



CUSTOMER INTER@CTION Solutions®

March 2005 • Vol. 23/No. 9
www.cismag.com

#1 In CRM, Call Centers And Teleservices Since 1982

IP Contact Center Technology Pioneer Award

IP CONTACT CENTERS

As anyone who hasn't been living in a cave for the past several years knows, Internet protocol (IP) has acted as a "super fertilizer" for the garden that is enterprise business communications. Perhaps one of the hottest growth areas for IP is the contact center. Contact center applications, with the aid of IP, have enabled anytime, anywhere, any way, always-on functionalities that allow companies to do things about which they could only dream a short few years ago.

The call center market, analysts remind us, is mature. The best way to electrify an industry with slow and steady growth rates is to introduce a technology so necessary for competition that everyone in the market place ultimately "has to have it." Not long ago, it was computer-telephony integration (CTI), which allowed breathtaking improvements in cost efficiency and labor usage. Later came CRM, a nebulous acronym that may be fading in terminology, though not in its basic necessity. Up and coming are speech and self-service, two intertwined concepts whose potential for the customer service arena knows no foreseeable boundaries.

Customer Inter@ctions Solutions realizes that technology is the key to the success of any call center, as we have been editorially covering call center technology over two decades. We also realize that with new products and new categories of products in the call center space, it can be strenuous and difficult for our readers to knowledgably keep up with the latest, greatest products and services. This is why we are offering this award program for the first time, so we may judge the "best of the best" in IP contact center technology, or companies' products that offer stand-out features, functions or capabilities — setting them apart from others in the space — and then offer our findings to our readers.

Each company that wished to participate

was required to submit an answered questionnaire regarding its target market, its product's unique or distinctive features, its competitors, and, of course, a list of customer references of organizations that have deployed the solution.

The following is the list of recipients of the IP Contact Center Technology Pioneer Award. Additionally, we have provided brief answers to the questions asked of them. They have been edited down for space, and some dialog has been edited so that the significant information may be offered to our readers.

To all of the recipients, congratulations.

Mitel
www.mitel.com
Visual Architect with Call Center Simulator

Q: Are there any unique or distinctive features about your product or service?

A: With the Visual Architect and Call Center Simulator, the challenging task of managing a contact center enterprise has been simplified. With use of the Visual Architect, a drag-and-drop "visio" interface is used to design a network of contact centers for the enterprise and with Mitel's XML technology (MiXML), and it can be implemented from a single desktop. The Call Center Simulator can be used to ensure that all service levels are achieved or maintained for every ACD Media Queue

in the enterprise. This is performed by using historical call record information or preset values. The Simulator will show information such as calls waiting, answered call percentage, abandoned call percentage and service levels. The Visual Architect can be used to tweak the design of the contact center until acceptable service levels have been proven by the Simulator. The Visual Architect can then be used to program and implement the complete enterprise of Mitel's 3300 IP systems.

