

Matching Performance to Promise

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IP Core Enablers

- Distributed IP Communications
- Integrated Contact Center Applications
- Multimedia & Computer Telephony Integration

Distributed IP Platform

- IP Enables a Distributed Platform for Communications
 - Single system that can engage agents anywhere in the enterprise
 - Branch offices, retail locations, or at home
 - While maintaining real time supervisor views
 - Administer all the resources from a single administrative interface
 - While providing reliable telephony services at all enterprise sites

IP Integrated Contact Center Applications

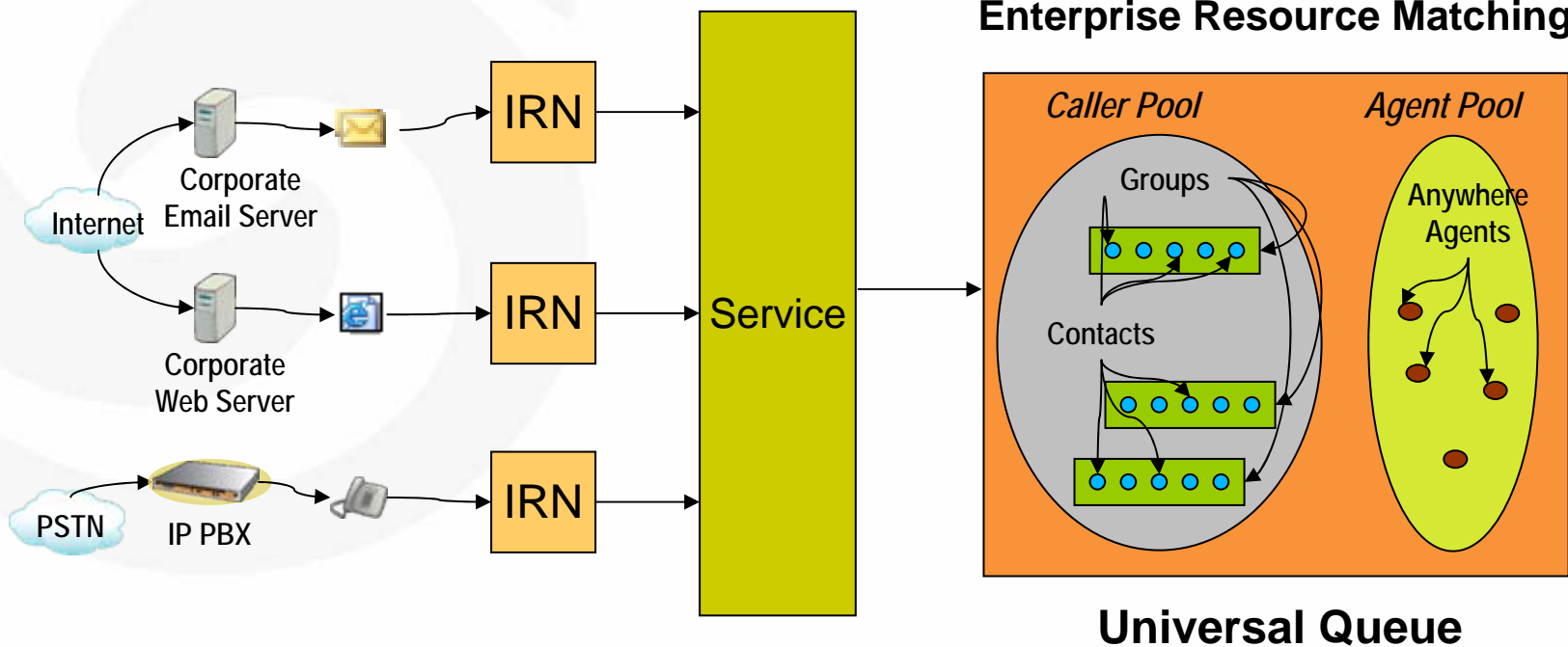
- **Single application for enterprise-wide contacts & resources**
 - Eliminating disparate systems and separate resource pools
 - Single solution for routing, self-service, and outbound services
- **Integrated with corporate IP data network – no gap to data**
 - Screen pop, customer identity routing, self-service are simplified
- **The “IP routing” is abstracted from the media in use**
 - Consistent rules can be applied across multiple media types

What This Delivers to the Enterprise

- True Universal Contact Queuing
- Enterprise Resource Matching
- Enterprise Wide Contact Center

