



# OpenScape Contact Center Agile & Enterprise

Customer Service Made Simple.

# Serving your Customers, Building your Business.

It could be your greatest asset, or your biggest weakness. Is your contact center encouraging loyalty and pushing up profits - or is it driving customers away?

“Continuously driving efficiencies and customer service improvements is part and parcel of our team.”

Jo Helire-Glynn  
Head of Call Center Operations  
LateRooms.com

## Great customer service starts with exceptional agents

The face of your brand. The first point of contact. Your agents are the difference between a closer relationship and a defecting customer. Their skills, knowledge and productivity are critical - not just to your service levels, but to the success of your business.

So give them the tools to offer a truly personalized service, and to exceed customer expectations.

Start by effectively utilizing your resources across all customer engagement channels. Here, integration of the contact center with other business applications offers a performance-enhancing approach.

We know you have budget constraints, so your solution must offer value for the money and a clear return on investment.

And it should be easy to manage - bringing together all the ways your customers' want to get in touch: by phone, fax, voicemail, email, chat and social media.

Finally, it must offer the kind of reporting and intelligence you need to ensure your contact center operates at the peak of its performance.

This is the power of OpenScape Contact Center Agile and Enterprise.

You're facing a major challenge. No doubt. Integrating diverse communication channels, and pressure to increase productivity and agent performance. And it's no easy job managing high - and customer defections low.

Is your contact center delivering? Your metrics will tell you:

- High abandoned call rates
- Low first-contact resolution rates
- Missed service level targets
- High agent turnover rates
- Low customer satisfaction scores

## Meeting the challenges head on

OpenScape Contact Center Agile and Enterprise offer the answers.

They're specifically designed to maximize first-contact resolution through intelligent skills based routing, and are packed with expert presence and collaboration capabilities.

The agent and manager interfaces are easy to use and come loaded with all tools you need to get the job done.

And they meet your multimedia contact center demands today, and keep you future-proofed, and profitable, tomorrow.



## At a Glance

- Contact Center software that's easy to implement, configure, and operate
- Multimedia routing and reporting for inbound and outbound voice, callbacks, IVR, email, web chat, voicemail, fax, and social media
- Integrated IVR for custom call flows
- Built in Presence and Collaboration tools
- Graphical Design Center tool for building your call routing strategies
- World class real-time and historical reports

### OpenScape Contact Center Agile

- Single site
- Up to 100 concurrent agents
- Group based routing of inbound voice, IVR, callbacks, and email
- Integrated IVR
- Pre-packaged CRM integrations

### OpenScape Contact Center Enterprise

- Single site or multi-site networking
- Up to 1500 concurrent agents per system, 7500 agents per cluster
- Skills based routing of inbound and outbound voice, callbacks, IVR, email, web chat, voicemail, fax, and social media
- Integrated IVR
- Pre-packaged and custom CRM integrations

## Everything you need to run a world class contact center

Today, OpenScape Contact Center solutions are helping thousands of companies around the globe increase market share and profitability. A small, single site, informal contact center or a large multi-site operation - there's an OpenScape Contact Center Agile and Enterprise solution that can help transform your business.

- **Inbound:** Intelligent and flexible skills-based routing to get customers to the right person, regardless of agent location
- **IVR:** Our integrated IVR creates the perfect mix of self-service and agent-assisted contacts
- **Outbound:** Keep agents working on your most profitable activities with the integrated preview dialing feature - or blended with our predictive dialer
- **CRM Integration:** Pre-packaged integration into leading Customer Relationship Management (CRM) systems. Custom integrations through experienced professional services personnel
- **Administration Center:** Add users, modify user profiles, manage agent skills, along with reason codes for work and unavailability
- **Design Center:** A visual, workflow-style tool for managers to define routing strategies and queue processing flows for voice, email and Web interactions
- **Report Center:** A customizable, visual reporting engine able to create a virtually unlimited number of real-time, cumulative, and historical reports for all channels.

