

# MiContact Center Business

For the MiVoice Business Platform



## Today's customer has changed – have you?

One-third of the population is comprised of millennials, and there are now almost as many mobile phones in the world as there are people. Such shifts have brought new challenges to the way your business delivers customer experience – for instance, 90 percent of consumers check your website before interacting with your company, and the majority of customers would rather interact through voice alternatives like email, chat, and self-service. That's why Mitel's MiContact

Center Business platform is designed to power prompt, informed interactions between your mobile enterprise, mobile agents and supervisors, and mobile end customers.



## It requires that you

- Empower your customers to be served the way they prefer, and deliver a consistent customer experience across all channels
- Enable employees to handle customer inquiries quickly and efficiently
- Break down silos within your business that prevent customers from getting the right answer on the first try, every time

## The payoff

An innovative customer experience is a competitive differentiator that attracts new customers, and engaged customers have been proven to spend more money and more frequently.

## 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 text, fax, and social media are all desired means of serving your customers, provided you are just as responsive to these media as you are to phone calls. Mitel's MiContact Center Business solution allows you to efficiently integrate and maintain service levels across all media.

### 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. MiContact Center Business keeps customers well informed, providing estimated wait time messaging and continuous position in queue updates.

Customers can access real-time estimated wait times from business' corporate Websites for all medias, enabling them to make informed decisions about how to reach a company. They are also given flexible alternatives to waiting in queue, including queued call backs and self-service options.

### 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. MiContact Center Business allows you to profile your customers, regardless of the way they contact you, 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

MiContact Center Business delivers both Web-based and 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 voice and digital media contacts from a single application whether on their desktop or from a Web interface – performing telephony, email, Web chat, SMS, and social media actions using fewer steps, with reduced errors in interaction handling for an optimized customer experience.

Both agents and supervisors benefit from mobile contact center capabilities. With MiContact Center Business, they can work remotely, from home or anywhere with an Internet connection, just as if they were in the office. Supervisors also benefit from having access to real-time monitoring and reporting capabilities, both Web-based and natively on Windows 8 tablets or using VMware View on non-Windows tablets.

### PUT CUSTOMER INFORMATION AT YOUR AGENTS' FINGER TIPS

Mitel's seamless integration with back office systems, such as customer relationship management (CRM) systems, presents agents with critical customer data screen pops as calls and multimedia contacts arrive, 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 between contact center workers and back-office employees provides agents which 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.

## 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 ensure 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

MiContact Center Business provides 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.

MiContact Center Business is also supported in virtual environments, leveraging VMware, Microsoft Hyper-V, and Citrix to virtualize both server and client desktops. Virtualizing MiContact Center Business delivers capital cost savings associated with the reduction in server hardware and real estate; operational savings related to the reduction in power and server provisioning costs; as well as productivity improvements and resource efficiencies in data center management and risk mitigation for business continuity and disaster recovery plans.

## LEVERAGE YOUR EXISTING INFRASTRUCTURE

MiContact Center Business reduces the cost and complexity of deployment by leveraging your existing infrastructure. Integrations are available with market leading third-party solutions, including: customer relationship management, workforce management, quality monitoring, call recording, outbound dialing, and presence and chat engines. This provides an immediate return on investment that is measurable, sustainable, and future proof.

## Business value that scales as you grow

Mitel recognizes contact center requirements can vary greatly depending on the size and needs of your business. That's why Mitel's MiContact Center Business for the MiVoice Business platform is offered in two bundles: Workgroup (up to 100 agents) and Contact Center (+100 agents). IVR and digital interaction capabilities (email, SMS, Web chat, fax, and social) are two separate add-ons available in both license levels.

MiContact Center Business is composed of the following applications and tools

### MANAGEMENT AND REPORTING APPLICATIONS

- **Contact Center Management** – the foundation of Mitel MiContact Center Business, it provides browser-based tools for forecasting, reporting on all agents and queues, managing contact center performance, and traffic analysis.

- **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.
- **Workforce Scheduling and Schedule Adherence** – workforce management, forecasting, and monitoring tools.

