



## OMNICHANNEL CUSTOMER EXPERIENCE MANAGEMENT PLATFORM

### Today's customer is omnichannel – are you?

One-third of the population is comprised of millennials and there are nearly 5 Billion mobile phone users in the world. These shifts have brought new challenges to the way your business delivers customer experience. 90 percent of consumers check your website before interacting with your company, and most customers would rather interact through digital channels like SMS, email, chat, chatbots and social media.

Mitel's MiContact Center Business platform is designed to give your customers the freedom to interact with you on their preferred device, using the media that works best for them while giving agents and supervisors the tools to manage today's omnichannel customer journeys.



### Engage customers on their terms

- Serve your customers the way they prefer, on the channel and device of their choice
- Provide employees with a complete view of the customer's omnichannel journey
- Eliminate the need for customers to "start over" every time they contact you by knowing where they are in their journey

### THE PAYOFF

An omnichannel customer experience is a competitive differentiator that keeps existing customers satisfied and attracts new ones. Engaged customers have been proven to spend more money and spend more frequently.

### Empower your customers

#### GIVE CUSTOMERS CHOICE ON HOW THEY COMMUNICATE

Customers want options on how they communicate with you. Voice, email, Web chat, SMS text, Chatbots and social media are all desired means of serving your customers. MiContact Center Business is built to manage service levels across all the channels your customers choose to use.

With open media routing, businesses can route non-traditional media using an open API routing engine, extending the capabilities of the system to non-traditional media types like Internet-of-Things (IoT) alarms, WebRTC video, and social media messaging applications.

## MANAGE CUSTOMER EXPECTATIONS

Managing customer expectations is the key to acquiring and retaining customers. Customers expect quick and effective resolution to their inquiries across any channel they choose to use.

With MiContact Center Business, your customers can be provided with the expected wait time in queue or their position in queue - allowing them to make informed decisions about how to reach you. Customers are also given flexible alternatives to waiting on hold, including having someone call or email them back, as well as self-service options. They can even request a callback by sending a text message to the contact center!

## 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 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. Supervisors can be alerted via pop-up, ring tone, or email when service levels are low or if contacts have been waiting too long to be serviced.

Agents can efficiently handle voice and digital media contacts from a “single pane of glass” – handling phone, email, Web chat, SMS, and social media contacts using fewer steps and 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 on both PCs and Tablets.

## PUT CUSTOMER INFORMATION AT YOUR AGENTS’ FINGERTIPS

Mitel’s seamless integration with customer relationship management (CRM) systems, presents agents with historical customer data as contacts arrive so agents will know where customers are in their journey. Armed with the map of the customer’s journey, agents quickly and efficiently resolve customer inquiries without having to ask the customer to start from the beginning.

MiContact Center Business provides agents with customer contact data for all channels the customer has used to interact with you. Agents can be talking to a customer on the phone and then offer to email them a quote or text them a trouble ticket with the click of a button.

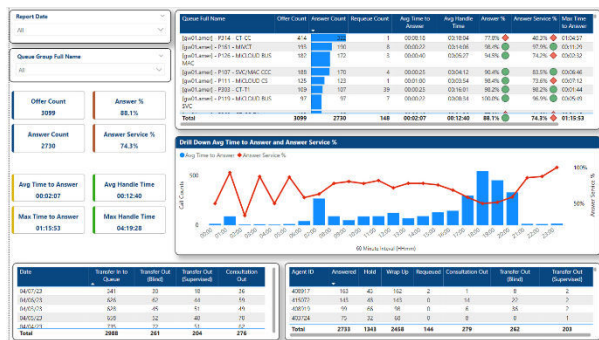
## RESOLVE CUSTOMER INQUIRIES – THE FIRST TIME

Mitel’s ability to unify communications between contact center agents and back-office employees means agents can instantly locate, message, or conference in subject matter experts to obtain immediate answers. With customer profiling, intelligent contact routing, and enterprise presence, MiContact Center Business agents can answer customer inquiries on first contact.

## Streamline your operations

### SEE THE COMPLETE PICTURE

With omnichannel case management capabilities, agents and supervisors can not only see the performance of the entire center, but they can also see the status of each case and the individual interaction 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 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 includes standard agent forecasting and scheduling tools as well as a sophisticated workforce management option that allows managers to accurately match resources to expected contact volumes as well as measure, manage, and drive contact center performance which is key to controlling 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.

To achieve business continuity, MiContact Center Business offers two options. The first option is to run the software in virtual environments leveraging VMware, Microsoft

Hyper-V, and Citrix. The second option is to run the software in local High Availability mode, Disaster Recovery mode, or a combination of the two using Neverfail HA solutions. With MiContact Center Business High Availability, powered by Neverfail, your business can achieve 4x9s application uptime, ensuring that your customers receive continuous service, and your employees achieve optimal productivity.

### LEVERAGE YOUR EXISTING INFRASTRUCTURE

MiContact Center Business reduces the cost and complexity of deployment by leveraging your existing infrastructure. Mitel has partnered with several third-party companies, giving you easy access to pre-integrated, best-in-class solutions, including:

- Social media messaging
- Customer Relationship Management (CRM)
- Workforce Management (WFM)
- Quality Management (QM)
- Call and screen recording
- Outbound dialing & campaign management
- Presence and chat engines
- Application level high availability

### 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 MiContact Center Business offers two license levels:

**Workgroup** (up to 100 agents, single site) and

**Contact Center** (up to 1,200 agents, multi-site).

Advanced IVR and digital interaction capabilities like email, SMS, Web chat, fax, Chatbots and social media messaging are also available in both license levels.

For companies that only need to respond to digital contacts, MiContact Center Business can be shipped as a digital contact center without voice.

