



OpenScape Cloud Contact Center Blended Media

Voice, fax, email, chat and social media – transforming your call center into a true multi-channel contact center.



Exceedingly good customer service

Want to exceed your customer's expectations? Give them all the contact options they need, on any device, over any channel. And make it easy.

Outstanding service begins with allowing customers to choose how and when to engage.

We're more connected, more mobile and more social than ever. It's changing the way we communicate with each other – and how we interact with brands.

OpenScape Cloud Contact Center doesn't just let you adapt to these changes, it gives you the tools to exceed the ever growing expectations of your customer base.

By phone, email, chat, fax and social media, customers are now in touch on any device, and over any channel they choose.

Every contact becomes part of a single, unified contact handling strategy. Your agents are more efficient, your processes more streamlined, and your customers more satisfied.

Bringing it all together, OpenScape Cloud Contact Center offers multi-channel customer engagement with ease.

Inbound and outbound phone, IVR, voicemail, email, chat, fax, and social media offer the engagement options demanded by your customers.

No matter what media channel your customers choose to use, our contact handling software puts each contact in a single, intelligent, unified queue.

It's easy to manage. All channels, including voice, are handled through the same agent and management interface.

And your agents can forget about juggling different applications.

Simply set up their media skills in the administration interface and the contact handling software does the rest.

Every contact, routed to the right agent, with the right skill. Every time.

Flexibility, Scalability, Reliability, Security

Everything you need to run a world class contact center.

Inbound Phone

Many customers still favor the phone. So our skills-based routing software allows you to route calls to agents that are skilled in handling phone contacts in real-time. And, by giving inbound phone calls a higher priority over the other contact types, you won't keep those customers waiting in line.

Outbound Phone

If your inbound call volumes are low, why not fill the gaps by having your agents handle outbound calls? It's a simple process to incorporate outbound business rules with OpenScape Cloud Contact Center Blended Media.

Voicemail

Want to offer a call back service? We can give your customers the option of leaving a voicemail when they call you. Our contact handling software then routes the voicemails to those agents with enough capacity to respond.

Email

When your customers won't wait on hold, and don't need immediate assistance, email is a great choice. Our multi-media contact handling application allows you to queue and prioritize emails in the same queue as inbound phone calls. This way you'll make sure your customers always receive a consistent level of service - regardless of the media they choose to contact you.

Chat

Want to let customers contact you without picking up the phone - and still receive immediate assistance? Our chat feature allows customers to initiate a chat session on your website - for support or sales assistance. You'll see customer satisfaction, and sales, go up.

Fax

Fax is used still as a stalwart in business-to-business relationships - for orders, invoices, and other list-intensive activities. Multi-media contact handling lets you receive, queue and prioritize faxes in a universal queue for agent processing - just like email.

Social Media

Social media routing lets you automatically receive and queue relevant social media posts for an agent via email. Your agents can comment on these entries, dismiss or forward them for action by another group in the business.

Customer Contact History

Because we blend all contact types into one universal queue, your agents enjoy a complete history of all customer contacts - regardless of the media they used to contact you. So when chatting to a customer on the phone, your agent can view all previous email, social and web chat conversations (not to mention phone calls).

About Unify

Unify—formerly known as Siemens Enterprise Communications—is one of the world’s largest communications software and services firms. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and dramatically improves business performance. Born out of the engineering DNA of Siemens, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for 75% of the Global 500. Unify is a joint venture of The Gores Group and Siemens AG.

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your enterprise

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