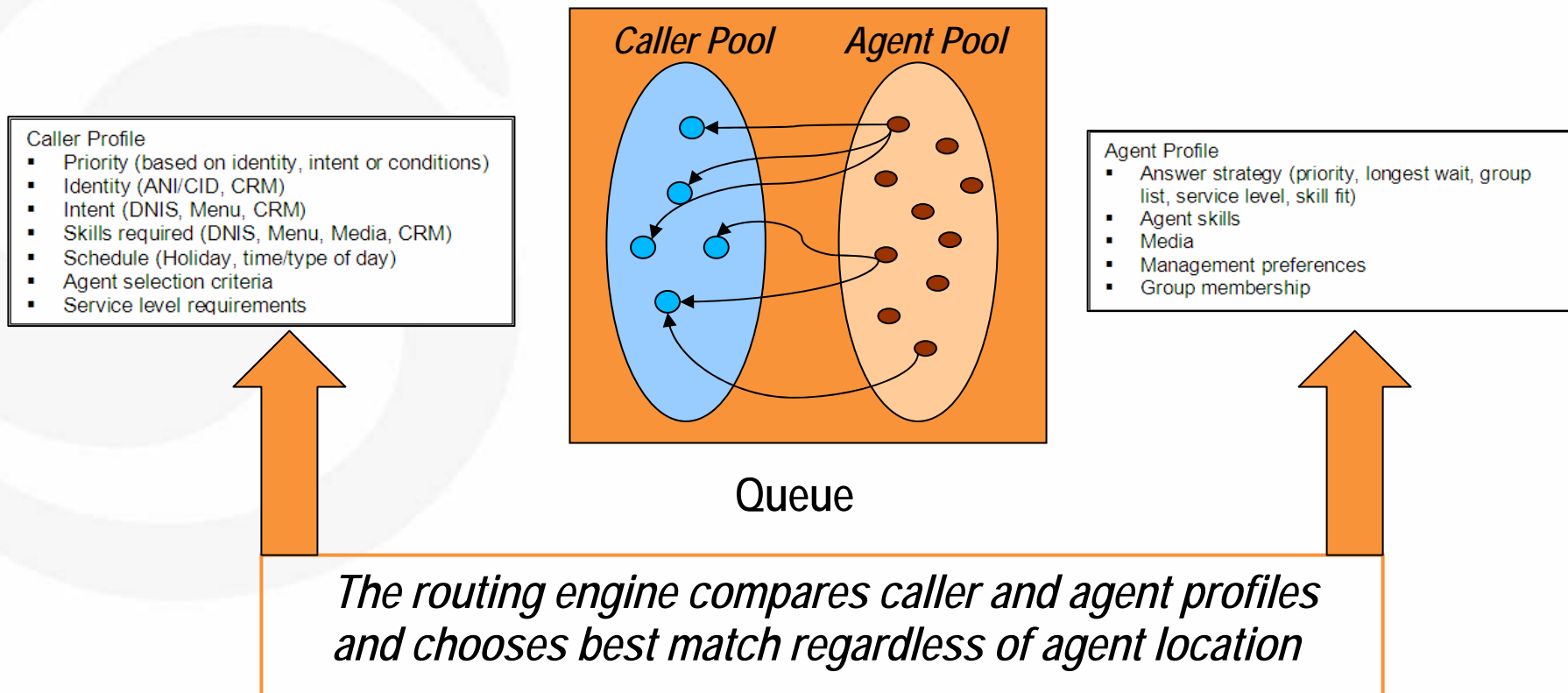
Universal Queue

- Universal business rules decide service based on
 - Service Request, Customer Identity, and Resource Options
 - Media type is no longer a routing factor in a Universal Queue
- Handled by common rules, regardless of where they call
 - Improving agent pool efficiencies and customer service levels

