5rd UCC Conference, 4 May 2018

Antonios Balis,
Sales & Business Development Director @IMTEL

Meet Us

As an official and certified partner of UNIFY, bearing the distinction "MASTER", the more a Partner can achieve, is the most qualified partner of UNIFY in Greece .

Specialized in the implementation of telecommunication solutions including VoIP Telephony, Contact Centers, Unified Communication & Collaboration, providing Presales, Sales, Implementation, Maintenance and Cloud Services.

- OpenScape Contact Center

- Enhancing business through flexible integration solution

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OpenScape Contact Center

Breaking down barriers for true customer engagement

Antonios Balis,
Sales & Business Development Director @IMTEL

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Companies face new challenges

So far, innovative technology was available to companies first and then to customers

Today, with cheap smartphones, tablets, online tariffs, etc., consumers have direct access to novel technologies.

Companies face new challenges. The have to adjust their business model

What is the status of customer satisfaction?

80%

… of management teams believe their company provides excellent customer service.

What is really the status of customer satisfaction?

36%

… of customers believe their experience was good.

Source: The Future of Customer Experience - Qualtrics, 2017

Communication changes fundamentally

Everyone is mobile now and connected through social media.

First source of information is basically the internet.

People decide when and how they want to communicate.

We expect fast and reliable solutions for all our requests.

… you can let everyone know, immediately.

Well-known brand impact?
Today the customer's expectations ...

... arrive faster than companies can react!

OpenScape Contact Center
Omni – Channel Strategy

Omni-Channel means supporting of all channels to create a seamless and consistent customer experience:

- Voice/Callback
- Email
- Webchat
- Social media
- Video
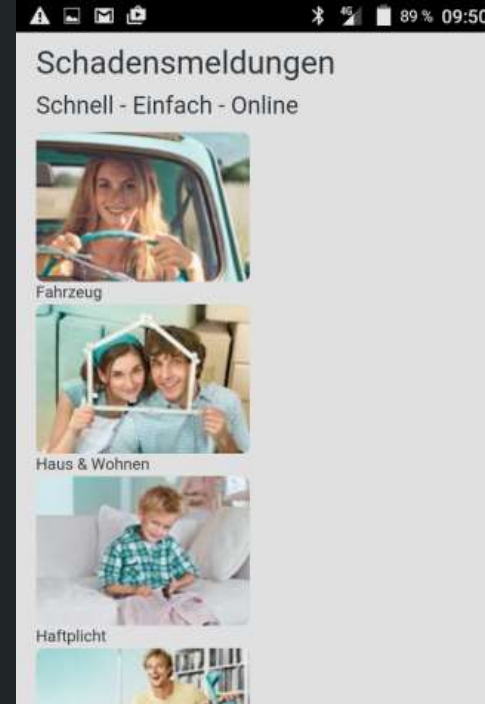- Mobile Apps
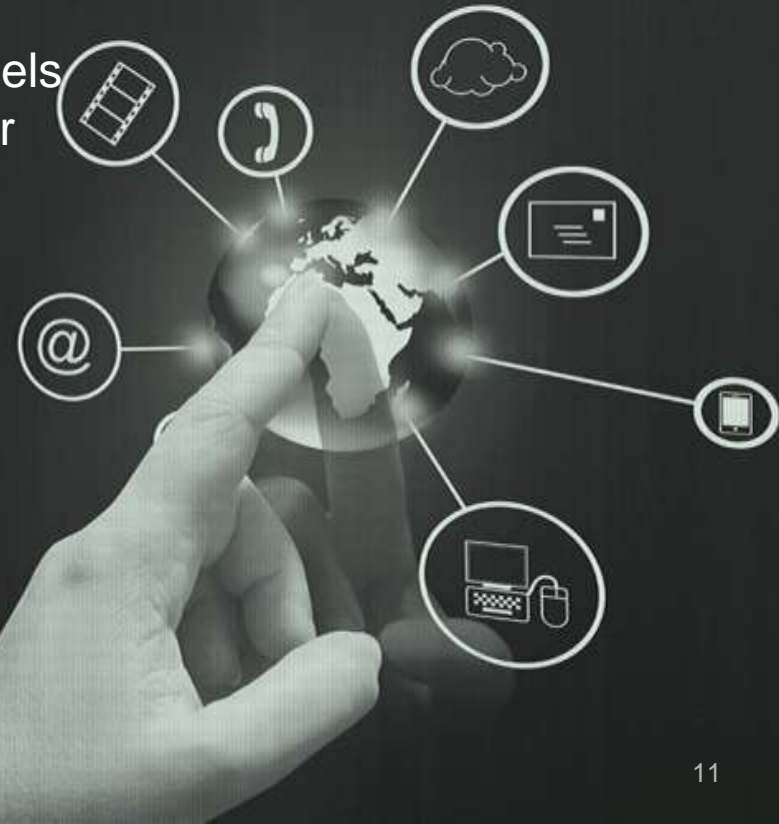
Take a quick customer journey

