

Product Brief

MightyCall

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What is it?

MightyCall is a Internet telephony service that offers IP-based telephone numbers, including toll-free and local numbers, and call routing and management through the web and mobile devices.

Who makes it?

Mightycall

What does it do?

MightyCall offers what is becoming known as an omni-Channel customer contact center. That means that beyond telephone, they also support social media and other conversation channels, like chat and SMS. The service allows their customers to select a local, toll-free (1-800) or vanity number, or to transfer an existing number.

Unlike many services that permit management only through their devices or phone numbers, MightyCall can forward calls to any phone. In addition, they allow management of their call routing and other features through smart phones. Premium services include voice mail for all users, personalized greetings, custom call menus, virtual extension management, masking of numbers, call screening, and the ability to put a call through to multiple phones.

Omni-channel features include social media integration that turns social media mentions into tasks that can be delegated within MightyCall by individuals or rules. They also offer a Wordpress widget the produces a complete set of contact features for a website, including general information, social media follow/like buttons and maps, as well as click-to-call buttons on product or service pages.

MightyCall also offers task management and delegation capabilities that turn it into the focal point for customer service interactions.

Why is it important?

Virtual organizations require services that provide them with the ability to engage customers regardless of where they are located, or whether key contacts are traveling or not, and integrate those interactions with their workflow.

Where can I get it?

<http://www.mightycall.com>

When it is available?

MightyCall is currently available.

How much does it cost?

MightyCall Starter is free for up to 3 users. MightyCall Premium starts at \$9.99 a month for 3 users.

Where is it available?

MightyCall is available globally but focuses on United States phone numbers and US customer presence.

Primary competitors

- nextiva
- RingCentral
- Grasshopper
- Google Voice

Commentary

MightyCall currently positions themselves as a virtual call center, but they have much bigger ambitions. MightyCall recognizes that telephony, while still important, usually represents a first point-of-contact. MightyCall encourages customers to create customer service experiences that acknowledge the end customer's choice of communications channel. This is an important strategic mindset that will allow MightyCall to differentiate itself as they integrate across the spectrum of customer service technologies.

MightyCall views call center activity as a core workflow. The product incorporates its own task management for incoming calls, activities delegation and results tracking. Task management options have flooded app stores recently. Integrating with existing task managers will be a necessary adoption requirement as MightyCall's customer base grows.

MightyCall's competition comes from start-up Voice-over IP call management companies, as well as major telephony suppliers. In order to be competitive, MightyCall must maintain their emphasis on omni-channel customer service while simultaneously executing on their concept of customer service as a work experience. If they can do those two things, as well as provide a reliable and feature-comparable technology platform, they will be a viable alternative to existing telephony offers, and be positioned to engage even the smallest of organizations with a solution that challenges traditional assumptions about the effective use of telephony, including web presence and customer service task management.