

Macfarlane Company Overview

Overview

- UK based supplier of Contact Centre Systems
- Operating in Voice Processing since 1985
- Market leader in UK Local Gov't sector
- Expanding into UK private sector and overseas markets
- Own the IP to our products

35 years of Leadership & Innovation

- 1985 First UK approvals for US voice processing products
- 1995 First software-based Call Centre system in the UK
- 2005 Market leader in UK Local Gov't sector
- 2015 Pioneers in Omni-channel Contact Centre systems
- 2020 Introduction of Communications Management for general business use

Macfarlane's Business

Macfarlane delivers solutions incorporating the latest thinking in Communications Management techniques and technologies that focus on improving customer service and reducing costs

- Skills and experience gained over 35 years
- Broad, relevant solutions using our own products and best of breed from our partners
- Bringing thought leadership and innovation to omni-channel business communications
- Quick and responsive customer service

Ownership of IP

Macfarlane retains in-house control of its IP and product development allowing:

- Continued innovation and creativity in developing new features
- Working in conjunction with customers to create product roadmap
- Ease of customisation and integration with 3rd party applications
- Speed of response for support

Macfarlane Benefits

- Enhance customer service
 - Provide agents with relevant information across all media channels
 - Use technology more cleverly to improve customer satisfaction
- Create operational efficiencies
 - Serviceability - Easy to operate, support and maintain by the customer
 - Usability - User interfaces address the needs and expertise of users
- Reduce Costs
 - Enhance agent and supervisor productivity
 - Improve first call resolution for customer service issues.

macfarlane

where your conversations happen



Nottingham
City Council



VERSUS
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FINE FOODS
SERVING THE PROFESSIONAL SINCE 1984



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