



Management has released Support Sentinel, a package based on voice control and call routing that enables support staff to have calls forwarded to wherever they are without the customer needing to know.

It costs £30,000 and the company believes it will replace an outsourced call-handling service. It records a customer message digitally and forwards it once the customer hangs up, so if someone is indisposed, they don't have to respond to the call immediately.

You can program it to "know" how important a call actually is. It should handle hundreds of incoming and outgoing calls per month. The catch is that it's designed to work alongside the same company's remote service application.



● **The problem with** offering a support desk, if such a thing suits your business, is that people will insist on calling out of hours. This is why ATM Technology

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