


A light gray world map is centered in the background of the slide. In the foreground, there is a blurred photograph of several business professionals in an office setting, looking at a large screen or monitor.

# Next-Gen Technologies For the Contact Center

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*We want to connect our field support staff into our contact center to give even better support.*

Construction Machinery company

# The challenge

1. We want to route all customers to the highest skilled agent or support-person based on customer priority and service agreement
2. We have experts in the field and in the company that should be involved in more complex problems or when traffic load is high
3. We want to integrate email, fax and SMS into the same client and store all interactions in our CRM application
4. When appropriate, we want to integrate self service seamlessly to minimize wait time
5. We want the solution integrated at various points: agent desktop, customer identification, self service and account managers

# Elements of an integrated multimedia contact center

- Integration
  - Inbound, Outbound, e-mail, SMS, chat, fax
  - Converged solution – IP or hardware-based
- Skills-based routing
  - On an individual contact and agent level
- Simple and flexible configuration
- All routing intelligence server based
  - Powerful, yet flexible contact management
- Call Detail Records, Cradle to Grave reporting
  - Know what happened, when and why.
- Integrated system
  - Including IVR and Knowledgebase



# Solution components

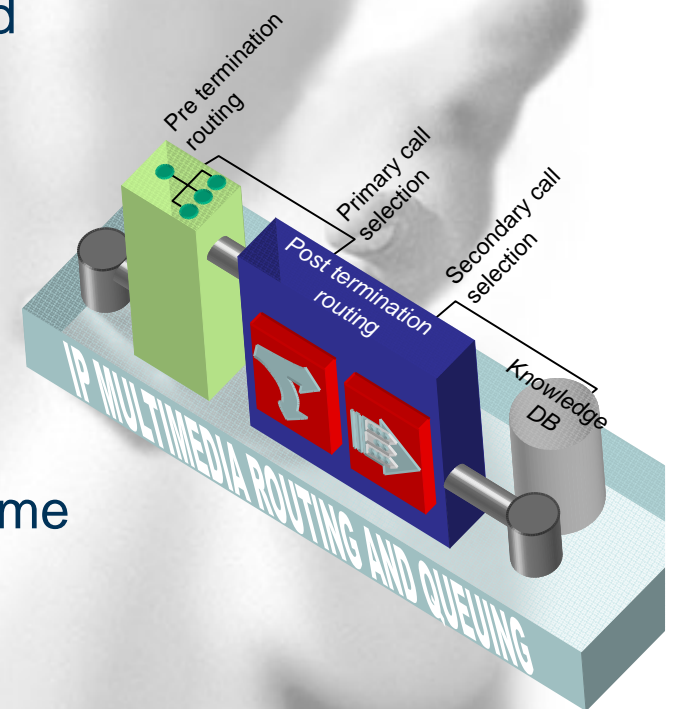
1. Route based on skill, priority and service agreement
  - Skill based routing
  - Integrated IVR for database lookup and business based routing
2. Involve field experts and load-balancing
  - Multiple skill sets per service group
  - Moment by moment routing decisions
3. Integrate email, fax and SMS. Store interactions in CRM system
  - Multimodal agent desktop application
  - Multimodal queues
  - Desktop and server-based integration to CRM application
4. Integrate self service seamlessly
  - Fully integrate IVR before queue, during queue, after call
5. Multiple integration points
  - Desktop and server-based integration