"The power of the information we can get from the system is world-class and truly enables us to make timely and effective business improvements."

Jo Helire-Glynn  
Head of Call Center Operations  
LateRooms.com



# Power to put your customers first.

We will help you reach your goals of developing more satisfied customers. And when it comes to customer satisfaction, we practice what we preach. From initial design to ongoing support, your satisfaction is our top priority.



“The OpenScape Contact Center Solution has been a key enabler in our ability to deliver exceptional customer service.”

Jo Helire-Glynn  
Head of Call Center Operations  
LateRooms.com

## 25 billion and counting

Over 25 billion calls are handled every year on OpenScape Contact Center Agile and Enterprise platforms. They deliver the kind of proven reliability you need to increase uptime, reduce security vulnerability, and to increase the strength and profitability of your business. It's truly affordable access to some of the most sophisticated contact center capabilities in the industry.

## Real world experts

Many firms understand the contact center environment – but not like we do. Our experts have design and operations covered: software, communication systems, call flow design, workforce optimization, the customer experience and integrating customer touch points.

We'll work with you to analyze your business needs and deliver the solution that works for you. Not only that, we can show how your goals compare to the best in the industry – and offer sound business advice based on real world experience.

## Quality service starts here

We offer a range of professional services including consulting, project management, systems integration and vendor co-ordination to compliment the skills of your in-house IT staff.

- Analyze your immediate and future needs to design the right solution
- See you through each and every step, from requirements to deployment
- Provide onsite and remote support through all phases of implementation
- Use formal training and knowledge transfers to prepare your team to manage your new system going forward

Once in operation, our consultants can provide service performance checks and conduct workshops to help you improve customer service and optimize your contact center resources.





## Better service without more budget

You can expect the installation of an OpenScape Contact Center Agile or Enterprise solution to pay for itself fast – typically within 12 months. That’s thanks to increased productivity, reduced costs and higher levels of profitability.

### **Customer satisfaction up**

The Texas Association of School Boards (TASB) reduced its call abandon rates by 60% thanks to higher service levels. This is just one example of how, aided by greater first-contact resolution and shorter call handling times, we’re helping push up your customer satisfaction score.

### **Productivity up**

When agent productivity is needed, our powerful agent and management desktop applications, along with agent optimization tools, come into their own. It’s not unusual for customers to enjoy up to a 30% improvement in productivity, thanks to our solutions. Add improved contact handling through the use of presence and collaboration tools, and better informed agents can further accelerate their productivity.

### **Operating costs down**

Resolving customer inquiries on first contact lowers overall call volumes. This translates into lower communication costs, as well as agent salary costs. Using OpenScape Contact Center Enterprise, the TASB lowered call volumes by more than 15% by avoiding repeat calls and callbacks.

### **Revenue opportunities up**

A happy customer is a sales opportunity. They’re more open to re-purchase or to accept offers following a satisfactory resolution. Need some proof? Detroit Medical Center recorded increased revenues of 31% in the first month of deploying OpenScape Contact Center Enterprise.

### **Agent retention up**

Keeping your best people matters. So give them an intuitive, easy to use interface that offers agents all the tools they need to provide exceptional customer service. This is exactly what our Agent Desktop does – helping to keep your people happy and encouraging them to stay longer. And the result? Massive cost savings by having to hire and train fewer agents.

### **Implementation costs down**

It’s software! OpenScape Contact Center Agile and Enterprise are software applications that can be easily installed in your current IT infrastructure. They are simple to deploy, configure, operate, integrate, maintain, and evolve.

And software means lower implementation costs compared to other solutions.

“Texas Association of School Boards (TASB) reduced call abandon rates by 60% due to higher service levels.”

“TASB lowered call volumes by more than 15% by avoiding repeat calls and callbacks.”

## 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

Formerly Siemens Enterprise Communications