effectively as possible, meaning less impact to your customers. We know that happier customers are loyal customers who are much less likely to churn and more likely to spend more with you.

MARKET-LEADING FEATURES AND QUALITY OF SERVICE

We know that MaaS isn't the only inbound call solution on the market, but it stands head and shoulders above the competition. Not only does it excel in base level call routing, but the breadth and depth of features delivered over a network-integrated platform makes it perfect for your customers' needs. MaaS is also being continuously developed with your feedback, enabling you to support your customers' contact requirements with business and market-relevant features and functionality.

MaaS has been the first-choice inbound call solution for advanced features in the UK for the best part of a decade. We've seen huge growth in user volume and call traffic in that time; a fact that speaks for itself. MaaS is the complete solution for inbound customer contact and management, and we've designed the service for you to sell as easily as possible – when MaaS offers you and your customers everything for inbound, there's no need to look anywhere else.

INCLUDED FEATURES

With MaaS, each of the following features can be combined to create bespoke inbound services that meet your customers' needs. From simple call routing to detailed call flows, advanced queuing systems, custom IVRs, call recording and voicemail, you can provide a service for any size of business.

We are constantly adding new functionality to our MaaS platform; please speak to your account manager for more details.

Feature	Details
Call whisper	Create custom whispers that let you know what the call is about before it's connected. Easily choose to accept or reject the call.
CLI routing	Route calls based on a caller's CLI or DTMF input (between 1 and 15 digits). Assign custom audio when collecting DTMF and fully configure match types (most matching digits or exact).
Conference	Create custom rooms requiring up to 8-digit Room ID-only, PIN-only or Room ID and PIN entry modes. Configure conference hosts, maximum number of callers, hold music and record name feature, including roll call request and passive conference so only the host can be heard. All conference calls can be recorded.

Custom audio	Upload custom audio files to the service, accessible by all features that use them. Supports MP3, WMA and WAV file formats.
Custom service variables	Custom service variables can be declared and used within the service XML. These can then be used to assign values to any node property value or branch NodeID. Manipulate the variables by the DTMF Capture, Send Post and Set Variable nodes. The value of a custom service variable can be evaluated using the IF node to change the call flow.
Data Tables	When several call plans share common data the data table feature set provides an efficient way to store and use it, enabling simpler call plans and easier changes to common data.
DCA (Dynamic Call Agent)	Create unlimited skill sets for skill-based routing and assign agents and priorities through a secure, responsive online portal (through mobile, tablet or PC). Register downtime (report writing, comfort breaks etc.) and add notes for comprehensive reporting.
Deliver call	Connect inbound calls to a destination number. Custom audio can be used as a ring tone and the connected calls can be recorded.
Distribution	Control call flow based on distribution (Round Robin, Random, Bounce and Percentage). Distribution evaluation can be configured against a call or per service plan.
DTMF capture	Capture telephone keypad selections from the caller to determine the next action in the call flow.
Dynamic Audio	Enables numbers and currencies to be played as audio messages. Also enables alpha-numeric characters to be played individually e.g. to read out a customers account code.
Inbound fax	Receive inbound faxes through the platform and have them delivered in TIFF or PDF file formats by email (up to 10 email addresses) or API. Custom email settings can be set for each fax feature (subject, body, from etc.).
Inbound service number groups	Group inbound service numbers and allow simultaneous activation via an IVR, API or white label portal.
IVR menu	Create multilevel IVR systems and enable script logging to capture key presses by the caller for reporting purposes.
Max call length	Restrict the maximum length of a call to an inbound number.
Mid-call divert	Dial out to a third party during a call and restrict by destination type (landline, mobile etc.).

