

# MITEL MiCONTACT CENTER

## STRENGTHEN CUSTOMER RELATIONSHIPS WHILE PROTECTING THE BOTTOM LINE.

Your contact center is the primary interface to your organization, for your most valuable asset – your customers. Providing excellent service that will nurture these customer relationships and ensure operational efficiency involves more than managing call-handling times and abandon rates.

### IT REQUIRES THAT YOU:

- empower your customers to be served the way they prefer, and manage their expectations;
- drive agent and supervisor productivity, enabling your agents to handle customer inquiries quickly and efficiently and allowing managers to improve business processes;
- streamline your contact center operations with technologies that seamlessly integrates with your existing infrastructure investments, including virtual data centers, and deploy reliably across multiple sites.

### THE PAYOFF

Service as a business differentiator, which leads to greater customer acquisition and retention; satisfied, more effective agents; and profitable relationships that lead to increased revenue.

### EMPOWER YOUR CUSTOMERS

#### GIVE CUSTOMERS CHOICE ON HOW THEY COMMUNICATE

Customers want options on how they can communicate with you. Voice, email, web chat, SMS, and fax are all desired means of serving your customers, provided you are just as responsive to these media as you are to phone calls. Mitel® MiContact Center solutions allow you to efficiently integrate and maintain service levels across all media.

What customers or competitors are saying about your business on social media forums, such as blogs and Twitter®, now has a significant impact on your brand. MiContact Center solutions deliver integration with third-party social media monitoring applications. The social media monitoring application monitors social media sites and filters information for relevant posts and activity, which can then be distributed to contact center agents and / or queues

to review the posts and respond as necessary – enabling you to proactively respond to customers and protect your brand.

### MANAGE CUSTOMER EXPECTATIONS

Managing customer expectations is key to increasing the probability that a customer will stay in queue, and will remain a satisfied customer who wants to do business with you in the future. Mitel MiContact Center solutions keep customers well informed, providing estimated wait time messaging and continuous position in queue updates. Customers are also given flexible alternatives to waiting in queue, including requests for a queued call back and self-service options.

### PROVIDE SELF-SERVICE OPTIONS

Self-service provides customers with convenient, 24/7 access to information and services, all while lowering your operational costs. However, having the choice to speak to a live person should always be an option.

Mitel MiContact Center solutions allow you to strike the right balance between live service and self-service, improving customer satisfaction and reducing operational expenses for a strong return on investment.

### PROFILE CUSTOMERS FOR THE BIGGEST RETURN

The often quoted rule still stands – 20 percent of your customers generate 80 percent of your revenue. So it makes sense that you deliver a superior level of service to your top tier customers. Mitel MiContact Center solutions allow you to profile your customers, so you can easily identify top tier customers and prioritize their position in queue, or ensure they are handled by your top agents.



**DRIVE AGENT AND SUPERVISOR PRODUCTIVITY**

**GIVE AGENTS AND SUPERVISORS TOOLS FOR SUCCESS**

MiContact Center delivers desktop productivity tools that enable agents and supervisors to make informed decisions and provide prompt service. Supervisors can see and manage who is available to answer calls and how queues are performing.

Agents can efficiently handle calls from their computer desktop – performing telephony actions using fewer steps, with reduced errors in call processing for an optimized customer experience.

**PUT CUSTOMER INFORMATION AT YOUR AGENTS' FINGER TIPS**

Mitel's seamless integration with back office systems, such as customer relationship management (CRM), presents agents with critical customer data screen pops, enabling them to provide customers with the information they need, when they need it. This results in greater customer satisfaction and loyalty, as well as immediate and ongoing business success.

**RESOLVE CUSTOMER INQUIRIES – THE FIRST TIME**

Mitel's ability to unify communications provides agents with real-time availability and presence at the desktop. Agents can instantly locate, message, or conference in subject matter experts to obtain immediate answers. With customer profiling, intelligent contact routing, and enterprise presence, Mitel helps agents answer customer inquiries in a single transaction.

**EXTEND YOUR CALL CENTER WITH REMOTE AGENTS**

With Mitel you can extend the full voice and data capabilities enjoyed by agents in your contact center, to agents working at home or remotely. You can grow your contact center beyond the limits of its current facilities without increasing overhead; you can offer agents the option of working at home; and you can recruit new agents from outside your geographic area. Mitel supports remote agents with a highly secure solution that delivers plug-and-work simplicity.

