



ipSCAPE

Cloud contact centre technology for the conversations that decide whether a customer stays or walks: skills-based routing, outbound dialling, live reporting and true omnichannel messaging, layered on top of the phone system already in place.

Sound Familiar?

Four things we hear constantly from teams that have simply outgrown their phone system:

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We're missing calls.

No queue management, so anything that can't be answered immediately just disappears.

“

Calls go to the wrong people.

No skills-based routing, so the caller's luck decides who picks up.

“

We run campaigns, but leads still go cold.

No dialler behind the outreach, so follow-up depends on who remembers to do it.

“

Customers want WhatsApp. We can't do it.

No omnichannel messaging alongside voice, so the conversation stops where the phone system does.

None of that means the phone system is broken, it means the operation running on top of it hasn't caught up. ipSCAPE is that layer: skills-based routing, outbound dialling, live visibility and true omnichannel messaging, added to the telephony already in place, without a rip-and-replace migration.

Key Capabilities

What ipSCAPE brings to every customer interaction



Skills-Based Routing

Route customers to the right agent based on skill, language or expertise, not just availability.



Intelligent IVR & Self-Service

Customisable voice menus that integrate with your CRM for smarter routing and self-service.



Outbound Dialler

Preview, Progressive and Predictive dialling modes for sales, collections and outreach.



Reporting & Wallboards

Real-time dashboards and historical reports for complete visibility into performance.



CRM Integrations

Pre-built connectors for Salesforce, Dynamics, Zendesk and ServiceNow with screen pops.



Call Recording & QA

Full stereo recording with call tagging and scoring for compliance and coaching.



Omnichannel Messaging

WhatsApp, SMS, web chat and email, all handled from one blended agent toolbar.



Maintain Position in Queue

Customers keep their place in line and are auto-connected, no need to wait on hold.



Webhooks & API 3.0

Real-time integration into any web-based system, without heavy API polling.



Single Sign-On

Log in with Microsoft Entra ID credentials, no separate password to manage.



NPS Survey

Collect satisfaction scores in-workflow, with automatic escalation on low ratings.



Virtual Agent Voice

Natural, humanlike self-service voice prompts across 8 languages and accents.

Where the Phone System Runs Out of Road

The industry changes. The underlying gap rarely does.

FINANCIAL SERVICES & INSURANCE

The setup: A mid-sized UK motor insurance broker, migrating off a legacy on-premise system.

The breaking point: Web enquiries sat for over four hours before anyone called back. High-value renewals were landing with whichever agent was free, not the ones who knew how to retain the customer.

What changed: Predictive dialling gets leads called back in minutes, not hours. Skills-based routing keeps renewal calls with the agents who know how to hold onto them.

TRAVEL, HOSPITALITY & LEISURE

The setup: A nationwide travel operator, running a 30-agent home-based reservations desk.

The breaking point: Calls were being abandoned during peak booking periods, summer, half-term, Christmas, with no reporting or live visibility into what was actually happening on the desk.

What changed: Multichannel queuing across voice, web chat and email absorbs the seasonal spikes. Live wallboards give managers real visibility for the first time.

HEALTHCARE

The setup: A multi-site private medical group, handling patient appointments and triage.

