

“Continuous Communications began using NCH Software products in 2001, namely the BMS Music & Announcement Player, IMS Telephone On Hold Player, VRS Recording System Professional Multi-Channel Audio and Telephone Recorder Software & I-Producer Expert On Hold Messages Production Software applications.

After being awarded exclusive distributor status Continuous Communications aggressively sought out the almost saturated Telephone on Hold industry in South Africa. In three short years having captured a significant share of the market, Continuous Communications had become a major player in the South African Industry. With the use of the I-Producer software we were able to efficiently edit and distribute recorded productions to our growing client base.

Simultaneously we began to make use of the BMS Music & Announcement Player, targeting large national supermarket chains and once again achieving significant market share through new business and churn.

Currently we service 2 major supermarket chains, and a Mass Discounter group comprising various retail outlet types in South Africa. We also have a host of Building, Hardware and related industry retailers as well which are in abundance in a developing country such as South Africa.

The spin off opportunities for retailers is the potential to literally sell “broadcast time” made possible through the use of this software to their suppliers, thereby reducing the retailers net cost and potentially creating an income centre.

Both the IMS and BMS software have facilities to manage broadcast times of announcements and messages as well as music. The BMS system also allows for an external music source such as a cd or satellite television radio stations and music channels.

VRS Recording System Professional Multi-Channel Audio and Telephone Recorder Software is a product with much competition in the market of voice recording and offers an inexpensive yet limited alternative. We found it necessary to make use of this product in conjunction with a monthly service contract as it quickly became apparent that the client’s equipment had varied outcomes on the performance and usability of the product. Ultimately the product is a quality product that should be sold as a just that a product and not a voice recording solution. The reason being is the integrity of the client’s equipment and its staff are not controllable by a third party. This product should be used to protect staff and clients rather than a performance management tool as this can be manually shutdown by users.

As a company we have been exceptionally happy with the service received from NCH. Despite the large time zone differences, NCH has consistently attended to our queries and suggestions, in timely and efficient manner.

We have used NCH products for the last seven years, and will continue to do so for the foreseeable future.”

- John Davies
General Manager
Continuous Communications
www.concom.co.za