

Babl.biz provides Marketpoint with a click to dial service that is embedded in to their own proprietary CRM software which is used globally across their international network of contact centres.

With over 30 years experience as pioneers in Database Marketing and CRM, Marketpoint provide a bespoke package of high performance products and services for its clients, helping them to achieve maximum possible sales. Their Naccent Global Contact Centre Network allows for a global reach, whilst ensuring a local, personalised service. All the data management, lead tracking and nurturing happen locally, but our cloud-based technology platform allows clients to view your progress and data live, anywhere in the world. Marketpoint, having been established 35 years ago, one of the pioneers of the cloud computing revolution.

The Challenge

- Marketpoint faced the challenge of finding a partner that would provide them with the component that they required. They needed access to a global international telecommunications network, a highly scalable platform with a robust and proven technology to be able to deliver this feature to their contact centre agents across the world.
- The service needed to be easy to integrate using their existing architecture and with no effort required to deploy to each agent, while being intuitive to the agent and with no training required.
- Marketpoint need to be able to record and archive all calls for training and monitoring purposes.

The Solution

- Babl.biz provided Marketpoint with a complete telecommunications platform through a REST API, to provide the secure communication channel between the agent and the client. A 'Click to Call' button was designed in the CRM system, available via a web page, that made sure that:
 - the agent was on the call when the client is called
 - is secure
 - has a suitable CLID
- Call recordings are stored in a cloud based storage archive and can be accessed through the client record in the CRM system. Other useful data such as time of call and length of call are displayed, but most importantly, the recording is kept as part of the client record for both compliance and completeness.



Overview: Marketpoint are a thought leading Global Contact Centre business handling millions of transactions a year.

Challenge: They needed a simple solution to enable their multi-lingual agents to communicate with their clients.

Solution: Babl.biz was deployed using their REST API, to enable an international click to dial service from within the client record of the CRM. This included call recording and archiving, as well as complete billing and analytics for compliance and client confidentiality purposes.

Results: The instinctive solution was deployed within a week across their global network and agents now make thousands of calls every day.

The Benefits of Marketpoint Using Babl.biz

- The agility to produce a solution quickly
- Tailor made solutions
- Reliability
- International call usage
- Cost effective solution
- Secure archiving