

Hi, just a reminder that you're receiving this email because you have expressed an interest in Dial Interactive, Inc. Don't forget to add [info@dialinteractive.com](mailto:info@dialinteractive.com) to your address book so we'll be sure to land in your inbox. Call 954.816.3700 if you have any questions about the news letter.

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# Dial Interactive

## 2011 Summer Newsletter

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**Call today to receive  
a free 60 minute  
review of your  
present Contact  
Center Disaster  
Recovery Plan.  
Call 954.816.3700**



### Greetings!

There is no doubt about it; the "dog days of summer" are upon us. Record breaking heat waves are affecting many regions of our country. As you might already know, Dial Interactive's headquarters are located here in South Florida, where we are no strangers to the heat. It's also hurricane season in this region, and Business Continuity/Disaster Recovery is always top of mind during the summer season for those of us who conduct business or reside here.

We've have recently seen on the news, every season has foreboding environmental issues that can occur when we least expect them - earthquakes, tornadoes, tsunamis, floods, blizzards, etc. - as well as unfortunately some man-made ones - terrorism. A company needs a Business Continuity/Disaster Recovery plan in place no matter what season it is and no matter where your operations are located, whether in the U.S. or abroad. Business Continuity and Disaster Recovery planning is not just essential to sustaining your business through challenging times; it is also an excellent way to implement plans to allow your business, processes and people to thrive anytime.

**Dial Interactive can help you with your plans.**

An ounce of  
prevention is  
worth a pound





## Business Continuity Disaster Recovery Planning

Business continuity disaster recovery (BCDR) is critical and needs to be well thought out and documented.

The steps involved for development of a Corporate BCM Plan include:

- Understanding the Organization
- Business Optimization
- Determining a BCM Strategy
- Developing a BCM Plan for Contact Centers and Business Units
- Exercising, Maintaining and Reviewing BCM arrangements
- Embedding BCM in the Organization's Culture

A BCDR plan should have documented step-by-step procedures, be kept current, and tested periodically. email us at [info@dialinteractive.com](mailto:info@dialinteractive.com) and we will send you a check list of essential elements needed for your BCDR.

## Disaster Recovery Planning for your Contact Center(s)



It is critical to have all of your business assets protected, including your contact centers, in the event of a disaster. Contact Centers need to be an essential component to any Business Continuity or Disaster Recovery (BCDR) plan.

We all know the complexities of telecommunications networks and technologies are daunting, so having a clear picture of the key elements within your contact center(s) is a necessary step. Dependencies on data, infrastructure and telecommunication networks have increased, so has the likelihood of one part of the equation being compromised when

disaster strikes, leaving parts of your business vulnerable.

Dial Interactive recommends three steps when planning your contact center BCDR plan.

### **Step 1 - Operational and Technology Assessments**

An overall operational assessment is the first step in your Business Continuity and Disaster Recovery planning. Your organization needs a clear understanding of your company's present environment and which functions/processes are critical to protect or replicate for business continuity.

By conducting a solutions technology assessment and analysis along with the operational assessment, an organization will have knowledge of their specific requirements for call handling. In addition, an analysis of your present systems and processes can help you identify critical business functions that are presently working and others that need adjustments.

Organizations must be able to determine how calls will be handled in the event of a disaster. You need to validate specific requirements to understand your recovery needs. For instance, look at your volume of calls, the difficulty factors of handling those calls and the importance of specific types of calls to your company. You will need to identify how many "agent seats" are required, which calls you should be planning for and what potential recovery solutions are available. This all feeds into your telecommunication requirements at the time of the disaster. Analyzing the calls of your organization will help you decide what type of recovery solutions are needed for your contact center(s).

All of these inputs are crucial in deciding on, developing and implementing an effective Business Continuity and Disaster Recovery strategy.

**Step 2 - Planning** During the planning process, organizations need to identify personnel involved in the recovery, other available resources and develop the Business Continuity and Recovery plan. It should include things like.

- Recovery teams (Senior management, team leaders, and others)
- Key internal and external contacts
- Escalation procedures
- Emergency messages required (have them pre-recorded and ready to activate)
- Back-up telecommunications network and equipment support
- And much more...

**Step 3 - Testing** For any plan to be viable, it must be tested. This vital step is especially true for a contact center BCDR plan. Because of the volume and complexities of incoming calls and their importance to the survival of a business, contact center testing should be an integral part of your planning.

Here are six questions to consider when testing:

- Where will you be testing?
- What will you be testing?
- Who will be part of your test?
- What type of testing?
- What tools do you need?
- What are your next steps: post-assessment actions?

**In conclusion, it is just as essential to have a Business Continuity and Disaster Recovery plan in place for your contact center(s), as it is for other functions of your business.**

Dial Interactive provides BCDR plans that include strategy development, analysis of inventories, processes and procedures, impact analysis, recovery plans and testing services. **Dial Interactive testing** services include performing several iterations of testing in order to simulate dynamic disruptions similar (on a smaller scale) to those in the advent of a disaster. A DI testing analysis concludes with an evaluation of findings, gap analysis and remediation recommendations that include quick hits, as well as short-term and long-term recommendations.

Contact Dial Interactive and let us share the services we can provide in the areas of Business Continuity and Disaster Recovery planning and what we have done for other companies to help get them prepared.

**Call Dial Interactive today to help you with your Disaster Recovery plan  
954.816.3700.**

Thank you for taking the time to read our news letter, creating a disaster recovery plan for your call center operations is an essential part of your business. Let us team up with your IT team to plan an ideal strategy for your company. Call 954.816.3700.

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**Special Summer Offer**

**Call today to receive a free 60 minute review of your present Contact Center Disaster Recovery Plan. One of our expert contact center consultants will provide you intelligent, action-oriented feedback, enabling you to prioritize your next steps. Put the development and/or refinement of your Business Continuity and Disaster Recovery plans into motion now, before it's too late.**

**Offer Expires: August 31, 2011**