MiContact Center Business comprises the following applications and tools:

## MANAGEMENT AND REPORTING

**Contact Center Management** – 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, as contact volumes change. Also provides contact recognition and prioritization to ensure priority calls are answered first.

**Workforce Scheduling and Schedule Adherence** – standard workforce management, forecasting, and monitoring tools built in with an option to upgrade to an advanced WFM solution.

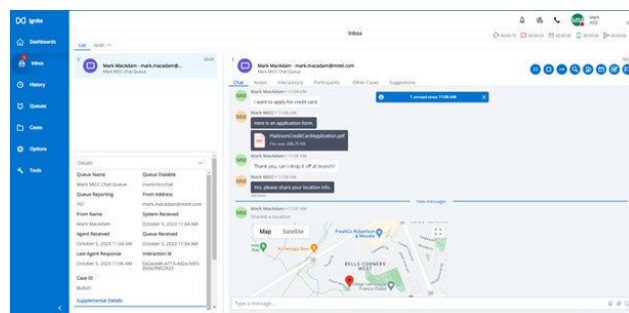
## MEDIA DISTRIBUTION AND ROUTING

**Automatic Call Distribution (ACD)** – 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 the caller's priority, the agent they last spoke to, the agent's skill level or idle time. Calls can be automatically re-routed, or agent availability can be changed, based on dynamic queue conditions.

**IVR Routing** – advanced Interactive Voice Response (IVR) routing intelligently manages callers and their expectations by providing options for self-service, and delivering 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.

**Omnichannel Contact Center** – maintain service levels across all channels (voice, email, Web chat, SMS text, fax, and social media).

Customer data and contact history is stored for quick and easy retrieval by agents for proactive service. Also includes open media capabilities to support non-traditional contact center media types like WebRTC video, IoT alarms, and social media messaging – all routed through the same workflow engine and delivered to the same, familiar agent interface as native media types.



## AGENT AND SUPERVISOR PRODUCTIVITY

**Softphone and PhoneSet Manager** – Integrate the agent interface with desktop phones or use softphones with point-and-click functionality for common agent actions and deliver 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.

**Predefined Response Templates** – dramatically improve agent response times and consistency with predefined customer response templates for chat, email, and social media contacts.

**Smart Suggestions** – provide agents with suggested responses based on previous customer interactions including emails, chat transcripts, SMS transcripts, case notes, and global reply templates.

**Outbound Dialing** – automated dialing that delivers calls directly to agents for outbound marketing campaigns and sales follow-ups.

**Remote Agents** – Teleworker and External Hotdesking Agent features extend full voice and data to remote agents.



## Comprehensive portfolio that delivers world class customer experience

### MEDIA DISTRIBUTION

- Inbound/Outbound Voice
- Email
- Fax
- Web Chat
- Voicemail
- SMS text
- Social Media
- Open Media
- Chat and Voice Bots

### ARCHITECTURES

- Single-site
- Multi-site
- Distributed
- Virtual
- Work-at-Home
- Resilient
- High Availability
- Business Continuity
- Disaster Recovery

### ROUTING OPTIONS

- Queue Priority
- Predictive

### IVR

- Customer Profiling
- CRM dips
- Pre-Recorded Announcements
- Intelligent Messaging
- Dial out of Queue
- Self-Service
- Customer Callbacks
- Automatic Speech Recognition
- Text-to-Speech

### AGENT PRODUCTIVITY

- Omnichannel interface
- Case Management
- Agent Hot Desking
- Real-Time Display
- Enterprise Presence and Chat
- MiCollab Softphone
- Agent Greetings
- Screen-pop
- Agent Assistants

### OUTBOUND DIALING

- Preview
- Progressive
- Predictive

### REPORTING AND MONITORING

- Historical Reports
- Real-Time Dashboards
- 3<sup>rd</sup> Party BI Analytics
- Traffic Analysis
- Custom Report Designer
- Call Costing
- Real-Time Agent & Queue
- Silent Monitor, Coach, Barge

### WORKFORCE OPTIMIZATION

- Call & Screen Recording
- Quality Management
- Workforce Management
- Forecasting, Scheduling, and Adherence
- E-Learning / Coaching
- Speech Analytics
- Intraday management
- Employee empowerment
- Payroll integration
- Staff budgeting
- Gamification

### PROFESSIONAL SERVICES

- Business Consulting
- Solution Consulting & Design
- Custom Development
- Implementation Services
- Health Check

### TRAINING

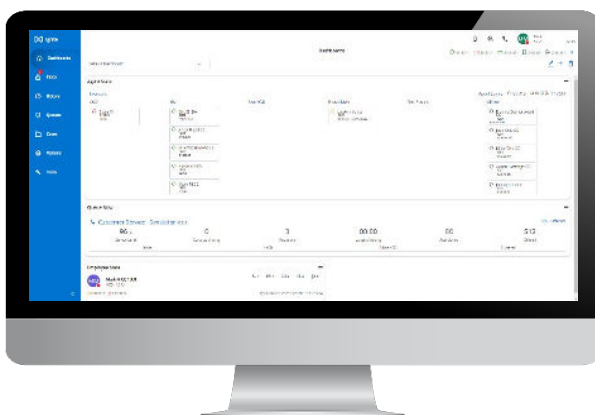
- Leader-led
- Web-based

### FLEXIBLE DEPLOYMENT

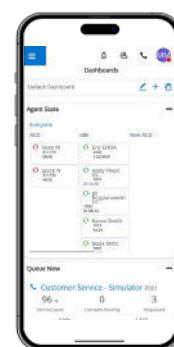
- On-premise
- Private Cloud
- Public Cloud (dedicated instance)

### COMMERCIAL CHOICE

- CapEx (perpetual license)
- OpEx (subscription)



Desktop Dashboard



Mobile Dashboard