PRIMAS

Welcome to Primas
Where Contact Center Experience Meets Innovative Technology

Primas has helped hundreds of successful companies improve their use of contact center technology enabling best of class customer service. The world of customer service has been optimized, unified, networked, and CRM'ed over the last forty years. New technology changes may entice you to update, migrate and purchase hardware and software components that can save you overhead while increasing profitability. Shouldn't you select a business partner with the experience and knowledge to help you develop the solution that best fits your needs?

Why Primas?

Primas offers you proven contact center solutions and professional services. Our relationships with major contact center technology providers, allows Primas to offer and deliver an unbiased strategy and solution to best fit your hardware and software infrastructure, including new installations, upgrades or migrations to new technologies. Specializing in first call resolution (FCR) solutions, IVR customer self-service applications, and professional services, Primas solutions support companies in the financial, utility, cable, and health care industries, and many others.

Primas Benefits

▶ Knowledge

Designing and implementing contact center solutions for over 15 years, we have experienced sales consultants and professional service teams on hand to listen and understand your needs.

▶ Independent

Our contact center experts provide solutions and services to meet your specific requirements and budget – we realize that every contact center is unique and has special requirements often based on existing infrastructure that we already understand.

▶ Affordable

We can offer you substantially lower service fees; because of our unique organizational structure our typical professional services efforts are substantially lower in cost than other system integrators and manufacturers offering you a substantial ROI.

▶ Efficient and Flexible

Primas can react much quicker to changes in scope, deadlines or other significant milestone changes than many service providers. We can project manage the implementation and avoid finger pointing resolving any issues with less hassle and process than you'll receive from other companies.

▶ Products and Solutions

Primas offers first call resolution, analytic, IVR (touch and speech), and other customer self-service and satisfaction centric products designed to improve and maximize contact center operational efficiencies.

▶ Technology

Our experience can help you navigate from legacy systems as you consider migrating to new equipment and applications supporting VOIP, SIP, TSAPI or IVR speech recognition. Primas offers on-gong support for legacy products.

Integrated Professional Services

Primas has the solutions and independent professional services expertise you need to run an efficient contact center.

- IVR design and development
- IVR Speech application design and development
- IVR Script development
- CTI design and development
- Host interfacing and development
- Project management
- Programming and custom applications
- Proven success with hundreds of implementations
- Bundled applications for cable, financial, utility and health industries

Primas has assisted multiple contact centers diagnose and quickly fix hardware and software issues that were not possible for other service providers to detect and correct.

- Easy detection of anomalies with equipment-neutral insight
- Single or multi-site monitoring
- Monitoring 7 x 24 of IVR and CTI for one or multiple call centers on diverse platforms
- Access to information via Web Services
- Call Trace
- Testing and monitoring
- Decoding of proprietary protocols and alerts

Solutions

Primas has the solutions and independent professional services expertise you need to run an efficient contact center.

Post Call Survey – Automated IVR Survey

- Out-of-the-box automated IVR survey
- Surveys occur at the end of the initial call
- Surveys are agent anonymous
- Reports by site, group, agent; fully customizable
- Integrates CRM, switch-ACD, and IVR
- Handles DTMF or Speech
- Can be integrated into any platform
- Supports single or multiple call centers
- Callers can feedback via recorded message

Evolution FCR – First Call Resolution / Second Call Treatment Solution

- Real-time repeat caller notification
- Call history delivered to agent desktop via screen pop
- Enhances agent interactions with repeat callers
- Identifies excessive repeat callers for unique handling and routing
- Improves agent call handling
- Reduces total talk time, operational expenses
- Creates a better customer experience; retention

FreedomQ - Intelligent Queue Management Solution

Primas has the solutions and independent professional services expertise you need to run an efficient contact center.

- ▶ Monitors queue for excessive hold times
- ▶ New callers are advised of the hold time and asked if they would like to hold their place in line
- ▶ Receive a call back to speak with an agent
- ▶ Monitors the queue, automatically places an outbound call to the caller and connects them to the next available agent
- ▶ Improves the customer experience, agent morale and lowers operational costs
- ▶ Affordable

One thing has not changed - the first interaction and impression of your organization is often represented by a front-line customer service representative and a telephone conversation that needs to be supported by a business partner like Primas with the expertise, knowledge and understanding of your contact center operations.

Headquarters
Huntington Beach, California
(phone) 888.477.4627
(fax) 714.908.8501
(email) sales@primas.net

Regional Offices
Quebec, Canada
Austin, Dallas, Houston, Texas
San Diego, California
Bangkok, Thailand

www.primas.net | PRIMAS