



NEWS ANNOUNCEMENT

U-WFM & I-Net Communications Group form Strategic Partnership to deliver complete Contact Centre solution in the Cloud

London, 9th January 2019: U-WFM is pleased to announce a strategic partnership with leading telecoms network provider and one of the pioneers of cloud-hosted call centre solutions, iNet.

The combined power of iNet's high-volume telecoms network and cloud omni-channel contact centre solution together with integrated resource planning solutions powered by U-WFM delivers unprecedented optimisation for single or multi-site contact centres.

iNet's CEO, Michael Pavlou commented, "The partnership with U-WFM represents a step forward for iNet and our clients. With embedded Workforce Management driven by source call centre data, our clients enjoy a turnkey cloud contact centre solution. Effective across all communication channels, customers have peace of mind that Service Levels are boosted by scheduling the rights agents, at the right time, with the right skills."

With customer contact centres now under real pressure to rationalise costs and pursue a digital transformation agenda, the iNet/U-WFM partnership brings a complete, elegant, per-user solution that scales on-demand.

The Future is OPEX.

"The capital expenditure, installation, setup and management of traditional infrastructure based WFM tools with their associated complexity often outweighs the efficiency, value and purpose of utilisation," remarked Matthew Hughes, CEO of U-WFM. "One of the benefits our partnership with iNet brings is the synergy in our understanding of the cloud operating expense model, its reduced complexity leading to increased effectiveness and where the customer service sector is heading," said Matthew.

Jeremy Greenwood, Head of Product for iNet added, "In the past few years, contact centres have generally evolved to become a suite of on-demand, light-touch, integrated applications made available to home workers and to users across disparate offices. Location by necessity has become obsolete. Therefore customer interactions can be easily resolved wherever a user may be. The integration with U-WFM ensures Contact Centre Managers can continue to monitor, manage and resource an operation effectively without compromising the modern working strategies afforded by technology."

A Partnership Founded on Research.

"Understanding the evolving operational nature of contact centres is critical if we hope to deliver solutions that align with our customers' needs today, and tomorrow," commented Head of Marketing for iNet, Mubin Khan. Together with U-WFM and in partnership with UKCCF (UK Contact Centre Forum), an ongoing series of executive discovery sessions has helped validate the iNet / U-WFM partnership.

So far, the findings confirm the research that effective WFM and Resource Planning solutions are currently a major consideration for Operational Managers, and stress the overarching need for simplicity of application, management and cost predictability. Matthew Hughes, CEO at U-WFM summarised, “When we were distilling down the outputs from these working groups, user objectives became clear. They needed something simple and straightforward, low-cost, light and non-invasive, that included adequate customer support as standard, whilst driving effectiveness and supporting user and agent location needs.”

COO at U-WFM, and former Resource Planning Analyst at Aviva and Ventura, Tim Wharfe has the final word on this valuable partnership, “Resource Planning in many contact centres still remains a relatively manual process and many of the competing WFM tools on the market are unnecessarily complex. Spreadsheets simply don’t cut it. Bringing together U-WFM’s suite of Workforce Management solutions as an integrated component of iNet’s omni-channel cloud offering is exciting, giving clients a complete, cloud-based operational solution to deliver exceptional customer service.”

See U-WFM in action at iNet’s upcoming event, “Effective Resource Planning for Strategic Contact Centre Optimisation.” Workforce Management will be discussed in detail, including the keynote presentation, “The Impact of Ineffective Resource Planning Decisions on Contact Centre Efficiency.” This Executive Briefing session will take place at the end of February at Vintners Place in London, [click here for more information and to reserve your free place.](#)

-ends-

Notes for Editors

About iNet

iNet is a leading telecoms network provider and one of the pioneers of cloud-hosted call centre solutions in the UK. iNet provides integrated cloud-based multi-channel contact centre solutions across all channels and devices. Our unique end-to-end solution puts you in complete control whilst reducing costs, increasing customer satisfaction and improving business agility. iNet Complete will enable you to start creating meaningful real-time connections across all digital channels; Voice, SMS, Email, Web Chat and Social Media, enabling you to deliver the best response times and the best customer experiences. Our approach and ethos is to be flexible and to tailor solutions to suit our customers.

About U-WFM

At U-WFM we believe there is an easier way to deploy Workforce Management and make it accessible to all contact centres, regardless of size. We offer our Workforce Management platform as a 100% cloud, OPEX based solution with zero capital outlay and technology hassle. This allows our customers to immediately become more effective, efficient and economic on a pay-as-you-go basis, but still benefit from a premium Workforce Management solution.

There are no exclusions to the U-WFM solution, we believe in delivering all the benefits to our customers, all of the time. For more information, please visit www.u-wfm.com

For further information and imagery, please contact:

Suzanne Congdon
U-WFM - Marketing Director
Tel: +44 (0)207 043 4178
Email: info@u-wfm.com