

MITEL

## Multimedia Contact Center

### Automated Routing of Multimedia Contacts with Reporting and Real-time Monitoring

Mitel® Multimedia Contact Center enables employees to communicate with customers who use email, text message, web chat, fax or walk-in services, and to be just as responsive in these media as they are on the phone. Its advanced routing features and real-time monitoring and reporting capabilities enable contact centers to efficiently integrate and maintain service levels across all media types.

#### Advanced Routing Options

Multimedia Contact Center is an optional application that works with Mitel Contact Center Management. It handles multimedia contacts in the same manner as voice Automatic Call Distribution (ACD). It routes these contacts to longest idle employees in one primary employee group and up to three overflow groups, and can interflow and re-queue contacts. It assigns unique ticket numbers to incoming media sessions and sends auto-acknowledgement messages. Robust and flexible, Multimedia Contact Center optimizes the use of queue and employee resources and ensures customer inquiries are addressed in a timely manner.

#### Employee Productivity Tools

Designed to optimize ACD employee productivity, Multimedia Contact Center provides a unified login window across all contact types and pick lists of pre-configured Account Codes and Make Busy Reason Codes. With point-and-click access to ACD states, employees can readily control their real-time status and inform other employees of their whereabouts. They can

save time with response templates for frequently asked questions (FAQs), view the history of previous email / fax sessions, and provide prompt and efficient service.

#### Supervisor Management

Multimedia Contact Center integrates all media types into Contact Center Management to provide comprehensive multimedia reporting and real-time capabilities. Supervisors can generate, schedule and share a multitude of report types across all contact center elements, over any date and time horizon. They can readily measure and demonstrate performance against service levels and optimize contact center operations.

Supervisors can view real-time displays of queue and employee activity, with customizable monitors and alarm thresholds. They can readily view each employee's current state, how long they have been in that state, and what times they logged on and off. Supervisors can track and provide feedback on the efficiency of individual employees. They can monitor queue performance and respond immediately to changing contact volumes to ensure service level goals are maintained.

