

# OpenScape Contact Center Enterprise & Agile

Producing  
meaningful  
**CUSTOMER  
ENGAGEMENT**

- > Increase Customer Satisfaction (CSAT) and Net Promoter Scores (NPS)
- > Improve staff productivity
- > Elevate revenue opportunities
- > Retain your best staff
- > Keep operating costs down

## Engage with customers. Grow your organization.

Customers have more influence and control over how to connect than ever before. How well you know them, support them and demonstrate value is critically important to your success.

In a customer-driven world the days of putting the contact center to the side are over. Interactions that are heard, captured, or created by the organization help to break down barriers of engagement and bring invaluable intelligence to the organization.

If driven by a truly customer centric approach the results are more meaningful relationships with customers, facts that contribute to the business, and focus to improve performance.

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.

### Customer engagement starts with a single view of the truth

We have seemingly unlimited ways of interacting with organizations, whether by voice or email, chat, social media or bots. With customers in the driver's seat, you need to engage with them on any channel they choose, and weave them all together for a contextual, holistic 360-degree view, otherwise the complete story can be lost, leading to poor service and potentially negative consequences.

To successfully build a single view, you need a solution that integrates all their channel choices and interactions together and anticipates they may start in one but move to another. An "omnichannel" approach means more relevant, consistent engagement for improved satisfaction and retention, and contributes to better business decisions.

### Prioritizing agent engagement

In today's digital age we have the opportunity to deliver targeted customer engagement for more efficient, productive, valuable experiences. That experience can range from zero-touch self-services to high touch conversations. And today's customers expect an almost instinctive response. Gone are the days of next in queue. To succeed, organizations need to combine their single customer truth with the right channel or agent at the right time.

Just think of the customer engagement experience if you pair the right person to customer needs - customer delight!

By combining a 360-degree view of the customer with a rules-based routing engine that matches customers to agents or sources of information and support, you not only satisfy customer needs, but you can improve agent confidence and satisfaction. This combination steps beyond availability routing - it means your organization and agents have more relevant, valuable conversations with customers - that's a true win-win.

### Customer engagement as an organization-wide mandate

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## Everything you need for customer engagement

OpenScope Contact Center solutions are helping thousands of companies around the globe focus on customer engagement to reach organizational goals whether increasing market share and profitability. A small, single site, solution or a large multi-site operation – there's OpenScope Contact Center Agile or Enterprise that can help support 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
- Ecosystem Integrations: Pre-packaged integration into leading CRM systems. REST APIs or custom integrations with our professional services team
- 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
- Reporting Center and Analytics: A customizable, visual reporting engine for real-time, cumulative, and historical reports for all channels including Life of Call and more comprehensive analytics options.



Routing and reporting for inbound/outbound voice, callbacks, IVR, email, web chat, voicemail, fax, social media and bots



Graphical Design Center for building call routing strategies



Integrated IVR for custom call flows



Browser-based Agent and Supervisor Clients



Mobile supervisor app



Standard recording built in



Real-time, historical and Life of Call reports



Integrated with OpenScope Voice and 4000 platforms



Up to 1500 concurrent agents per system, 7500 agents per cluster

## At a Glance

- Powerful contact center software that supports organization outcomes
- Browser-based Agent and Supervisor application with user-friendly UI that helps improve efficiency.
- 360° view for a single customer truth
- Routing and reporting for inbound and outbound voice, callbacks, IVR, email, web chat, voicemail, fax, social media and bots.
- Soft client and Unify phone options
- Integrated IVR for custom call flows
- Standard recording built in
- Presence and collaboration tools
- Mobile supervisor app keeps managers informed on the go
- Graphical Design Center for building call routing strategies
- Real-time, historical and Life of Call reports for informed business decisions

**“With an Intelligent Contact Center solution from Mitel and the integrated quality management system, we have significantly improved customer satisfaction and also increased employee productivity.”**

Steffen Reul,  
Head IT Schwab Versand GmbH Jo Helire-Glynn

OpenScape Contact Center comes in two platform options:

### 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
- Uses OpenScape Business voice platform

### 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, social media and bots
- Integrated IVR and recording
- Pre-packaged and custom CRM integrations
- Uses OpenScape Voice and 4000 platforms

## What's New!

- Integrated headset support for Agent Portal Web
- Support Whisper Coach
- Improved recording choice with Pre-Recording decision options
- Enhanced Supervisor access to recordings
- Customer Satisfaction Survey (CSAT) enhancements
  - Support for audio recording of survey options
  - Offering of opt-in choice to participate in CSAT survey
- Support XLSX file type for a more secure operating environment
- And more!





## 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.



### 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.

**"Mitel was the company able to fully respond to our requests: international experience, expertise in managing large projects and long-term cooperation with great results."**

Fabio Degli Esposti Director of ICT  
SEA Group S.p.A.

We'll work with you to analyze your business needs and deliver the solution that works for you. In addition, we can also show how your goals compare to the best in the industry – and offer sound business advice based on real world experience.



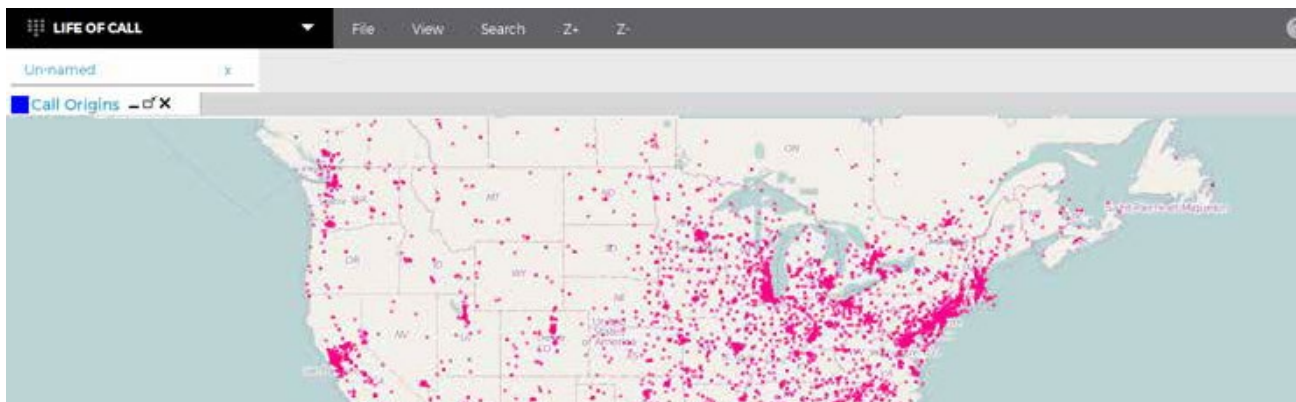
### Quality Service Starts Here

We offer a range of specialized professional services including consulting (call flow, processing, self service requirements and more), 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 customer success experts can provide service performance checks and conduct workshops to help you improve customer service and optimize your contact center resources.





## POWERFUL SOLUTION WITH MEASURABLE IMPACT

With OpenScape Contact Center Agile or Enterprise you can expect the solution to pay for itself fast – typically within 12 months. That's thanks to increased productivity, reduced costs, invaluable insight and higher levels of customer satisfaction.

### Customer Satisfaction Up

With OpenScape Contact Center, customers have reduced call abandon rates, with some documented by 60% thanks to higher service levels. This is just one example of how, aided by right-contact resolution, we're helping push up customer satisfaction scores.

### 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.

### 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.

### 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.

### 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 Portal 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. Alain Dideren from CHU de Liège said "We managed to keep the increase of contact center staffing as low as 5% since 2008, while our activity has grown by 40%."

### Implementation Costs Down

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.

**"With OpenScape Contact Center, we have introduced new innovative ways of communicating for our users, improving the organization's productivity, efficiency and flexibility whilst at the same time reducing our IT infrastructure's total costs."**

Frank Rösch  
Head of IT Naturin Viscofan GmbH