- The car of our example customer Sabine has been damaged by a heavy hail storm

- She wants to notify her insurance company

COSI - a demo Insurance Company
(created by Unify)

13
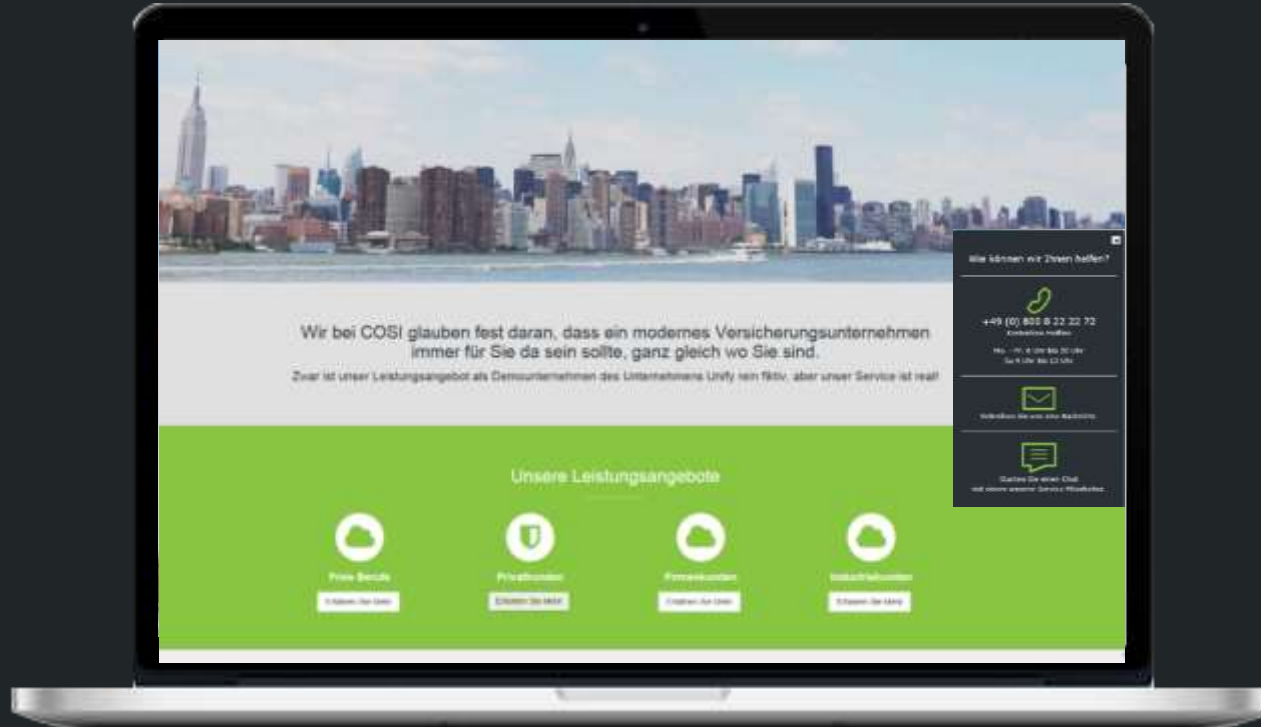
Sabine uses her smartphone to browse Cosi webpage

