

Hold-Free™ Networks Putting a Pretty Face on Customer Service™

OVERVIEW

Founded in 2009, Hold-Free™ Networks is defining Web 2.0 Customer Service – an emerging market at the intersection of the inbound Toll Free market (\$9B), contact center software (\$6B), and Web 2.0 social networking and Smart Phone enablement (\$4.6B). Hold-Free enables the enterprise to take advantage of Web 2.0 mobility and social networking technologies while empowering consumers with the ability to control their customer service experience via familiar web and phone interfaces. As a result, consumers experience an improved customer service experience while the enterprise realizes a significant reduction in contact center infrastructure expenses.



Offered as a Software-as-a-Service (SaaS) plug-in, customers can now move seamlessly between an enterprise’s existing Web self-service, voice automation, and live agent service options. By visually enabling customer service requests through popular interfaces including Smart Phones, Outlook, and the Web, Hold-Free removes the silos between multi-channel support offerings and solves the problem of consumers waiting on hold.

Hold-Free ServiceSM interacts directly with a company’s automated systems to input account information, retrieve data for the consumer, and wait in turn for an agent. When an agent is available to speak with the consumer, a call is automatically initiated to any phone number. This approach requires no behind-the-firewall integration with enterprise legacy equipment.

COMPETITIVE ADVANTAGE

Hold-Free Networks technology is based on the ability to emulate human interactions and avoid behind-the-firewall integration. Hold-Free helps the enterprise offer superior customer service with free helper applications and branded plug-ins that avoid costly systems integration. All of the technologies at play including biometric security, Smart Phone applications, and social networking – take place outside of the enterprise infrastructure.

TECHNICAL ARCHITECTURE

The Hold-Free platform is based on a REST architecture that enables organizations to dynamically customize, generate and present user interfaces. This approach alleviates security concerns by housing sensitive data in a centralized portal rather than the end user device. Hold-Free Network gateways interact with the enterprise’s legacy contact center infrastructure using pre-mapped navigation paths. A standard telephony design allows the enterprise to replace Toll Free traffic with the low cost telecommunications method (VoIP, outbound, etc.) of its choosing.

ECONOMIC MODEL

With Hold-Free, the enterprise will benefit from a reduction in contact center infrastructure costs including equipment, space, power, and agent overhead. Also, hard dollar savings will result from implementing Hold-Free Service instead of Toll Free.

Our goal is to not only provide the enterprise with a cost-efficient contact center, but perhaps more important, the Hold-Free integrated service will ensure increased customer satisfaction and retention.