**STREAMLINE YOUR OPERATIONS SEE THE COMPLETE PICTURE**

Enterprise-wide historical and real-time reporting and monitoring lets you see the big picture and the call-by-call performance of each agent. Real-time reporting allows you to respond instantly to changing traffic volumes and ensure service levels are maintained. With historical reporting you can measure and demonstrate contact center performance against service level objectives, review a play-by-play account of contact center events, and identify ways to improve business processes.

**MANAGE YOUR WORKFORCE**

MiContact Center provides you with sophisticated workforce management, agent forecasting, and scheduling tools that allow managers to accurately match resources to expected contact volumes as well as measure, manage, and drive contact center performance – all of which are key to controlling your contact center costs.

**ENSURE BUSINESS CONTINUITY**

Business continuity is ensured with a robust and highly resilient solution that is designed to provide seamless and uninterrupted service, with no loss of reporting or real-time capabilities in the event of a hardware failure or network outage.

**LEVERAGE YOUR EXISTING INFRASTRUCTURE**

MiContact Center solutions reduce the cost and complexity of deployment by leveraging your existing infrastructure. Integrations are available with market leading third-party solutions, including: customer relationship management, workforce management, quality monitoring, call recording, outbound dialing, and presence and chat engines. This provides an immediate return on investment that is measurable, sustainable, and future proof.

## DEPLOY IN A VIRTUAL ENVIRONMENT

MiContact Center solutions are supported as a virtual appliance within the VMware® vSphere™ environment for for the Mitel MiVoice platforms. The virtual MiContact Center offering leverages VMware VSphere to enable businesses to consolidate Mitel's leading unified communications applications in the data center.

Virtual MiContact Center solutions deliver capital cost savings associated with the reduction in server hardware and real estate; operational savings related to the reduction in power and server provisioning costs; as well as productivity improvements and resource efficiencies in data center management and risk mitigation for business continuity and disaster recovery plans.

With MiContact Center, you can tailor a solutions to meet the unique needs of your contact center, with a combination of robust communications platforms, Automated Call Distribution (ACD) software, and a modular suite of feature-rich, web-based applications:

## MANAGEMENT AND REPORTING APPLICATIONS

- **Contact Center Management** – the foundation of Mitel MiContact Center Business and Enterprise Editions, it provides browser-based tools for forecasting, reporting on all agents and queues, managing contact center performance, and traffic analysis.
- **Interactive Contact Center and Interactive Visual Queue** – tools to change agent and queue states instantly, so you can respond to changing contact volumes immediately. Also provides contact recognition and prioritization, to ensure priority calls are answered first.
- **Workforce Scheduling and Schedule Adherence** – workforce management, forecasting, and monitoring tools that enable you to effectively control workforce costs.

## COMPREHENSIVE PORTFOLIO FOR EFFICIENT AND EFFECTIVE CUSTOMER INTERACTIONS

### Media Distribution

- Voice ACD
- Email
- Fax
- Web Chat
- Voicemail
- SMS

### Architectures

- Single-site
- Multi-site
- Distributed
- Virtual
- Work at Home
- Resilient
- High Availability

### Routing Options

- Queue Priority
- Predictive
- Scheduled
- Overflow
- Interflow
- Skills-based

### IVR

- Customer Profiling
- Intelligent Messaging
- Dial out of Queue
- Self-service
- Customer Callbacks

### Agent Productivity

- Real-time Desktop Display
- Enterprise Presence and Chat
- Softphone
- Pre-recorded Announcements
- CRM Screen-pop
- Preview / Progressive Outbound Dialing
- ACD Hot Desking
- Silent Monitoring

### Reporting and Monitoring

- Historical Reports
- Real-time Monitoring
- Forecasting
- Traffic Analysis
- Custom Report Designer
- Call Costing
- Real-time Agent and Queue Control
- Workforce Management

### Partner Integration

- Call Recording
- Quality Monitoring
- Outbound Dialing
- Speech-enabled, Self-service IVR
- E-learning / Coaching
- Data / Speech Analytics
- CRMA
- Workforce Management

### Professional Services

- Health Check
- CRM
- Click-to-Dial
- Kiosk Routing and Reporting

### Training

- Leader-led
- Web-based

## UNIFIED SYSTEM ADMINISTRATION

### MEDIA DISTRIBUTION AND ROUTING APPLICATIONS

- **Automatic Call Distribution** – routes calls to the most appropriate group, based on the type of service required by the caller, and ensures calls are appropriately distributed within a group according to such attributes as the caller's priority, which agent they last spoke to, or the agent's skill level or idle time. Calls can be automatically re-routed or agent availability changed, based on current queue conditions.
- **IVR Routing** - Interactive Voice Response (IVR) and advanced routing help you to intelligently manage callers and their expectations, provide options for self-service, and deliver announcements to callers in queue, such as expected wait time and position in queue. An intuitive drag and drop graphical user interface allows you to quickly and easily build and manage call flows.
- **Multimedia Contact Center** – enables you to efficiently integrate and maintain service levels across multi-channel contact types in addition to voice, including email, web chat, fax, SMS, voice mail, and social media.