## 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 agent availability changed, based on current queue conditions.
- **IVR Routing** – Interactive Voice Response (IVR) and advanced routing help you to intelligently manage callers and their expectations, provide options for self-service, and deliver announcements to callers in queue, such as expected wait time and position in queue. An intuitive drag and drop graphical user interface allows you to quickly and easily build and manage call flows. Speech-enabled IVR functionality, such as Text-to-Speech and Automatic Speech Recognition, are optionally available for IVR Routing.
- **Multimedia Contact Center** – enables you to efficiently integrate with IMAP-based email systems (Microsoft Exchange 2007/2010/2013, Exchange Online, and Gmail) and maintain service levels across multi-channel contact types in addition to voice, including email, Web chat, SMS text, fax, and social media. It also includes the ability to quickly and easily build multimedia workflows from a drag-and-drop graphical user interface, the ability to publish real-time contact center metrics to a public Website using a Contact Us page, and an email system agnostic agent Web/desktop client.

## AGENT AND SUPERVISOR PRODUCTIVITY APPLICATIONS

- **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.
- **Screen Pop** – a pop-up application provides agents with customer information using data pulled from your customer database. Integrations are 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 Border Gateway, including Teleworker and External Hotdesking Agent features, extends the full voice and data.

## COMPLEMENTARY APPLICATIONS

Mitel has partnered with several third-party companies that provide complimentary applications to the Mitel MiContact Center portfolio, ensuring you have easy access to pre-integrated, best-in-class solutions. These solutions include social media monitoring, customer relationship management, workforce management, quality monitoring, call recording, outbound dialing, campaign management, and presence and chat engines.

## Comprehensive portfolio for efficient and effective customer interactions to enterprise edition

### MEDIA DISTRIBUTION

- Voice ACD
- Email
- Fax
- Web Chat
- Voicemail
- SMS

### ARCHITECTURES

- Single-site
- Multi-site
- Distributed
- Virtual
- Work at Home
- Resilient
- High Availability

### ROUTING OPTIONS

- Queue Priority
- Predictive
- Scheduled
- Overflow
- Interflow
- Skills-based

### IVR

- Customer Profiling
- Intelligent Messaging
- Dial out of Queue
- Self-service
- Customer Callbacks
- Automatic Speech Recognition
- Text-to-Speech

### AGENT PRODUCTIVITY

- Real-time Display
- Enterprise Presence and Chat
- Softphone
- Pre-recorded Announcements
- CRM Screen-pop
- Preview / Progressive

### OUTBOUND DIALING

- ACD Hot Desking
- Silent Monitoring

### REPORTING AND MONITORING

- Historical Reports
- Real-time Monitoring
- Forecasting
- Traffic Analysis
- Custom Report Designer
- Call Costing
- Real-time Agent & Queue

### CONTROL

- Workforce Management

### PARTNER INTEGRATION

- Call Recording
- Quality Monitoring
- Outbound Dialing
- Speech-enabled
- Self-service

### IVR

- E-learning / Coaching
- Data / Speech Analytics
- CRMa
- Workforce Management

### PROFESSIONAL SERVICES

- Health Check
- CRM
- Click-to-Dial
- Kiosk Routing and Reporting

### TRAINING

- Leader-led
- Web-based

## Flexible licensing options

Workgroup Starter Pack	Contact Center Starter Pack
WORKGROUP (<100 AGENTS)	CONTACT CENTER AGENT
Control of Agents / Queues and Visual Queue	
Screen Pop, CRM connectors, CTI, Salesforce with OIG	
Full real-time monitoring and forecasting	
MiVoice Business Reporter (includes 50 extensions)	
Preview Dialer Seats (requires professional services)	
Limited historical reporting – Reports and Flex	100+ Voice Reports and Flex
	CC Resiliency in RT and Reporting
	Full Path ACD with MiVoice Business Resiliency
	Network license
MiCollab SoftPhone with Teleworker	MiCollab SoftPhone with Teleworker
MiCC MiCollab Client License	MiCC MiCollab Client License
MiVoice Call Recording Port	
Workgroup Messaging and Routing with 120 ports*	CC Messaging and Routing with 240 ports*
Workgroup IVR (ASR, TTS) max 10 ports	Contact Center IVR (ASR, TTS Uplifts)
Workforce Scheduling Standard Agent	
Contact Center Digital Media Agent add-on	
Outbound Agent option (3 levels)	
MiV-CR Quality Monitoring option (3 options)	

■ Optional extras ■ Other Mitel products that are included

\*Messaging and Reporting: Menu, Time of day / Day of the week, RAD's, MoH, ANI / DNIS routing Reporting, Pre-announce and UPIQ.



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