



OpenScape Contact Center Workforce Optimization

Powered by ASC®



Record. Analyze. Act. Perform.

Four simple steps to energizing your customer service, enhancing business performance and accelerating profit.

Uncover what's driving customer satisfaction.

Identify how to work smarter.

Increase customer loyalty.

Need to differentiate in a crowded market, increase efficiencies across the business, and at the same time, keep costs under control?

Sounds like an uphill battle. But that's before you see what Unify's OpenScape Contact Center Workforce Optimization (WFO) solutions can do.

Powered by ASC's market leading Workforce Optimization suite, you get all of the tools you need to improve every element of the customer experiences. And that can lead to dramatically improved performance right across your enterprise.

You'll also enjoy a major boost to agent productivity and the resulting profitability of your contact center.

It all starts with an unprecedented view of performance, operations and customer intelligence across your organization.

You Can...

- Capture customer interactions in their entirety, selectively, on demand, or randomly
- Mine and analyze data from customer interactions to understand sentiments, trends, and root causes
- Schedule and deploy the right number of staff with the appropriate skills at the right time
- Collect customer feedback through surveys, recordings, and voicemails to understand drivers of satisfaction, identify improvement areas, and gauge customer loyalty
- Make decisions that can improve service delivery, efficiency, products, processes, and profits

Simple, yet sophisticated

All the tools you need to run a world class contact center

60% of “failed” calls are due either to lack of agent skills or poor processes.

Improve workforce performance.

WFO in Action

At the click of a mouse OpenScope Contact Center WFO, powered by ASC, brings together a huge variety of information sources from across the business - allowing you to record, analyze, act, and perform to meet your business objectives.

Multi-Channel Recording

Capture interactions based on rules you define. Then find and review them easily using the desktop or web-based player. Encryption of audio and screen recordings ensures your recorded data is protected, and you’re compliant with PCI DSS.

Quality and Performance Management

Quality Monitoring

Interrogate and analyze customer communications to gain deep insight into processes and products, agent behavior, customer behavior, rising trends, and more.

Quality alarms alert management when quality levels are below threshold and automatically assign eLearning packages to identified agents.

Performance Management

Critical KPIs displayed in over 30 pre-defined or customized reports to track and analyze performance.

Want real-time insight? Simply view your personalized dashboard which you can expand anytime.

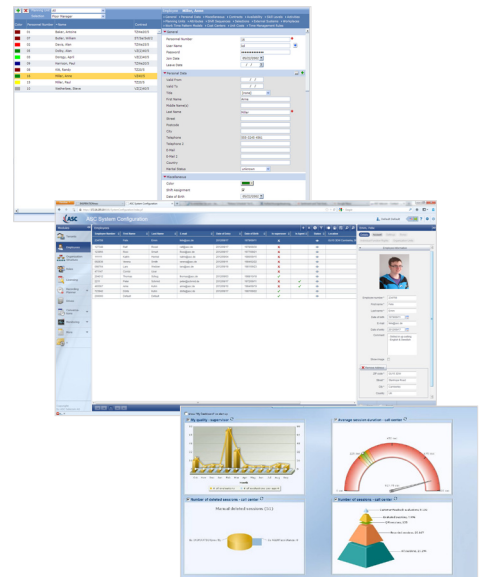
Workforce Management

Forecasting

Accurately forecast staffing needs using validated historical data and sophisticated forecasting algorithms.

Scheduling

Schedule and deploy the right number of staff with the appropriate skills at the right time.



Analytics

Speech

Mine unstructured data to identify good and bad areas for investigation using keyword and phrase spotting, transcription of spoken words into text, and emotion detection.

Desktop

Intelligently record agent screens and tag to associated call recordings for a deeper analysis of agent performance.

Content

Analyze call recording content for voice volume and other typical attributes (e.g. sudden tremble in voice), to isolate problem areas or to identify new sales opportunities.

eLearning/Coaching

eLearning

Assign and deliver agent desktop training based on your evaluation results to achieve goal-oriented improvements.

Coaching

Turn live recordings of customer interactions into best-practice coaching sessions. Mark, comment and define sections of recorded sessions as future training material for coaching

Customer Feedback

Giving customers the opportunity to report their service experience when it's still fresh in their minds increases the likelihood they'll return again in the future.

Now you can initiate phone-based customer surveys immediately after any interaction with your agents.

Business Value

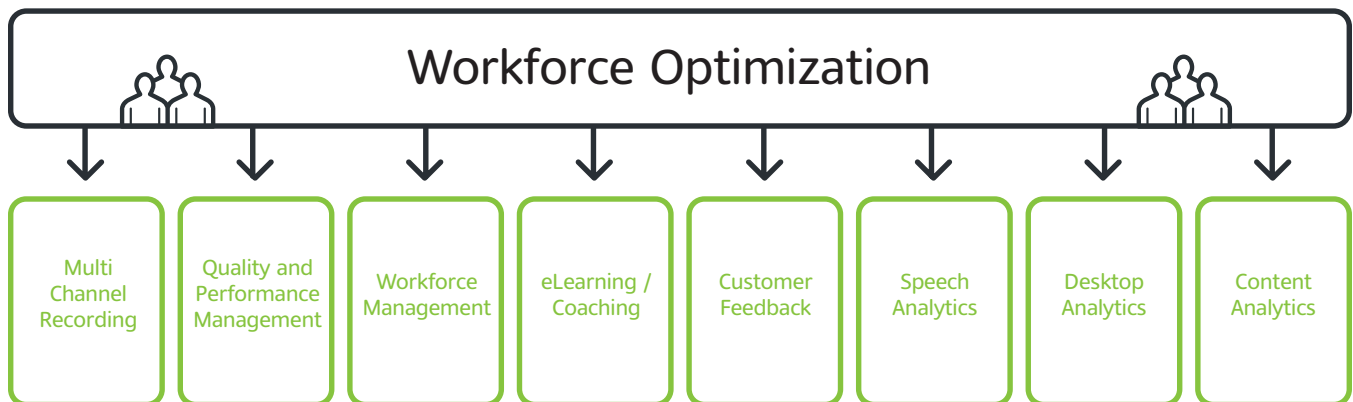
- **Real-time visibility** into employees across roles, levels, and functions.
- **Navigate with ease** while you move from one function to the next – all from a single entry point.
- **Low total cost of ownership** with fewer servers and software applications to install, integrate, operate, and maintain.
- **Simplified system administration** through a centralized system configuration manager.
- **In-depth functionality** with tightly unified apps make it easy to add new modules as your business needs evolve.

Support your brand.

Enhance customer service.

Promote employee and customer loyalty.

Improve profitability.



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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.

unify.com



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your enterprise

Formerly Siemens Enterprise Communications