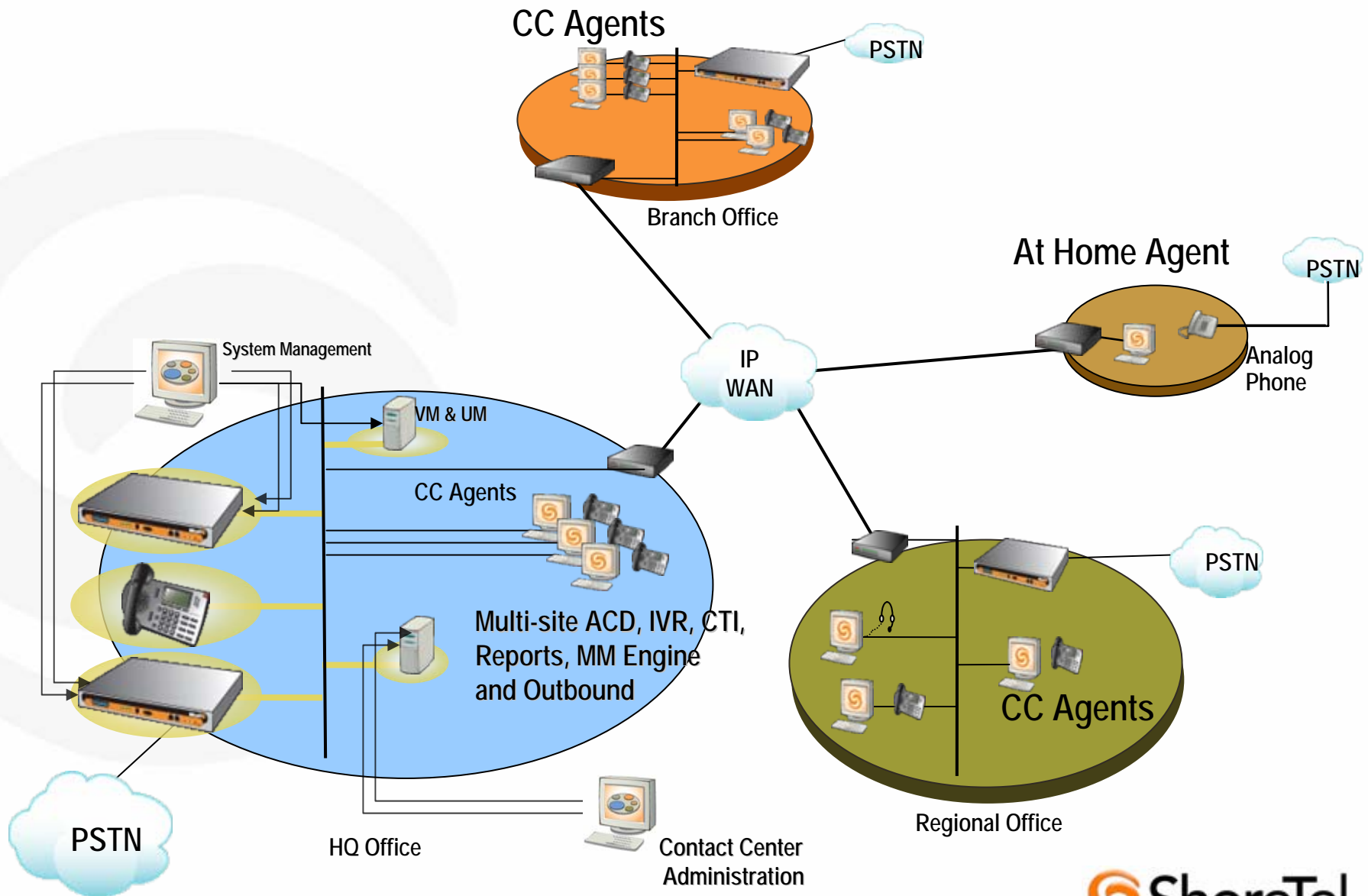


Enterprise Resource Matching Made Easy

- A customer's profile is defined in call origin and service configurations
- Customers pool in groups for skills
- An agent's profile is created by assigning skills, COS, answering strategy and group membership
- Agents can belong to multiple groups



Enterprise Wide Contact Center Solution



What's Being Deployed Today?

- City transit authority finds savings from integrated systems
- Credit union offers customers multi-media options
- Storage company leverages enterprise resource matching

Integrated Solution Reduces Transit Costs

- Integrated solution brought the enterprise together and reduced management and toll costs for a city transit authority
 - Simplified management reduced the cost of ownership
 - Toll charge reductions contributed the savings as well
- Call Backs offered a new level of service to their customers
 - Instead of waiting, callers can request a call back when an agent is free, reducing on-hold time and improving the perceived service
- Priority routing used to improve answer time for their mobility impaired customers

Self Storage – Seconds Count!

- **Self-storage company was looking to improve efficiencies**
 - Most customers find them via the yellow pages – if they don't answer quickly, the caller moves to the next line and makes another call
- **By matching the callers to the right resource groups, and leveraging the simplicity of a click to answer desktop**
 - Company was able to drive answer rates from 90% to over 95%
- **Rich caller ID shows the store dialed – speeding service**
- **Remote agents provide a powerful tool for future growth**

Contact Center Differentiates Credit Union

- **Midwestern credit union focused on customer service to differentiate their offering in the market**
 - Multi-media routing was leveraged to allow customer to access them the way the customer wanted, not the way the other banks insisted
 - Easy implementation for agents because same tools used to manage chat and email contacts

The Business Enhancements

- IP contact centers are changing the way businesses operate
 - Multi-media added to allow customers to select how to “call”
 - Call backs let the callers hang-up until someone’s available
 - Up-front information displays give agents the right information

New processes enhance productivity and enhance the overall customer experience.

The Contact Center Ecosystem

- Integrated suites are bringing the ecosystem together
 - Single solution distributed across all the enterprise locations
 - Increasing IVR and CTI are becoming part of the integrated suite
 - No more separate IVR platforms – CTI now possible across the suite
 - Customers can “enter” their account numbers once – not over and over
 - Recording and Work Force Management integrations are leveraging the same infrastructure

Measuring the Results

- Management Savings is Key
 - Integrated management is key to cost savings and rapid return on investment
 - Agent leverage is important as well – especially with seamless work at home agent positions
 - Toll saving contributes, but can be less compelling
- Better Customer Satisfaction
 - End customers or end callers should benefit as well
 - Faster answers
 - Reduced wait time
 - Multi-media contact options