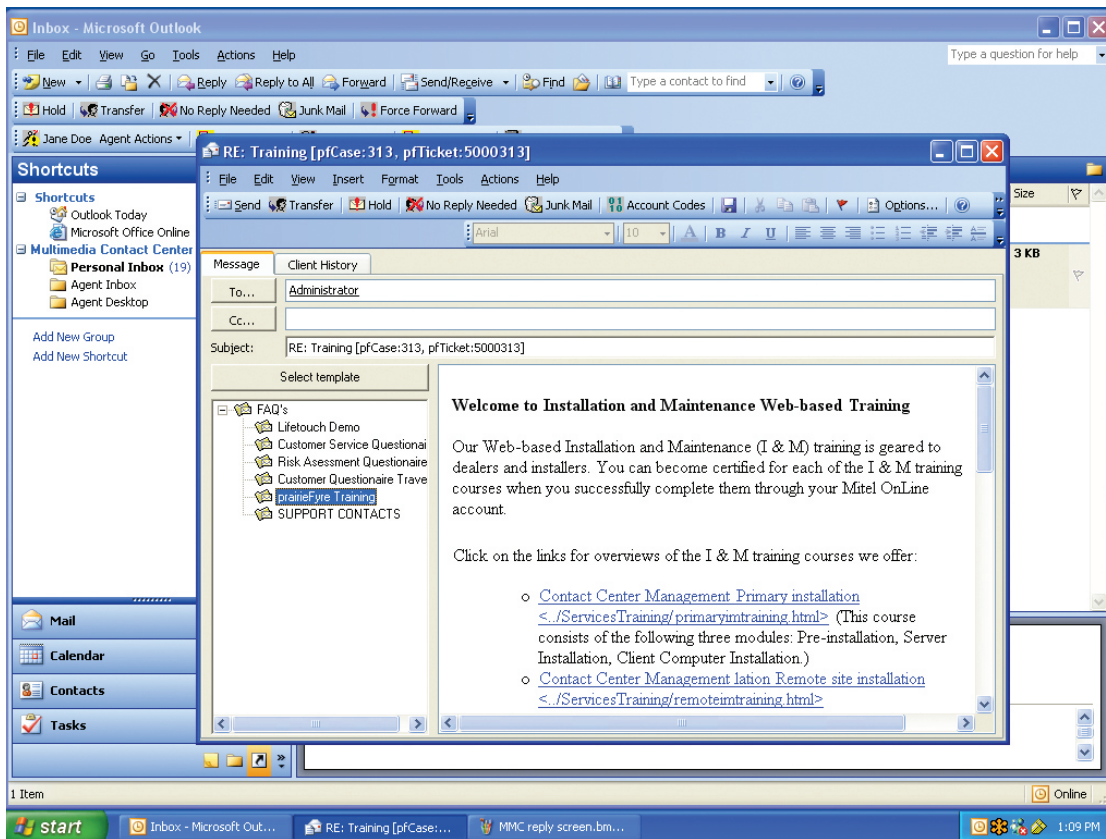


### Return on Investment

Profitability studies have demonstrated that a mere 20 percent of customers are responsible for 100 percent of a firm's profitability. And since customers who use multiple media channels to shop spend 20 to 30 percent more than single-channel customers, enabling your top customers to shop in the channel of their choice is key to making them happy.

So how do you ensure that your customers remain happy and you remain profitable? Given that customers prefer to interact with employees in their preferred media channel, providing live chat and email in addition to voice is key to attracting and maintaining customers. In a 2006 Forrester Research report titled "Customers Want Live, Speedy Support," researchers found that customers are happiest when: a) they can interact with employees, b) they can use their preferred media channels to interact, and c) their reason for contact is resolved in one interaction. There is no better driver of return on investment than profits, and happy customers provide you with the revenue to generate ongoing profits.

Multimedia Contact Center enables you to provide customers with a consistent level of service across media channels and steer customers to the lowest cost channel of service. For example, a customer purchasing a product or service from your website costs you approximately 24 cents per transaction, whereas a customer purchasing the same product or service over the phone costs you seven dollars per transaction. Human interaction, flexible communications, and efficient service are what customers want, expect and value. They are satisfied and will remain loyal if doing business is easy.



Using a template to reply to an email

### Features:

Multimedia Contact Center provides:

#### Advanced Routing Features

- Unlimited email / web chat / fax / walk-in queues to distribute contacts to longest idle agents
- Routing of multimedia contacts to one primary employee group and up to three overflow groups
- Ability to overflow, interflow and re-queue multimedia contacts
- Ability to set timers for individual media types that specify the duration contacts wait for employees to answer them before they are re-queued at a higher priority
- System recognition of customer email / web chat / fax replies and routing of contacts back to original employees
- Auto-acknowledgement messages for email and web chat queues based on time-of-day and day-of-week
- Unique ticket numbers assigned to incoming contacts

#### Agent Productivity Tools

- Unified login across media types
- Customer history of previous email / fax sessions
- Transfer of email / fax requests to other employees, queues, or email addresses
- Identification of employee email addresses when transferring email / web chat / fax requests
- Ability to tag contacts with "no reply needed" or "junk mail"
- FAQ response templates
- Pre-configured Account Codes and Make Busy Reason Codes

### Supervisor Management

- Real-time monitoring of multimedia queues and employees in Contact Center Client
- Point-and-click access to employee ACD state control
- Historical reporting of all media types
- Single-point configuration and administration

### Benefits:

Multimedia Contact Center enables you to:

- Optimize the use of queue and employee resources
- Optimize the use of pooled resources to deliver consistent service
- Ensure service levels are met
- Ensure longest-waiting contacts have the highest priority
- Shorten employee response times
- Notify customers that their inquiries have been received and are being handled
- View the detailed contact history of each customer based on individual case numbers
- Save time by logging on all media types simultaneously
- Indicate which contacts do not require a response and enable accurate reporting
- Increase productivity, reduce response times and provide uniform responses
- Track incoming contacts for specific departments and services
- View the real-time status of team members and queues
- Respond immediately to changing contact volumes
- Readily measure contact center performance and optimize operations
- Compare each employee's performance across media types



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