

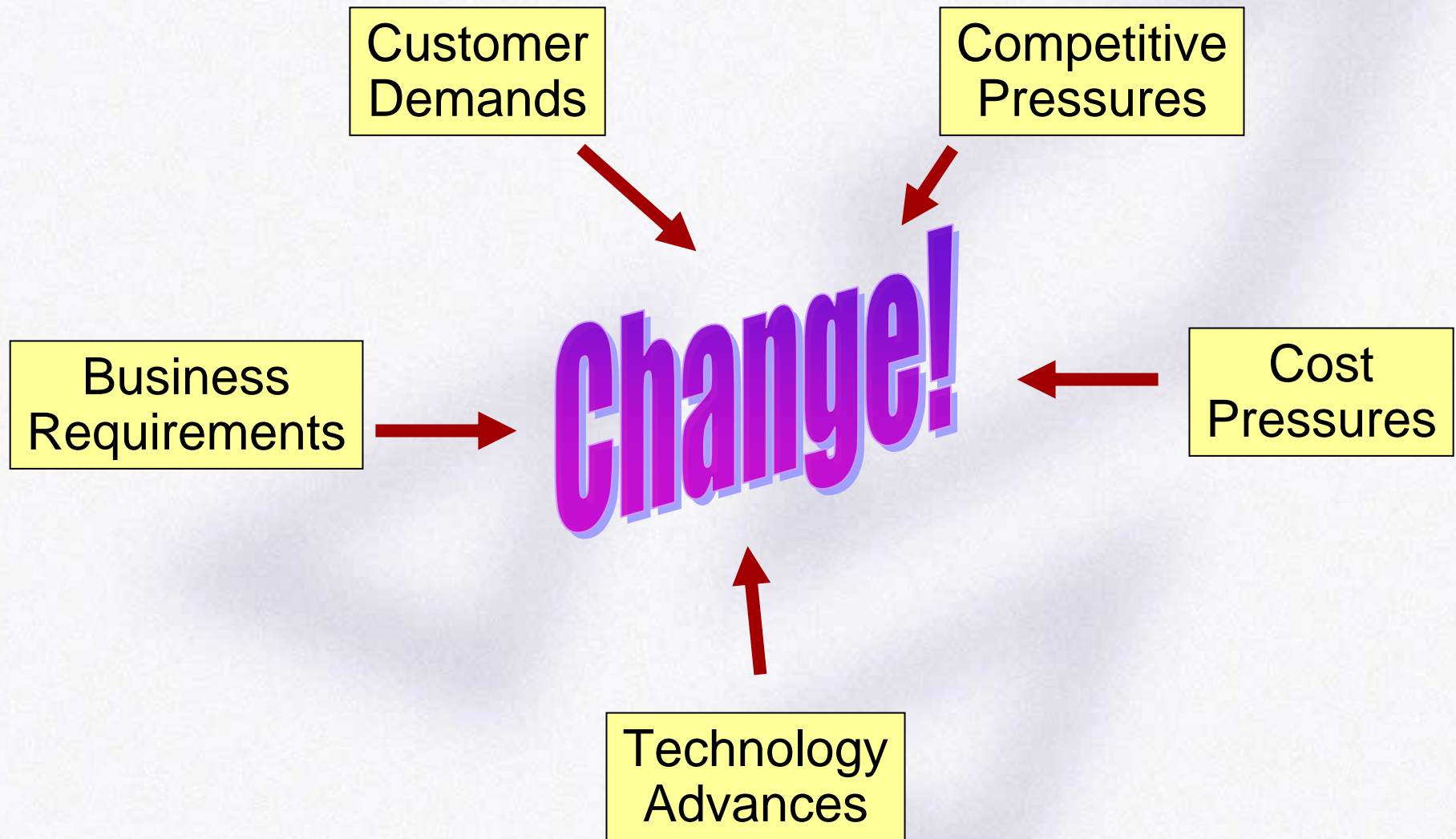


Next-Gen Technologies for the Contact Center

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What Is the Future of Customer Contact?



Seamlessly Integrated Customer Contact...



- More contacts moving to self service
 - ◆ Much better UI design required, improvements through ASR
 - ◆ Personalization required
 - ◆ Assistance – chat (careful), IP-enabled click-to-talk
- Integrated contact history
- Measure impact on corporate goals
- Presence
 - ◆ Importance of “first call resolution”
 - ◆ Access to experts throughout the company
 - ◆ Instant conferencing enabled by IP

...Integrated Into Company Processes

- Future systems will automatically complete increasingly complex transactions and the associated workflow
- Agents will:
 - ◆ Work on exceptions
 - ◆ Have visibility into the applications and the flow when needed
 - ◆ Manage the relationship
- New technology, tools, and business processes are needed to make this happen
- Technology's role:
 - ◆ Facilitate these automated transactions
 - ◆ Gather information for analysis and relationship-building
- Underpinnings: IPT and Unified Communications