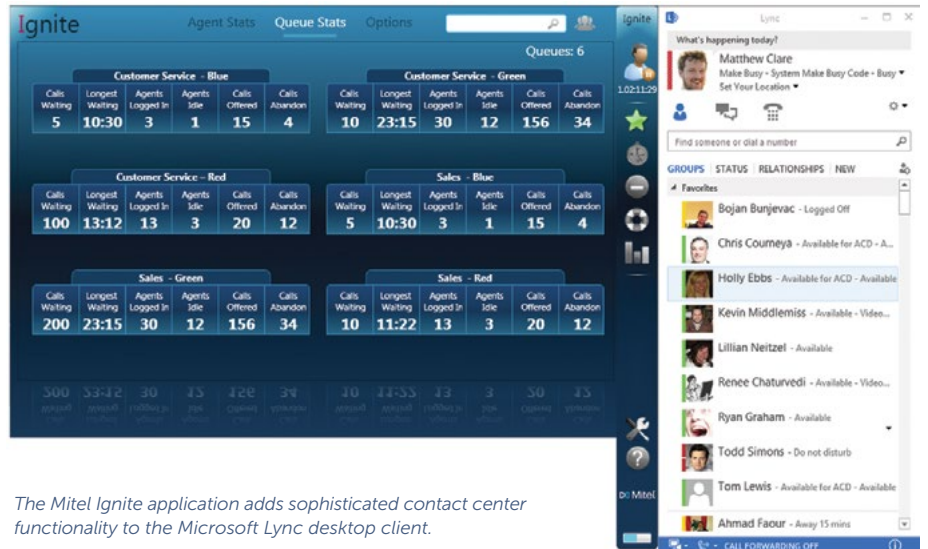


# MiContact Center For Microsoft Lync

Customers are the lifeblood of your business...

## Key Capabilities

- Lower call handle times and operational costs by reducing 'human latency' in the business process
- Empower your customers with self-service, auto attendant functionality
- Enable callers to be automatically routed to agents, extensions, and queues based on the caller's phone number or dialed number



The Mitel Ignite application adds sophisticated contact center functionality to the Microsoft Lync desktop client.

...and you know that to retain their loyalty you need to consistently deliver the high level of service they expect—day in and day out. As an executive, contact center supervisor or IT professional in a small to mid-size business, you may think that a highly sophisticated contact center solution is out of your reach. Think again...

The Ignite application adds sophisticated contact center functionality to the Microsoft Lync desktop client. Users are able to control their availability to queues; view real-time agent and queue performance; and request help from their supervisors all with the click of a mouse.

## Broad Feature Set

Companies realize that providing excellent service is key to building positive customer perceptions and loyalty. To improve service, contact center supervisors need to closely monitor call volumes and performance, and agents need

to increase productivity and streamline communications. Companies need reliable communication solutions that easily grow with them—Mitel's MiContact Center for Microsoft Lync delivers.

## Sophisticated Functionality; Unsophisticated Price

MiContact Center for Microsoft Lync brings sophisticated contact center functionality to the 10- to 200-agent contact center. You get a broad feature set without the complexity that is typical of a large-company deployment—and without the high costs.



## Take Advantage of a True Microsoft Contact Center

MiContact Center for Microsoft Lync is the only true, end-to-end contact center today that utilizes both Microsoft back-office and desktop solutions. Our call control is natively delivered through the unified communications and Voice over IP architecture of the Microsoft Lync Server 2010/2013 platform and user accounts are managed through synchronization with Active Directory. Customer interactions are delivered to agents through the Lync client while reports are powered by SQL Server and Microsoft Reporting Services and delivered through Excel. On top of this, all real-time and management tools are based on familiar Microsoft Office applications making the Mitel solution intuitive and easy to learn.

Are you ready to turn your investment in enterprise-grade Lync voice and unified communications into an enterprise-grade contact center?

Get the most out of your investment in Microsoft and Lync with MiContact Center for Microsoft Lync!

## Engage Your Customers through Any Channel

MiContact Center for Microsoft Lync provides multi-media queueing such as email, voice, web chat, social media and fax to help manage and report interactions with your customers. Interactions with customers will become more seamless while agent productivity improves. Agents will be able to collaborate with Subject Matter Experts and respond to multiple customer inquiries simultaneously on a single interface.

## A Solution Built for You

MiContact Center for Microsoft Lync is for the small- to mid-size enterprise that knows the value of satisfied customers—impeccable brand reputation solid business growth.

## Integrated Self-Service

An Interactive Voice Response (IVR) system provides interactive menus to guide customers to the service they seek. Workflows are used to configure the IVR and allow caller data and/or user input to be analyzed to decide where to route the call. This improves the efficiency of the contact center by providing an automated method to interact with customers.

## GET MODULAR FUNCTIONALITY AS YOU NEED IT

The modular design offers affordable adaptability to a range of productivity and business process automation applications. Integration to a broad range of CRM and ERP solutions reduces the cost of integrating vital business data into your contact center operation.

## GET THE SOLUTION WITH THE SHORTEST LEARNING CURVE

The MiContact Center for Microsoft Lync user interface is based on the familiar Microsoft Office applications you and your team already know. Familiarity reduces the learning curve and the training costs.

## GET THE MOST OUT OF YOUR INVESTMENT IN MICROSOFT

Based on Microsoft platforms including Windows Server, Exchange, SQL Server, Active Directory and Lync Server 2010/2013, IT professionals need not worry about the cost and complexity of maintaining separate, proprietary infrastructures.

## Why MiContact Center for Microsoft Lync?

- *Lower call handle times and operational costs by reducing 'human latency' in the business process*
- *Empower your customers with self-service, auto attendant functionality*
- *Enable callers to be automatically routed to agents, extensions, and queues based on the caller's phone number or dialed number*
- *Improve customer satisfaction by utilizing enterprise presence, advanced ACD routing, and screen pop functionality to provide '1st call' resolution*
- *Improve service levels with quicker response times to changing call volumes*
- *Decrease the time supervisors spend managing their contact center and enable them to focus on coaching and mentoring agents*
- *Increase agent labor pools and better manage peak call volumes by effectively extending the contact center to remote, teleworking and mobile agents*

## ABOUT MICONCONTACT CENTER FOR MICROSOFT LYNC

The MiContact Center for Microsoft Lync solution offers web-based modules that deliver rich functionality to support the diverse needs of agents and supervisors – whether they are on-site or remote.

**IGNITE** – a customized version of the Lync client, is the core interface to log in, view real-time statistics, and manage customer interactions. Ignite's deep integration extends Lync presence states to make them specific to contact center needs. Make Busy and Do Not Disturb Codes are user-defined and reportable.

**MICONCONTACT CENTER MANAGEMENT** – enables supervisors to view and control real-time agent and queue activity. Customizable visual, auditory, and email alarms immediately notify supervisors of any availability or performance issues.

**MICONCONTACT CENTER REPORTING** – provides comprehensive historical reporting, forecasting, lifecycle reporting, and advanced data filtering and search capabilities. These tools enable supervisors to readily pinpoint problem areas, manage agent performance, and optimize the balance between the agents required and corporate service level objectives.

For more information, please call 877-NORCOM1 or go to [www.norcomsolutions.com/contact-center](http://www.norcomsolutions.com/contact-center)