### AGENT AND SUPERVISOR PRODUCTIVITY APPLICATIONS

- **Softphone and PhoneSet Manager** – provide computer telephony integration with your agents' desktop phones or turn their computers into IP-based phones. They deliver point-and click functionality for ACD agent functions and common agent actions, as well as customer information such as caller ID and DNIS.
- **Screen Pop** – a desktop pop-up application provides agents with customer information using data pulled from your customer database. Integrations are available for most market leading CRM solutions.
- **Outbound Dialing** – offers automated dialing that delivers calls directly to agents for outbound call center tasks such as marketing campaigns and sales follow-up.
- **Remote Agents** – Mitel Teleworker Solution extends the full voice and data capabilities of your contact center to agents working at home or remotely, without the need or expense associated with VPN services.

### COMPLEMENTARY APPLICATIONS

Mitel has partnered with several third-party companies that provide complimentary applications to the Mitel MiContact Center portfolio, ensuring you have easy access to pre-integrated, best in class solutions. These solutions include customer relationship management, workforce management, quality monitoring, call recording, outbound dialing, campaign management, and presence and chat engines.

## TAILORED TO MAXIMIZE YOUR CONTACT CENTER RESULTS

Mitel recognizes contact center requirements can vary greatly depending on the size and needs of your business. That's why Mitel MiContact Center solutions are offered in two packages: Enterprise Edition and Business Edition. As your requirements evolve and grow over time you can easily and cost-effectively upgrade from Business Edition to Enterprise Edition.

### ENTERPRISE EDITION

- for sophisticated single or multi-site contact centers of all sizes
- provides advanced functionality such as:
  - multimedia support
  - ability to identify callers in queue and change their answer priority in real time
  - workforce management and forecasting
- flexible deployment options that support:
  - Virtualized environments
  - Resiliency and high availability for the strongest business continuity

### BUSINESS EDITION

- Single site contact centers with fewer than 50 agents
- Delivers a complete suite of core contact center functionality:
  - historical reporting
  - real-time monitoring
  - dynamic agent and queue control
  - screen pop
  - intelligent messaging

**TAILORED TO MAXIMIZE YOUR CONTACT CENTER RESULTS**

To meet the needs of typical user groups and requirements in contact centers, MiContact Center solutions are packaged by:

- agent type
- supervisor type
- routing type

A series of a la carte options are also available including Workforce Scheduling and Schedule Adherence, Softphone, Call Recording, and Customer Relationship Management connectors.

**AGENT PACKAGES**

	BASIC AGENT	STANDARD AGENT	ADVANCED AGENT	PREMIUM AGENT
Standard Reporting and Forecasting	•	•	•	•
Custom Reporting		•	•	•
Real Time Monitoring	•	•	•	•
Call Accounting		•	•	•
Enterprise Presence and Chat		•	•	•
Manage Agent and Queue Status		•	•	•
Identify and Prioritize Calls in Queue			•	•
Resilient reporting and monitoring			•	•
Computer Telephony Integration (CTI) and Screen Pop			•	•
CTI Toolkit			•	•
Multimedia support, i.e., email, web, SMS, fax, social media				•



## SUPERVISOR PACKAGES

	STANDARD SUPERVISOR	ADVANCED SUPERVISOR
Run Reports	•	•
Generate Forecasts	•	•
Manage Agents and Queues with Visual Workflow Manager		•

## IVR PACKAGES

	STANDARD IVR ROUTING	ADVANCED IVR ROUTING	PREMIUM IVR ROUTING
Messaging (Recorded Announcement Device)	•	•	•
Position in Queue Updates	•	•	•
IVR Reporting	•	•	•
ANI / DNIS Routing		•	•
Voice Callback		•	•
Collect Caller Digits			•
Database Verification			•
Web Callback			•
Call Recording			•



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