14

After entering some details she's offered to start a web call by one click

Agent Interface (Communication Desk)
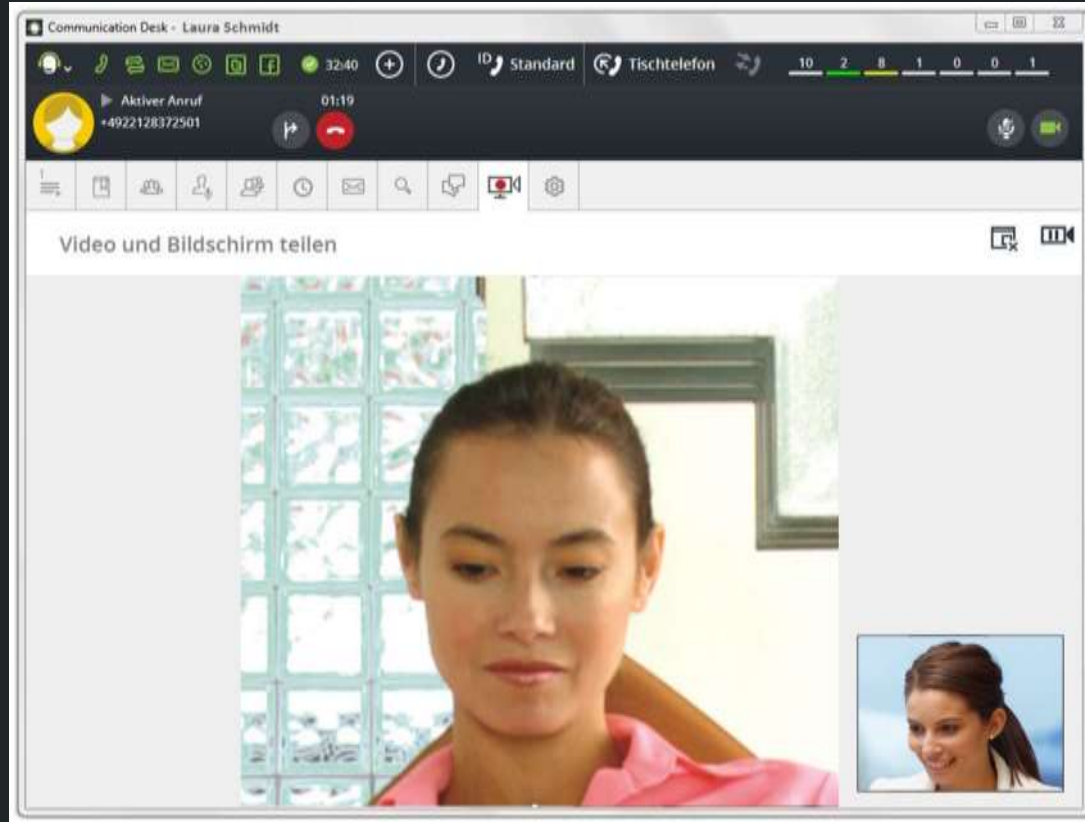
Agent gets a life experience of what exactly happened
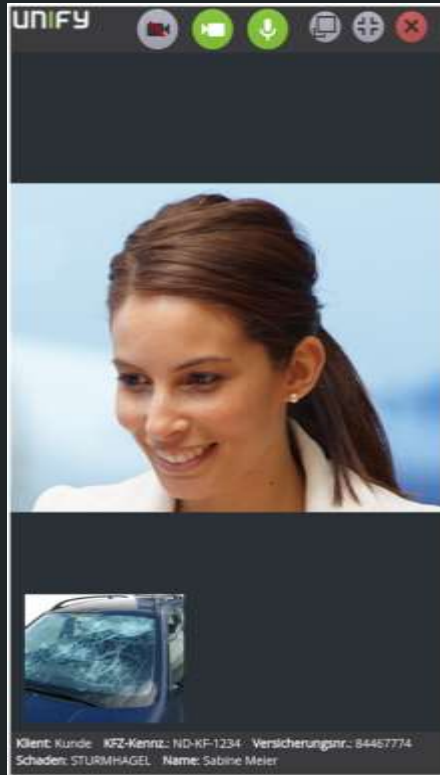
Together they fill in the damage notification form
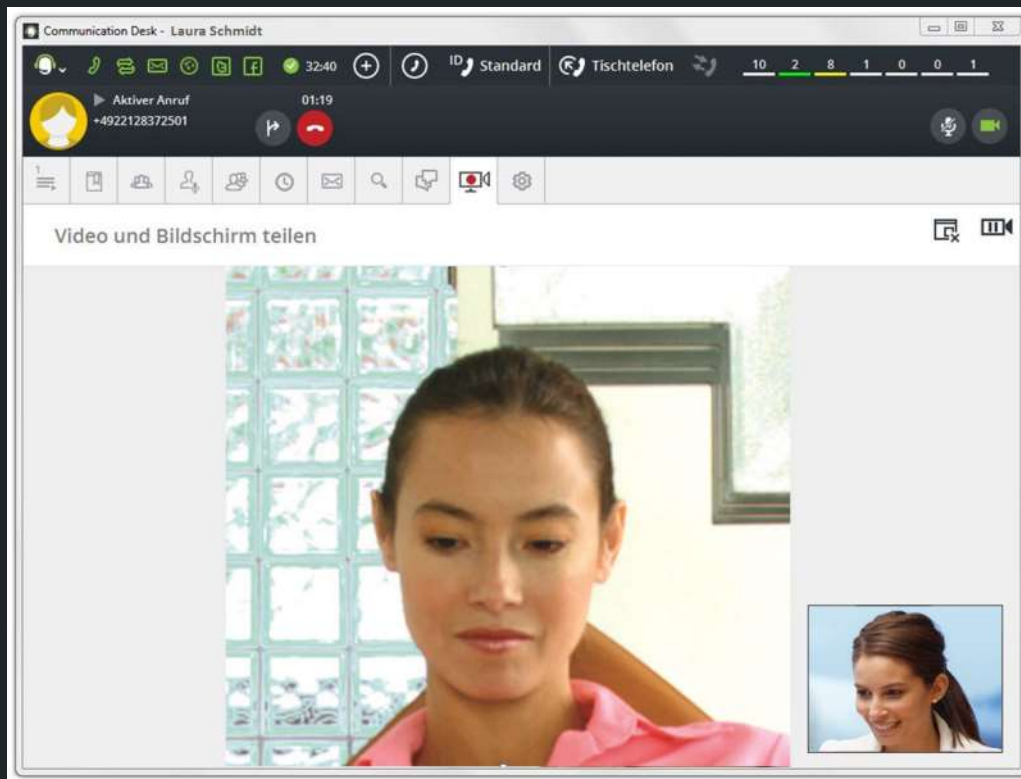
Recap the Customer Journey