Missed call alerts	An email can be sent to up to 10 email addresses with custom settings (subject, body, from etc.).
Multi-outdial	Dial out to up to 7 destination numbers simultaneously and connect to the first destination that answers. Connected calls can be recorded.
Outbound call	Outbound dialling with optional PIN protection. Set permissions for call delivery types (landline, mobile, international etc.). Calls can be recorded and default announcements can be tailored with customised audio.
Override CLI	Caller's presentation CLI can be replaced with the inbound service number.
Post call	Allows activity to continue on the call after either party has ended the call e.g. perform a feedback survey.
Queue	Provides functionality for network-based call queuing. Connected calls can be delivered to destinations based on a distribution configuration (Round Robin, Random, Bounce, Percentage and First Last Exit) and all calls can be recorded. Configure standard queue settings (Max Calls, Max Queue Size, Queue Timeout, RNR Time Out), on hold music (Classical, Easy Listening, Light Rock, Eighties, Pop) and custom audio announcements. Call Distribution Evaluation can be "call" or "service" based and queue dropout can be enabled when needed.
Record call	Record calls, choosing whether to record all or a percentage. Stop/start or mute/unmute recording during a call using the phone keypad. Completed recording audio files can be delivered in MP3, WMA or WAV file format by email (up to 10 email addresses), FTP or both. Custom email settings can be set for each record call function (subject, body, from etc.).
Restrict CLI	Caller's presentation CLI can be hidden (number withheld).
Scheduled call	Enables calls to be generated from the platform to two parties and be connected together.
Send email	Send email messages within the call flow (up to 10 email addresses) and customise each email node's settings (from, subject, body etc.).
Send post	Send HTTP posts within the call flow and construct query strings using literal values, service variables and custom service variables. Data returned from a send post action can be assigned to custom service variables.
Speed dial	Used with Mid-call divert, create a pre-defined short code (by assigning between 1 and 999999 digits) to transfer the call to another party (i.e. agent transfer to line manager).

Time and date based routing

Use a combination of time of day, date, date range, day of week, month, month range and special days (bank holidays etc.) parameters to influence call delivery.

Voicemail

Voicemail messages can be listened to in the portal or can be delivered as audio files in MP3, WMA or WAV format by email (up to 10 email addresses), IVR dial-in service or both. Custom email settings can be set for each voicemail used (subject, body, from etc.). Configure maximum duration, additional call flow after message and custom audio greetings.

OPTIONAL PCI FEATURE.

If you're a business who takes payments over the phone, being PCI DSS compliant is essential. We make it easy with Agentpay as an optional add-on feature to your MaaS solution. Speak to your Account Manager to find out more.

REPORTING OPTIONS.

MaaS offers reporting flexibility, with real-time statistics available through its dashboards, or access to historical statistics (either ad-hoc or scheduled reports) via the Pulse reporting engine.

REAL-TIME DASHBOARDS

Create multiple dashboards of any size to display as much or as little data as required. Dashboards can be scaled to view on a large wallboard right down to a small mobile device. You can create and share dashboards with other users on your account and even let them edit the shared dashboard. The clone option allows you to create different variants of the same dashboard without having to start from scratch each time.

Our dashboards offer the following real-time data and information options:

**Live Total**

A tile for displaying the total for a real-time call metric.

**Live Call Outcome**

Display today's totals for Answered, Unanswered and Engaged Calls.

**Live DCA Agent Status**

A tile for monitoring the status of agents within a DCA skill set.

**Message Board**

Enables custom text, links, images and more, using Markdown syntax.

**Live Chart**

A tile for displaying a chart for real-time call metrics.

**Live Top Accounts**

Displays a list of top accounts based on total call minutes.



Live DCA Call Status

A tile for monitoring the call activity and key performance indicators of a DCA service.



Favourite Numbers

Displays a list of your frequently used numbers for quick access to service manager.



Live Active Call Status

A tile for monitoring the status of active calls in your account.

PULSE REPORTING ENGINE

Our Pulse reporting engine offers the ability to run ad-hoc reports to view on screen, download (where available) and/or schedule to be sent on a regular basis.

The Pulse reporting engine offers a suite of different report types including:

Name	Report description
Accounts	Account hierarchy showing all sub accounts beneath a parent.
Allocated numbers	All service numbers allocated to an account.
Call Data Records (CDRs)	Daily and downloads.
Call summaries	By period, outcome, minutes or account.
DTMF data	Report on callers' telephone keypad selections when using the DTMF capture node.
Dynamic Call Agent (DCA)	Agent performance, call summary for DCA services, skill set call data, agent activity log or agent status summary for a given period.
IVR script logs	Showing options selected by the caller within an IVR menu.
Queue data	Call records and call summaries for call queuing services.

Reports (where applicable) can be run against required periods, such as hourly, daily, weekly, monthly or within custom date ranges. Depending on the report type, the report can be run against an account or service numbers.

Where available, running reports ad-hoc in the portal will display data graphically as well as in a table, along with the option to download the data as a .CSV or Excel file.

The selected report and its criteria can also be scheduled to run automatically and be sent daily, weekly, monthly and quarterly (frequencies available depend on the report type) by email to a maximum of 10 recipients.