

MITEL

Contact Center Solutions

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 ensuring 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 integrate with your existing infrastructure investments 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® Contact Center Solutions allow you to efficiently integrate and maintain service levels across all media types with automated routing, real-time monitoring and historical reporting.

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. Contact 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. Contact 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. Contact 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

Contact Center Solutions deliver 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 to ensure that 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

Contact Center Solutions provide 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.



Reduce Capital and Operational Costs – Deploy in a Virtual Environment

Mitel Contact Center Business and Enterprise Editions can be deployed in virtualized environments such as VMware® vSphere™ 4 and Microsoft®'s Hyper-V™, while including the same server-side software and feature set that is available with Mitel Contact Center Solutions deployed in non-virtualized environments.

The distinct advantages of running your contact center in a virtual environment include:

Capital Cost Savings

Capital cost savings come in the form of reduced expenses for hardware acquisition and data center real estate.

- **Reduced server hardware** – Moving to a virtual environment helps companies cut capital costs by reducing the number of physical servers necessary to support their infrastructure.
- **Storage hardware** – With a virtualized environment, companies can reduce their capital expenditures for storage devices by consolidating data storage.
- **Network hardware** – With fewer physical servers in a virtualized environment, companies need less network switching infrastructure. In many cases, greater than 50 percent reduction in capital expenditures for network hardware can be realized.
- **Data center space savings** – Virtualization helps companies make better use of valuable data center real estate. It allows them to remove servers from their environment to open up data center floor space.

Operational Cost Savings

Operational cost savings can also be substantial. These savings stem from reductions in power and cooling costs, management costs, and the costs associated with server downtime.

- **Power and cooling** – Virtualization can help companies hold the line on rapidly rising power and cooling costs. These savings stem from reductions in the number of physical servers in their environment. The total power and cooling savings from removing just one server from their environment can be as high as a thousand dollars a year. The one-year power and cooling cost savings resulting from consolidating six servers to one will fully cover the cost of a new one-processor server.
- **Server provisioning costs and time savings** – Virtualizing allows companies to provision servers in less time, which in turn leads to reduced infrastructure management costs.
- **Disaster recovery costs** – Virtualization can also help companies keep their business up and running during disasters and other disruptive events. Reducing the number of servers through consolidation reduces the number of servers that must be restored in case of disaster. This shortens recovery times and reduces losses associated with downed servers.

Other advantages include:

- High Availability of applications
- Integrated business continuity
- Faster system deployment

Virtual Contact Center Solutions is designed for established contact centers that:

- Comprise multiple sites
- Run enterprise-wide reports from over 400 report templates that include trace, event, and cradle-to-grave lifecycle reports
- View enterprise-wide, real-time statistics on desktop marquees
- Identify and control callers in queue and change their answer priority in real time
- Require a resilient setup
- Forecast staffing requirements
- Schedule agents and measure schedule adherence

Leveraging virtualization for Mitel Contact Centers can reduce costs associated with running a full-featured contact center, optimize business processes, and improve customer communication.

Leverage Your Existing Infrastructure

Contact Center Solutions reduce the cost and complexity of deployment by leveraging your existing infrastructure. Contact Center Solutions integrate with market-leading third-party solutions including CRM, workforce management, quality monitoring, call recording, outbound dialing as well as presence and chat engines. This provides an immediate return on investment that is measurable, sustainable and future-proof.

Tailored to Maximize Your Contact Center Results

Contact Center Solutions allow you to tailor a solution 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

- **Mitel Contact Center Management** – the foundation of Contact Center Solutions, it provides browser-based tools for forecasting, reporting on all agents and queues as well as for managing contact center performance and traffic analysis.
- **Mitel 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.
- **Mitel Workforce Scheduling** – workforce management, forecasting and monitoring tools that enable you to effectively control workforce costs.

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 an agent's availability can be changed based on current queue conditions.
- **Mitel Intelligent Queue** – interactive voice response (IVR) and advanced routing help you to intelligently manage callers and their expectations, provide options for self-service and deliver announcements, such as expected wait time and position in queue, to callers.
- **Mitel Multimedia Contact Center** – enables you to efficiently integrate and maintain service levels across multi-channel contact types: voice, email, web chat, fax, SMS, voice mail and walk-in.



Mitel Contact Center Solutions

Comprehensive portfolio for efficient and effective customer interactions

<p>Media Distribution</p> <ul style="list-style-type: none"> • Voice ACD • Email • Fax • Web Chat • Voicemail • SMS 	<p>Routing Options</p> <ul style="list-style-type: none"> • Queue Priority • Predictive • Scheduled • Overflow • Interflow • Skills-based 	<p>Agent Productivity</p> <ul style="list-style-type: none"> • Real-time Desktop Display • Enterprise Presence and Chat • Softphone • Pre-recorded Announcements • CRM Screen-pop • Preview / Progressive Outbound Dialing • ACD Hot Desking • Silent Monitoring 	<p>Partner Integration</p> <ul style="list-style-type: none"> • Call Recording • Quality Monitoring • Outbound Dialing • Speech-enabled, Self-service IVR • E-learning / Coaching • Data / Speech Analytics • CRM • Workforce Management 	
<p>Architectures</p> <ul style="list-style-type: none"> • Single-site • Multi-site • Distributed • Virtual • Work at Home • Resilient • High Availability 	<p>IVR</p> <ul style="list-style-type: none"> • Customer Profiling • Intelligent Messaging • Dial out of Queue • Self-service • Customer Callbacks 	<p>Reporting and Monitoring</p> <ul style="list-style-type: none"> • Historical Reports • Real-time Monitoring • Forecasting • Traffic Analysis • Custom Report Designer • Call Costing • Real-time Agent and Queue Control • Workforce Management 	<p>Professional Services</p> <ul style="list-style-type: none"> • Health Check • CRM • Click-to-Dial • Kiosk Routing and Reporting 	
<p>Unified System Administration</p>				<p>Training</p> <ul style="list-style-type: none"> • Leader-led • Web-based

Agent and Supervisor Productivity Applications

- **Mitel Contact Center 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.
- **Mitel Contact Center Screen Pop** – a desktop pop-up application provides agents with customer information using data pulled from your customer database. Integration is 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 complementary applications to Contact Center Solutions, ensuring you have easy access to pre-integrated, best-in-class solutions. These solutions include CRM, workforce management, quality monitoring, call recording, outbound dialing, campaign management as well as presence and chat engines.



Global Headquarters	U.S.	EMEA	CALA	Asia Pacific
Tel: +1(613) 592-2122 Fax: +1(613) 592-4784	Tel: +1(480) 961-9000 Fax: +1(480) 961-1370	Tel: +44(0)1291-430000 Fax: +44(0)1291-430400	Tel: +1(613) 592-2122 Fax: +1(613) 592-7825	Tel: +61(0) 2 9023 9500 Fax: +61(0) 2 9023 9501

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