- Sabine started online with web self service and was able to easily find the right contact details to deal with her request. (non-personalized service)

- The call was just a click away – no number or other information needed.

- The call became seamlessly a video call, ensured certain customer inimacy and convenience. This helps increasing customer retention (personalized service)

Potential option:

- Customer dialogue starts with a chat and can easily be extended into a videocall incl. screen sharing.

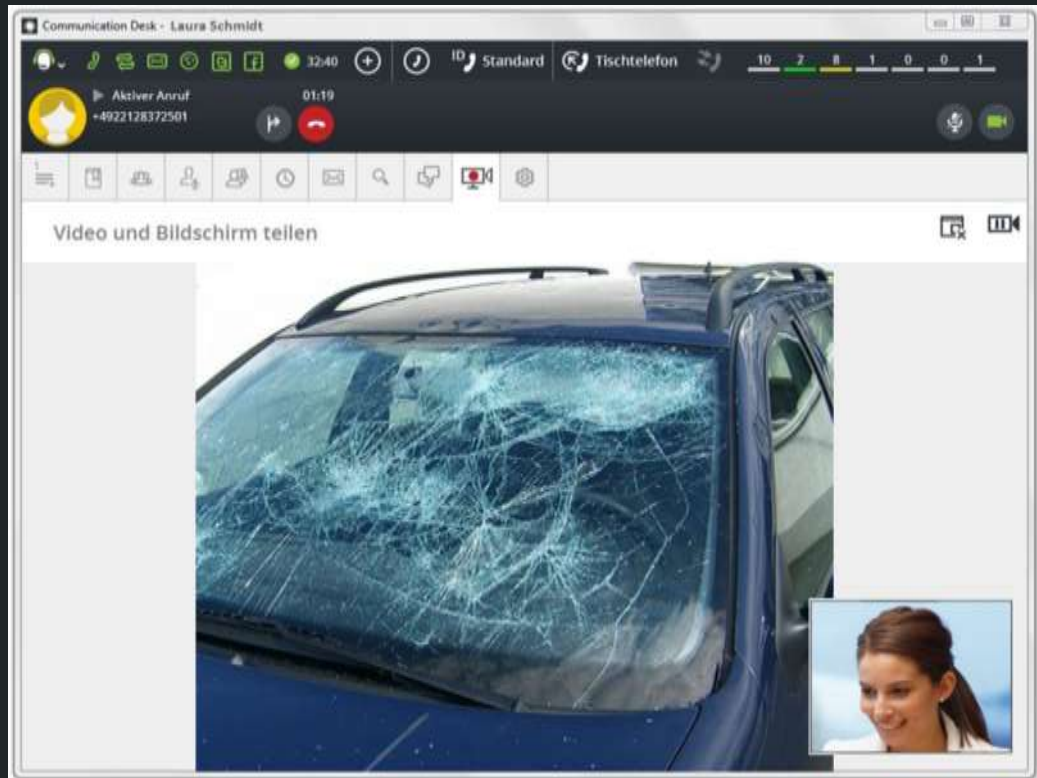WebRTC offers technology to pick-up customers wherever they are, wherever they look for human interaction (either on the internet or mobile apps)
It enhances the customer experience by additional channels and creates a real Omni-channel engagement.

