



Seamless Customer Service

Using Integrated Communications

Engage with Zing

At Zing, we offer three types of engagement.



Twilio Integration

Discrete projects to solve a specific contact centre problem – anything from reducing customer waiting times to improving the customer interface. Our team works fast to understand the problem and implement Twilio seamlessly.



Enterprise Solutions

Transformative solutions designed to put customer engagement at the heart of your business.

Projects typically last from 2–6 months and are delivered in a series of sprints through our RapidValue™ methodology.



Managed Services

A partnership approach where we work with you to fully embed solutions that are part of a digital transformation journey.

We'll ensure ongoing development and maintenance of Twilio solutions and keep your contact centre running smoothly.

What does a typical engagement look like?

1 Discovery Call

All Zing engagements look to start with an initial discovery call to outline an overview of requirements.

This session will be used to gain an understanding of the current challenges and opportunities faced by the client, as well as an overview of the tools currently in use.

We will provide expert advice on similar implementations and outline product options and/or considerations where appropriate.

The outcome of the discovery call will be to identify whether a more indepth process review is required to fully understand the details of the requirements.

2 Process Review

Following on from the discovery call, a review of existing processes and tools is undertaken.

The review process enables us to gather a detailed overview of the current systems in place, and provides the client with an opportunity to pinpoint any specific challenges from the user or customer perspectives.

Where appropriate, the team at Zing will fully immerse themselves in the current operations, shadowing key individuals as they undertake their day-to-day responsibilities.

This review will provide the foundations of the overall solution architecture required to implement a rejuvenated solution. Where required, any proof of concept requirements will be identified and documented.

3

Proof of Concept Build

If further validation is required, a Proof of Concept may be delivered as part of the engagement.

These are typically treated as discrete projects, aimed at combating one or two of the challenges faced by the client. Work is usually undertaken over the course of 1–2 days and the output usually provides the basis for the main development project.

Proof of Concept builds are typically used for Enterprise Solutions, where a number of processes are undergoing significant changes.

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Development Engagement

Once the challenges have been identified, the project outcomes are clearly defined and any proof of concept work has been undertaken and validated, the next stage is to begin development.

For Twilio Integrations, these are typically short term, discrete projects, managed on a time and material basis. Our Twilio-accredited development team will work alongside you to build, deliver and implement your solution.

Longer term development engagements are recommended for larger, Enterprise Solutions. These typically include a dedicated agile development team, managed by Zing, to work through the deliverables.

The client is placed at the heart of our development teams by enabling them with the product owner role, to ensure that value is being delivered with every iteration.

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Continued Support & Reporting

Where required, maintenance and support can be provided throughout the duration of the project, with different levels of support available depending on the use cases.

Support can be provided on a 24x365 "follow-the-sun" basis, or within office hours depending on the requirements. Formalised SLA agreements will be confirmed throughout the implementation phase of the project, if necessary.

For those organisations with their own development resources, support and maintenance can be handled in-house where appropriate.

Managed Service Agreements are subject to frequent account reviews to monitor performance of the implementation against objectives, and outline upcoming implementation requirements based on current market conditions.

Let's start a conversation...

We're here to help you unlock the power of Twilio and make your contact centre a point of differentiation. That starts with a conversation about your needs, so get it touch to talk more.



0809 168 9464



conversations@zing.dev



zing.dev/contact-us



Transform Experience

We are on a mission to put contact centres at the heart of customer engagement; to deliver on the promise that technology can enable an extraordinary customer experience.

Our team offers consultancy and managed services for Twilio, a market leading cloud communications platform. Twilio enables you to bring all your conversations into one place, optimise workflows and give your agents the tools they need to provide amazing service.

But you need a partner who can understand the software and your challenges, whether that's to solve a specific problem or work on a digital transformation project.

This is what we're here to do. We'll work with you to help your agents become more productive, your customers happier and your comms infrastructure more efficient by moving to the cloud.

For more information, check out [Zing.dev](https://zing.dev)