# Intelligent routing

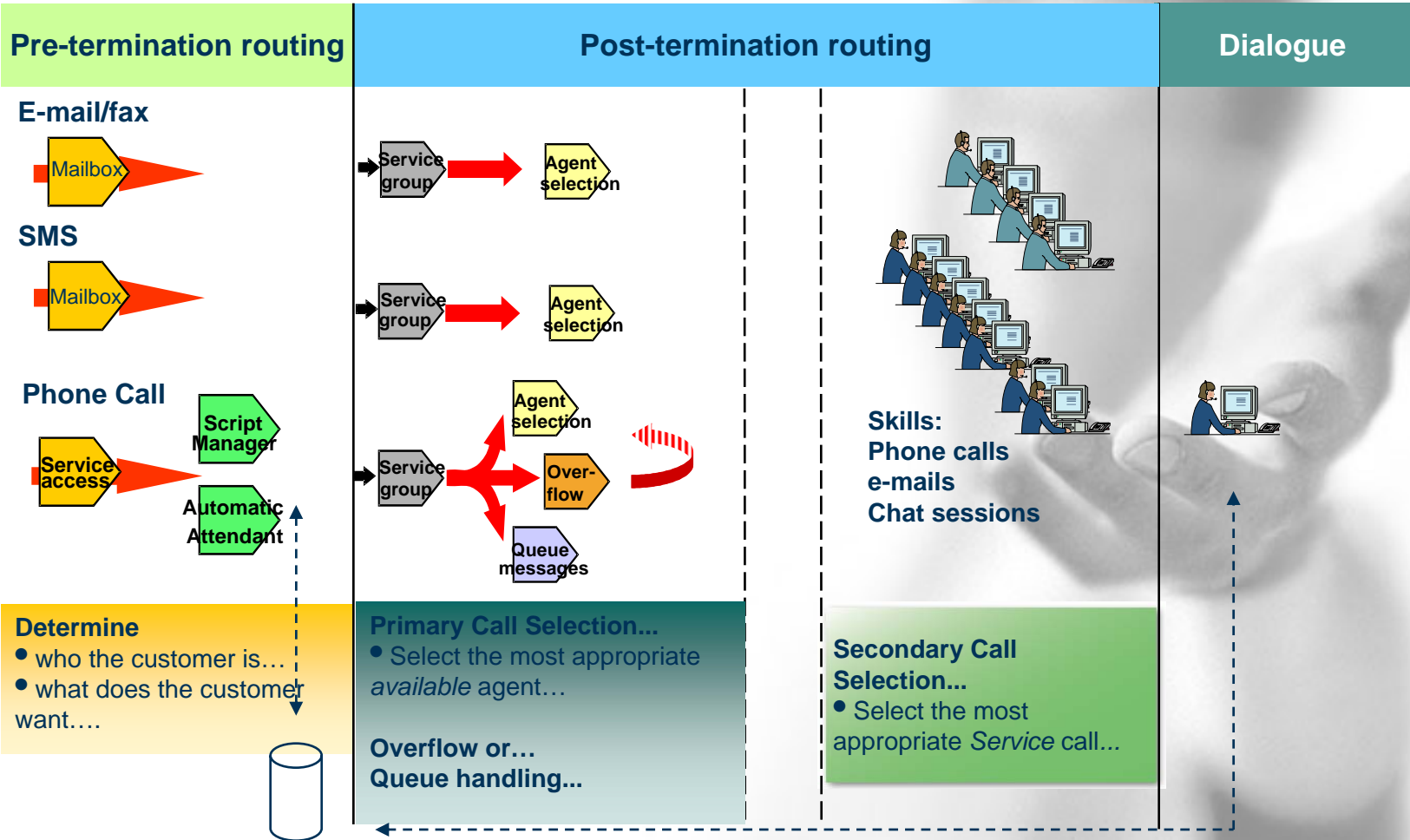
Route based on skill, priority and service agreement

- Common routing rules for all media types
- Pre termination routing
  - Integrated auto-attendant and advanced scripting
- Post termination routing
  - Flexible queue messages
  - Enhanced queue handling
    - IVR in queue while still retaining the original queue position
  - Find the most appropriate agent each time