Agent Engagement

Empowering agents for contact quality

OpenScape Contact Center

Agent Portal – Contact Handling

Intuitive, blended desktop for multimedia contact handling (voice, email, Chat, outbound/callback)

Media-specific logon to "Voice", "Callback", "E-mail, "Web Collaboration"

(Chat) Facebook, Twitter

Easy-to-use softphone and agent state controls

Real-time pop up of contact information and customer data for all media

One-click access to previous interactions via the Activity Log

Inbound Voice

Email

Chat

Facebook

WebRTC

Callback
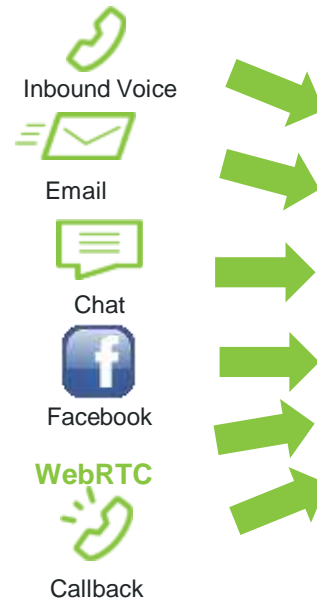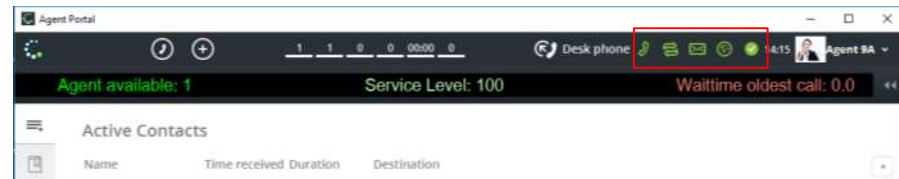
Agent Portal – Login and Agent States

One click access for logon to all media with previously used device, or…

Media-specific login to adjust contact handling to current operational conditions

Select preferred device for voice contacts, enabling remote working / virtual Contact Center

User controlled agent states through intuitive icons

Mobile Agent (Overview)
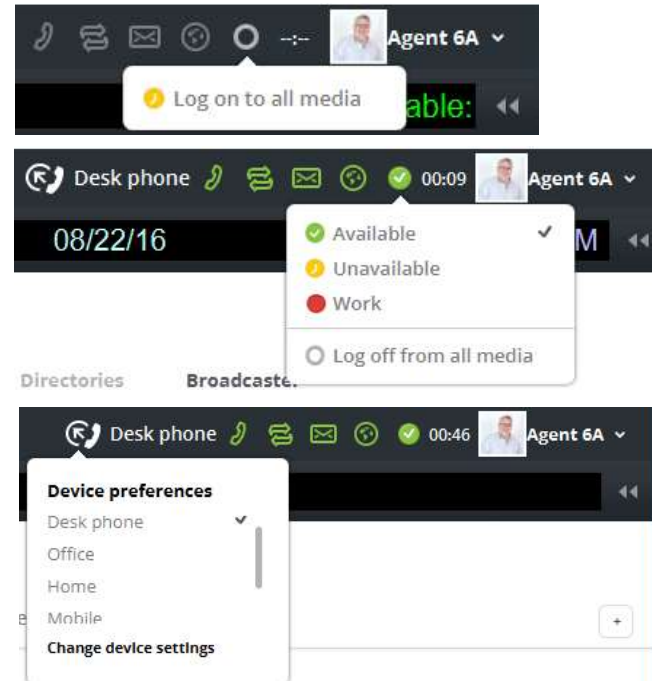
- Work as a Contact Center agent by using a smartphone