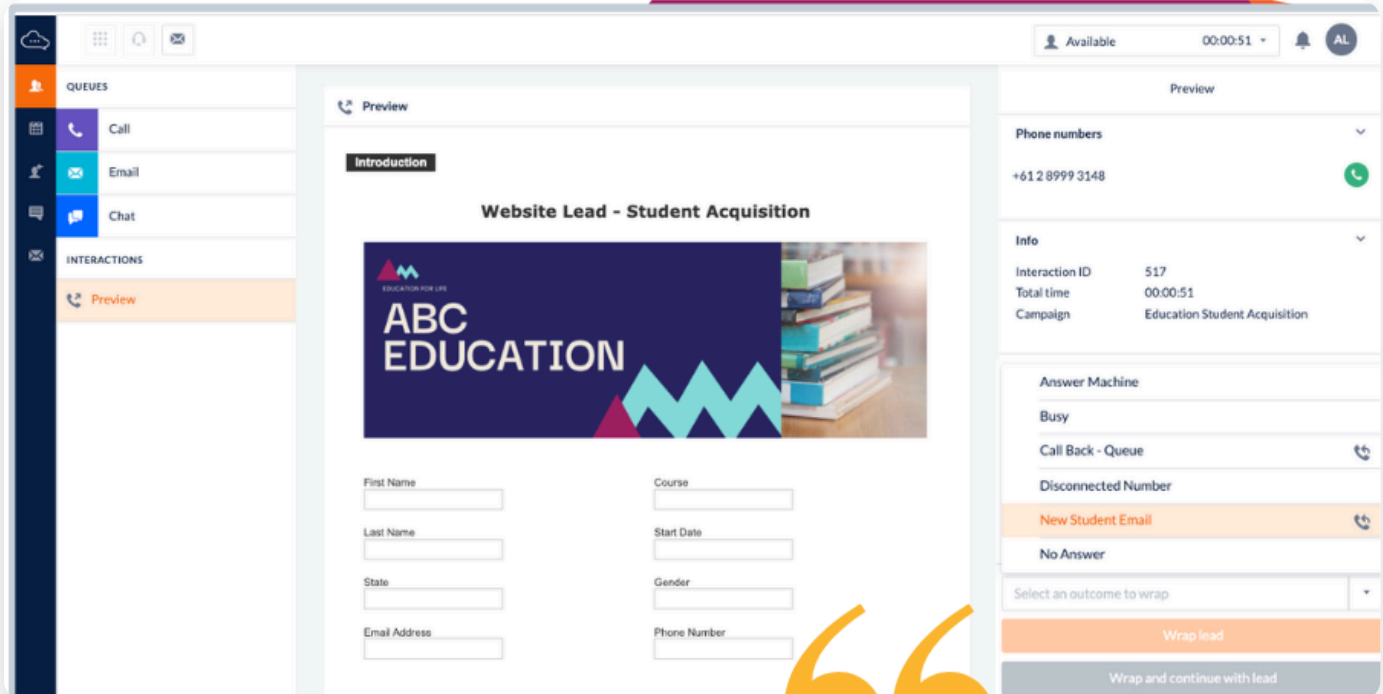
The breaking point: Patients hit engaged tones during the morning rush. Staff burned out fielding the same repetitive appointment and admin calls, day after day.

What changed: Intelligent IVR handles self-service appointment confirmations, freeing agents for the calls that genuinely need a human.

Three different industries, three different symptoms, but the same underlying gap: growth outpacing what a phone system alone can handle. Whether it shows up as cold leads, abandoned calls or burned-out staff, the fix looks the same.

See ipSCAPE in Action

A closer look at the agent toolbar, handling a live interaction



A real look at the ipSCAPE agent toolbar: queues for call, email and chat sit alongside the live campaign script, with wrap outcomes captured in a single click.

Every interaction, whatever the channel, runs through the same blended toolbar: agents see the queue, the script, and the customer's history side by side, then wrap the outcome to feed straight into reporting and your CRM.

Customer Benefits & ROI

- 1 **Agnostic to Your UCaaS**
Complements, doesn't replace, existing telephony
- 2 **Simple Per-Seat Pricing**
Easy to quote, sell and forecast margin
- 3 **Faster Contact & Conversion**
Predictive and progressive dialling in every campaign
- 4 **Reduced Abandonment**
Virtual queueing removes hold-time frustration
- 5 **Deeper CRM Workflows**
Screen pops and click-to-dial cut admin time
- 6 **Consistent Compliance**
Recording, QA and PCI-compliant handling built in
- 7 **Fast, Guided Deployment**
Standard CTI integrations live within days

Contact centre technology like ipSCAPE typically sees strong, multi-year retention once it's embedded in day-to-

How It Works

- 1 Scope**
Map your channels, CRM and existing telephony to the right configuration.
- 2 Connect**
Layer ipSCAPE on top of your existing UCaaS or PBX, no rip-and-replace.
- 3 Configure**
Set up IVR flows, skills, queues, campaigns and CRM integrations.
- 4 Launch**
Agents go live across voice, email, chat, SMS and WhatsApp from one toolbar.
- 5 Optimise**
Use live wallboards, NPS and QA reporting to continuously improve.

Pricing & Packaging

**Simple Per-Seat Pricing**

A single price per seat, easy to quote and forecast.

**Agnostic Overlay**

Works with your existing UCaaS or telephony investment.

**Fast Standard Deployment**

Standard CTI integrations can be live within days.

Because ipSCAPE overlays onto your existing telephony rather than replacing it, most standard deployments avoid the disruption of a full platform migration, so your team can start realising the benefits of true CCaaS in weeks, not months.

Why Choose ipSCAPE

Built to complement what you already have, not compete with it



Agnostic by Design



**Omnichannel in One
Toolbar**



**Enterprise CRM
Integrations**



Simple Per-Seat Pricing



Real-Time Visibility



Fast, Guided Deployment

No rip-and-replace. No new hardware to buy. No lengthy procurement cycle, just a phone system that finally keeps up with the business running on top of it.

Ready to get started?

Get in touch to see ipSCAPE in action for your business.

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