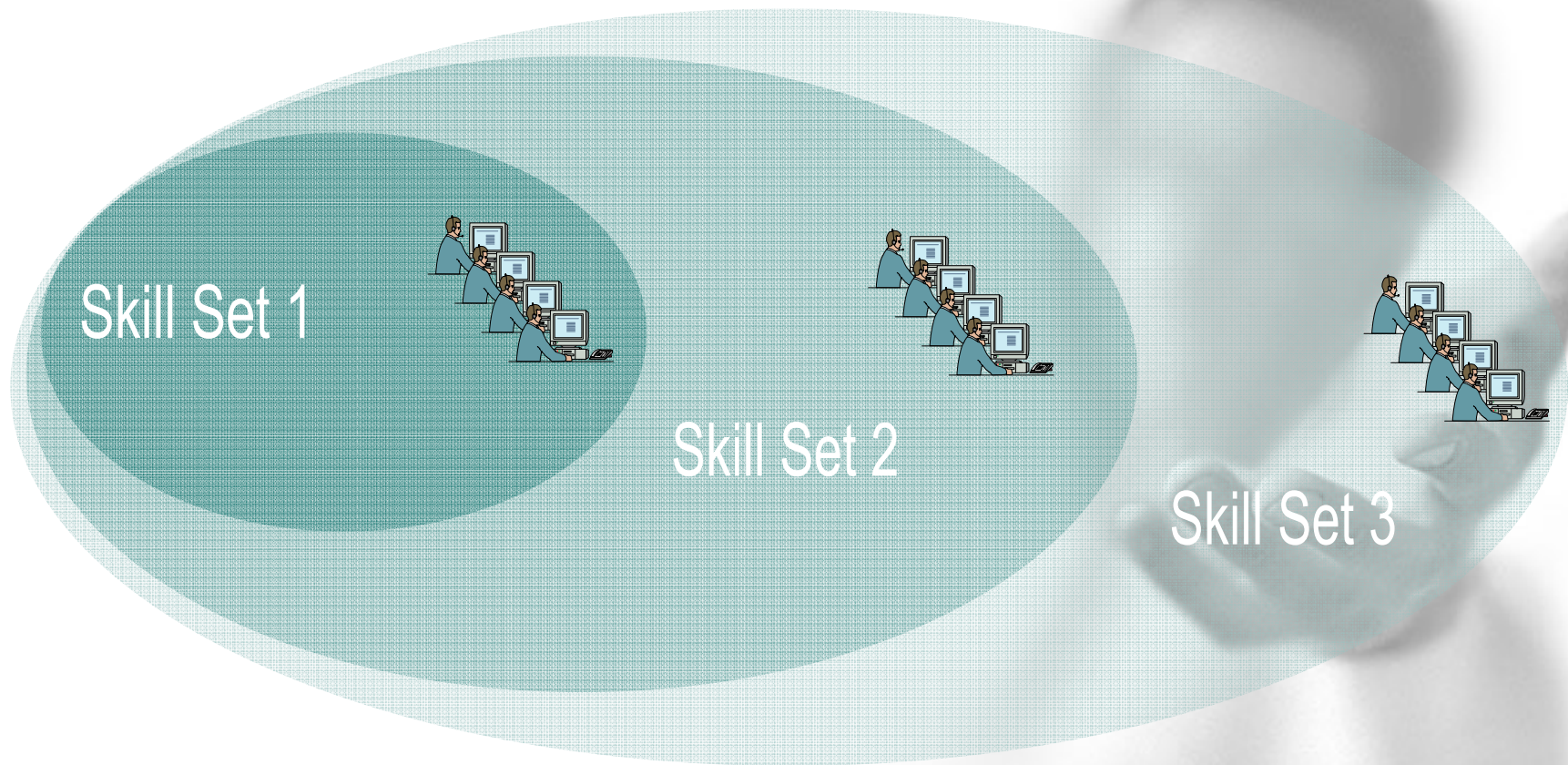
# Intelligent routing

Route based on skill, priority and service agreement



# Intelligent routing

Involve field experts and load-balancing