- Smartphones are enabled to comfortably being included into Contact Center routing strategies

- Customer contacts are being routed automatically to mobile devices

- Remote Agent App is available through App store for iPhone/iPad as well as for Android devices*

- Agents can easily check and set their status

- Real-time information is available for agents/groups and queues

*) On a project specific basis
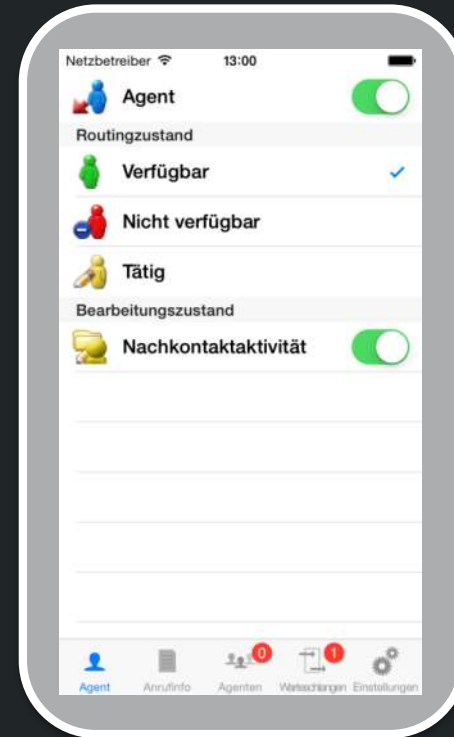
Agent Information
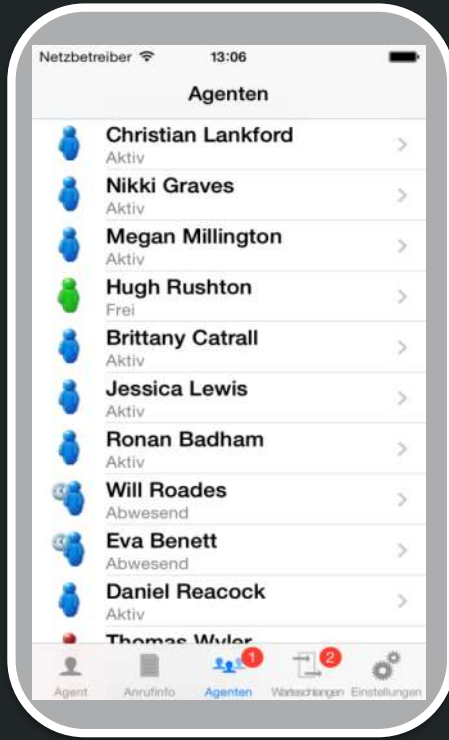
Real-time information – Agents

- Within the agent overview the status of all agents is being displayed

- Detailed additional information is available for every agent

  - Routing status

  - Availability

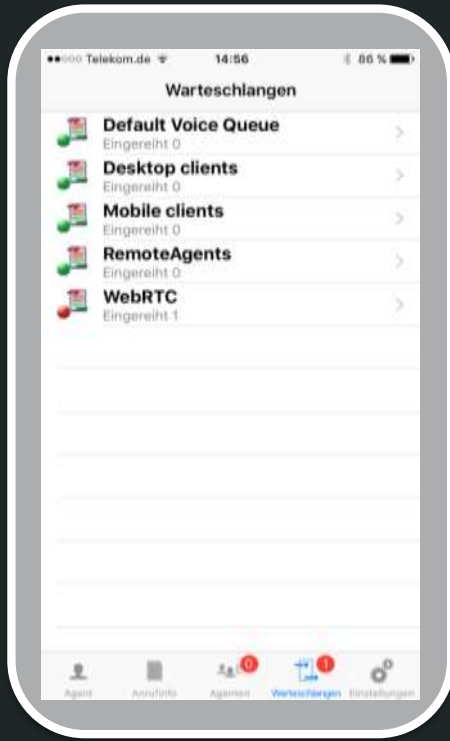 - Logged in media

  - etc.

- Supervisor can configure which agents are being shown

Queue Information

Real-time information – Queues

- All contacts in queue are being displayed sorted by available media:
  - Voice
  - Callback
  - Email
  - Web chat
  - Facebook

- By clicking the on a queue additional information becomes available
  - Availability
  - Service level
  - Abandon rate

Video Integration using WebRTC

- WebRTC enables voice and video communication with a compatible browser

- Agent may use either a browser or a video enabled device

- Customer can decide to provide its own video or not

- While waiting in queue advertisement videos or even avatars can be shown

- Already entered data on a website will be routed to the agent automatically

- Video requests are being treated as any other channel using the normal routing strategies

- Video interactions are being tracked in the reporting as well

Request a video chats

Video controls

ll screen mode

Agent video

Customer video

OpenScape Contact Center Agent Portal
360° Customer View

Agent Portal presents a complete history of all details and contacts

Supports all channels:

- Voice, Callback
- Email, Web Chat
- Facebook, Twitter

Agents can add individual contact data

Delivers context to ensure improved and personalized customer experience

Flexible and customizable

Multi-language support, changes between languages "on the fly"

Incoming contact from a registered customer (left) and an unknown customer (right).
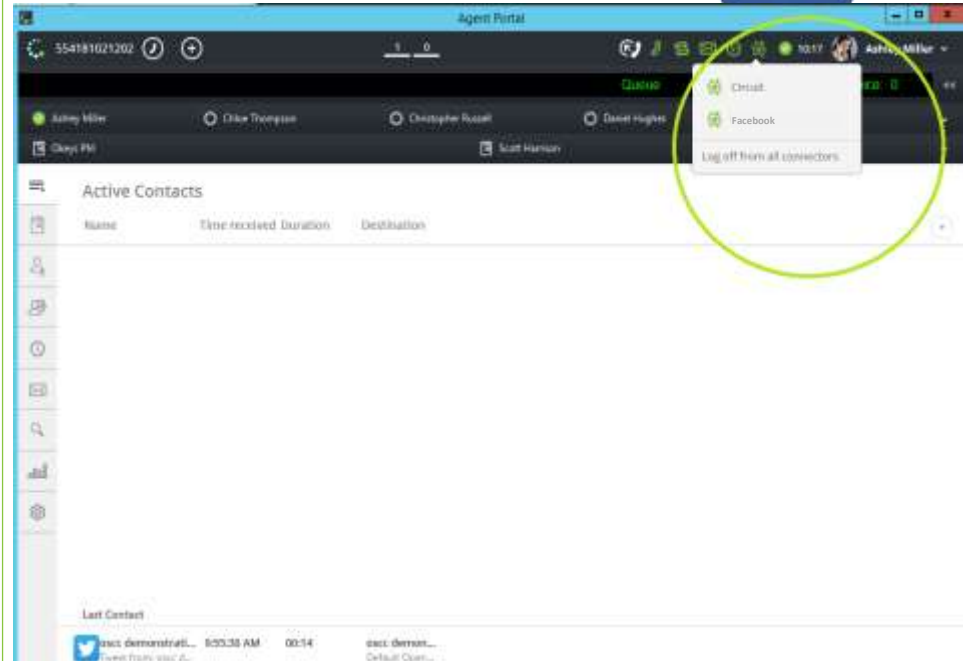
OpenScape Contact Center Agent Portal
Social Media – Facebook

Keyword and tags requests (#. @) on customer's or other Facebook sites intelligently assigned to the best skilled agent

Tight integration as part of Omni-channel experience for contextual, rich and more efficient interactions

Increase of supported media types that the market demands

Manage with ease

- Easy-to-use management tools

- Best-of-breed, workflow-style routing designer

- Flexible, visual real-time and historical reporting

- Mobile application so you're informed where ever you are

- All the tools to effectively manage your Contact Center:

  - Administration Center

  - Broadcast Center

  - Design Center

  - Report Center

  - Telephony Center

OpenScape Contact Center Analytics - Life of Call

Advanced analytics trace calls from the moment of engagement

Review any event: email, chat, IVR, back-end processes

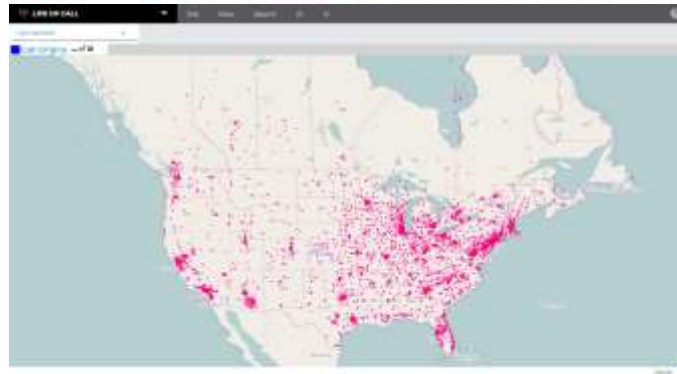Analysis by date range, keys, filters, trends, and more