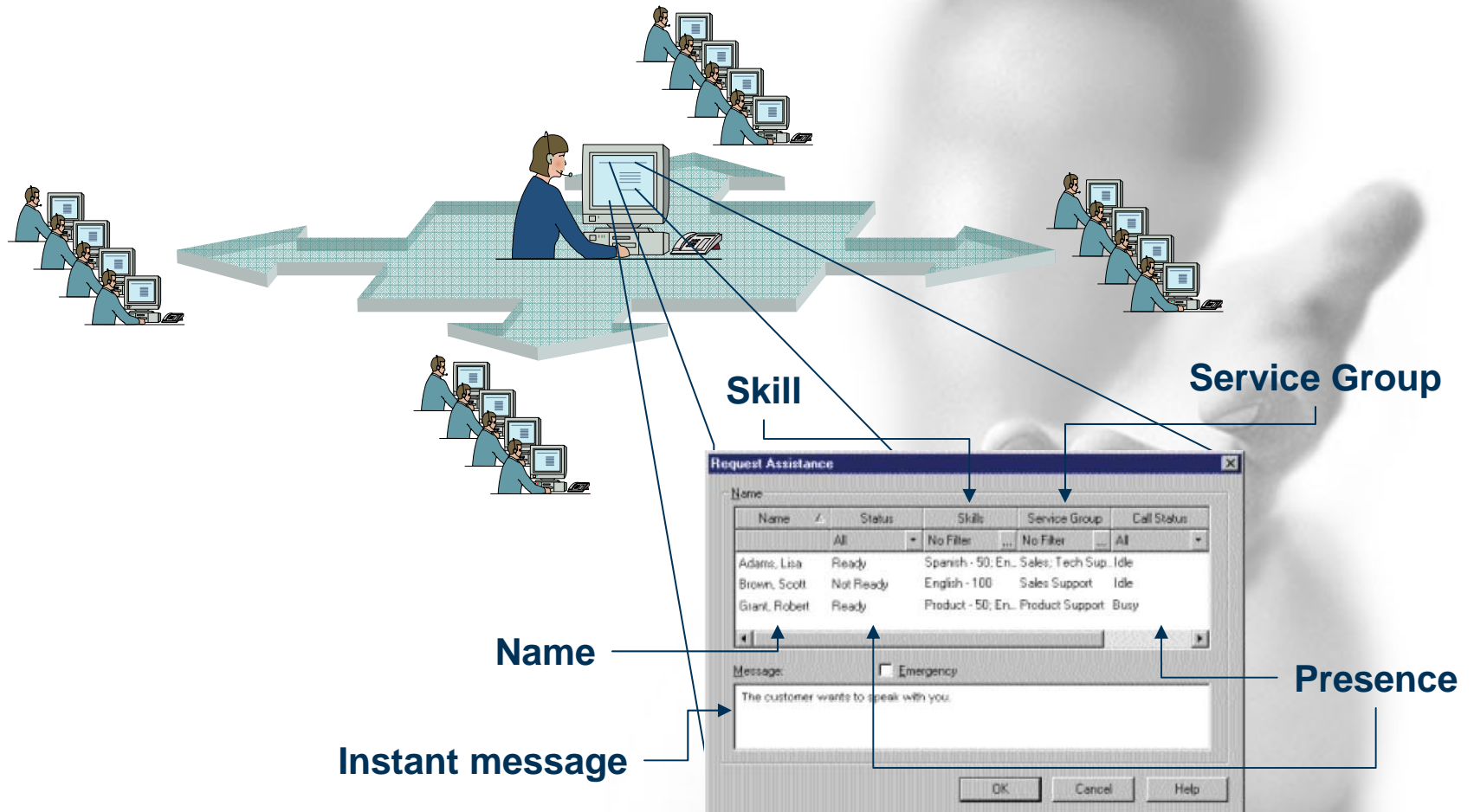
EWT 1

EWT 2

EWT 3

# Intelligent routing

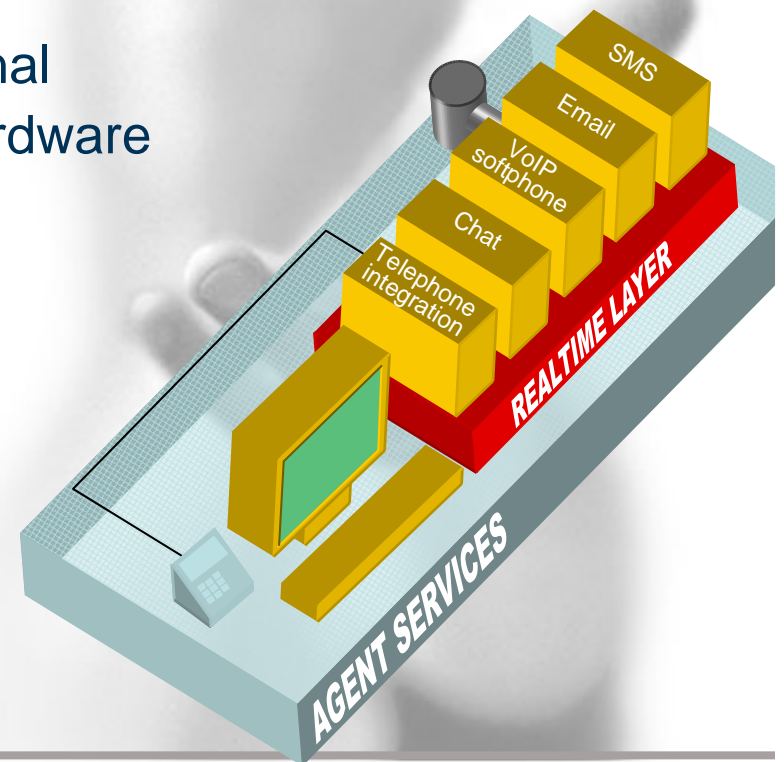
Involve field experts using presence and skill based searches