Ease of use through graphical visualizations

Life of Call adds to existing comprehensive reporting capabilities

Free with Base License
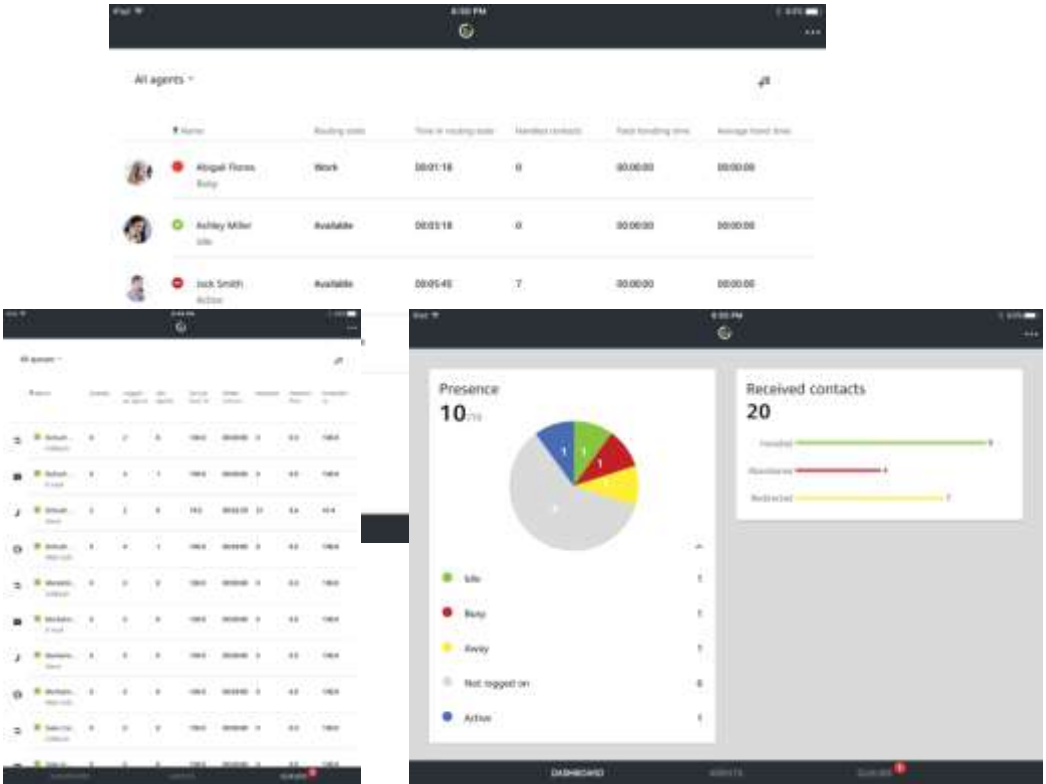
Life of Call - Timeline

Life of Call - Call Origin

Mobile Supervisor

Provides supervisors with Contact Center status with

- a quick summary view
- real-time agent status
- queue status

Empowers the anywhere worker with flexibility and mobility on their Apple or Android devices

Mature SDK. REST APIs. Ecosystem ready.

OpenScape Contact Center

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Partners and Interfaces

Unify partners with many industry leading Contact Center vendors

Standard interfaces available for:

- LDAP Directories
- Screen pop API
- 3rd party IVR API (HPRI)

Read/write to ODBC compliant external databases

References as Market Acceptance Proof Points

- Available globally in 70 countries
- Almost 6500 contact center systems deployed
- Patented multi-channel skills-based routing
- "Industry First" presence and collaboration tools
- Horizontal value applicable to all verticals
- On Premise or Cloud.
- Up to 7500 active Agents
- Great price to performance offering
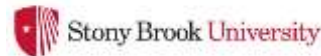
Thank-you

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