# Integrate multimedia

Multimodal desktop for all media types

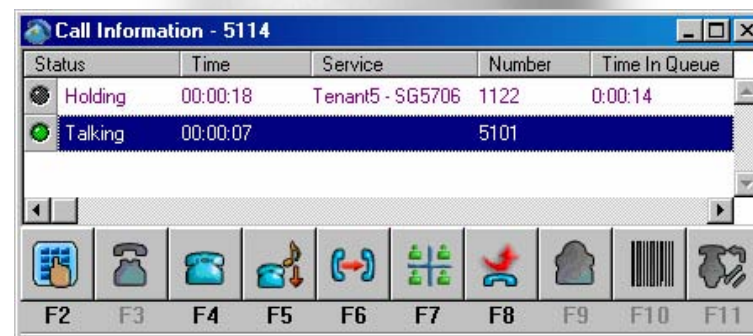
- **Multimedia**
  - Inbound or outbound voice, voice over IP, chat, callback, email, fax, SMS
- **Voice**
  - Any phone, including mobile terminal
  - Softphone option, no additional hardware
- **Consistent agent support**
  - Same client for all media
  - Screen-pop business applications
  - IVR unique data
  - Preferred agent handling



# Integrate multimedia

Multimodal desktop for all media types

- User Interface
- Real Time information
- Directory Access:
  - LDAP
  - View corporate directory and other external directories
  - Integrate with Outlook or Lotus Notes contacts for agent access to personal contacts



# Integrate multimedia

Multimodal desktop for all media types

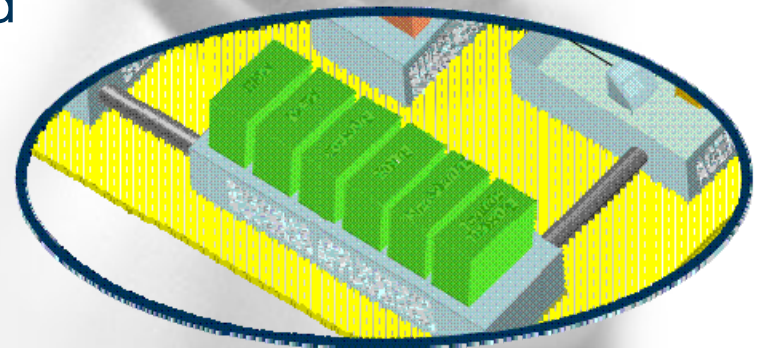
- **Basic IP Recording**
  - Calls can be recorded based on all service group calls or on specific demand
  - Supervisors can initiate recording on behalf of an agent
  - Files can be viewed by agents and supervisors for training or monitoring of customer calls
- **Generic DDE/COM function to start and stop recordings**
- **Call Qualifications Codes per service group**



# Store interactions in CRM application

## Integration capabilities

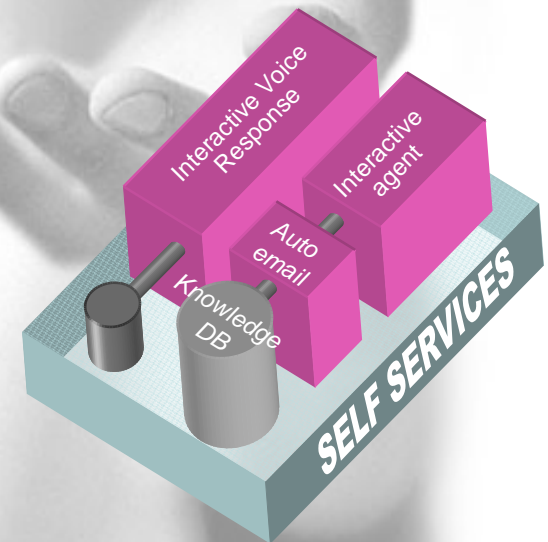
- **Server-to-server integration**
  - CRM integration via server API
  - Media routing based on business rules and intelligent real-time decisions
- **Client-to-client integration**
  - Desktop client integration via COM/DDE
  - 'Screen pop' of business applications to provide faster customer service and better agent working environment



# Self service integration

## Fully integrated IVR

- Integrated Interactive Voice Response
  - Real-time supervising, Historical reporting
- Upon call arrival
  - Integrated auto-attendant and advanced scripting
- In queue
  - Queue handling
  - IVR in queue while still retaining the original queue position
- After-Agent handling
  - Send the customer to a defined script for automatic handling
- Distributed script manager for increased scalability



# Multiple integration points

