

# MiContact Center Multimedia

Powering the Digital Customer Experience



In today's digital age, customers are more tech-savvy than ever before. Rapidly evolving and omnipresent technology has led to dramatic changes in both how customers are contacting your business and what customers expect from your service. While voice interactions still make up the majority of contact center inquiries, growth of voice interactions remains flat; meanwhile, more and more of today's customers are relying on digital communications such as email, text messaging, Web chat, and social media. Businesses are challenged to provide the same prompt, informed customer experience they deliver on the phone, no matter what method of contact a customer chooses.

A key business driver leading the evolution of digital customer interaction is the ever-changing ease of technology. In a very short amount of time, end customers went from carrying bulky mobile phones with only voice capabilities to powerful smartphones equipped with SMS, full Internet access and a variety of social media applications.

Customers have the ability to reach out instantly and the freedom to interact with businesses using the method of their choosing. "Word of mouth" marketing has a wider reach than ever through social media sites, web forums and blogs, where a positive or negative customer experience can turn viral in a matter of minutes. As a result, businesses must think beyond voice interactions and deliver the same standard of customer service across all media.

### Don't just take our word for it:

- 90% of consumers will always check a website before emailing or calling a company (Source: Synthetix)
- 25% of consumers utilize one to two channels when seeking customer care and 52% of consumers utilize three or four channels (Source: Ovum)
- 63% of online consumers said they were more likely to return to a website that offers live chat (Source: Forrester)
- 79% of customers that had a negative experience with a company told others about it (Source: Harris Interactive).

Digital customer experience has transformed from industry buzzwords and a "nice to have" feature to a necessary functionality, with proven use cases and quantifiable results in organizations of all sizes in different verticals around the world. The business value in leveraging digital communication channels is becoming undeniably clear as a competitive differentiator – if you're not going to make it easy for customers to do business with you, your competitors will!

A multi-channel contact center solution can improve customer satisfaction by providing flexible ways to reach into your business, expand the reach of your business to both existing and potential customers, improve operational efficiency, and reduce both OPEX and cost per interaction. Most importantly, you give your business a competitive advantage and keep your customers coming back for more

MiContact Center Multimedia enables you to differentiate your business by empowering your customers, contact center agents, supervisors and even your administrators.

## Features at a Glance

### FOR CUSTOMERS

- *Automatic routing of email/fax, social media, web chat and SMS for a superior customer experience*
- *Feature-rich Web chat across all devices (all browsers across PC, mobile, and tablet) for customer flexibility*
- *Estimated wait times for all media and queues so customers can make informed decisions about how to contact your business*
- *Convenient, automated self-service capabilities for routine customer interactions*
- *Web chat support for screen reading applications (JAWS and NDVA) to support visually impaired users*

### FOR AGENTS

- *Unified desktop/Web client for handling all media types*
- *Pushing and pulling of customer inquiries from multimedia queues and skills-based multimedia routing*
- *Response templates for faster, consistent customer engagement*

### FOR SUPERVISORS

- *Easy-to-use, sophisticated real-time and historical reporting capabilities, including native support for Windows 8 tablets and other tablet devices via VMware View*
- *Customizable thresholds for real-time alarming and alerts*
- *Historical report scheduling and distribution*

### FOR ADMINISTRATORS

- *Visual, drag-and-drop user interface for multimedia routing, including auto-responses for self-service*
- *Support for Microsoft Exchange, Microsoft Office 365, Gmail (using Google Apps for Business), and IBM Notes*
- *Tight-knit integration with MiVoice Business & MiCollab*
- *Stand-alone, non-voice support for Microsoft Lync, the MiVoice 5000, and non-Mitel deployments*
- *Integration with third-party social media monitoring solutions such as BizVu Social, Trackur, and Imooty*
- *Integration with LiveLook for third-party co-browsing support*

## Flexible Customer Experience

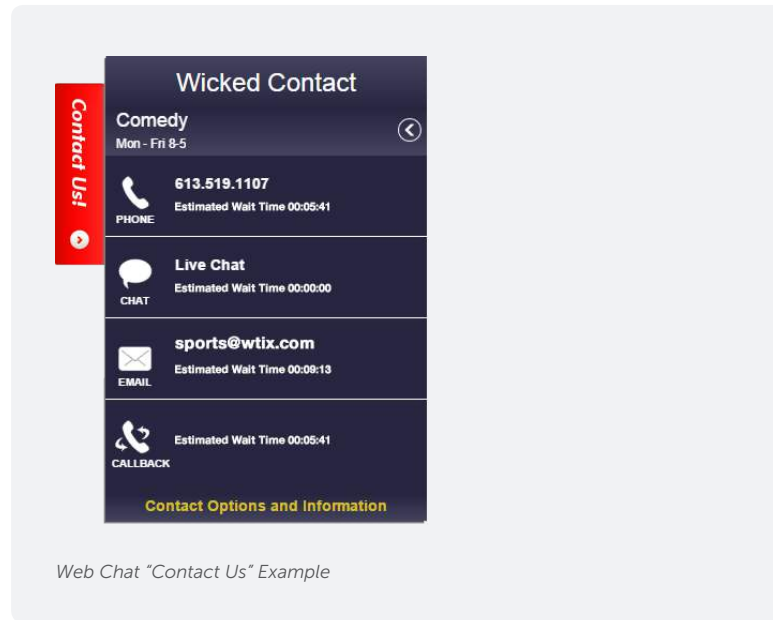
MiContact Center Multimedia empowers customers to interact with your contact center in the medium of their choosing, whether it's voice, email, fax, social media, web chat, or multimedia self-service\*. This positive, convenient experience turns customers into word-of-mouth marketers and monetizes social media. MiContact Center Multimedia even integrates with third-party social media monitoring solutions, such as BizVu Social, Trackur, and Imooty, and can optionally integrate with LiveLook for third-party co-browsing support so you can turn social media into a two-way customer engagement channel.

With the Web chat feature of MiContact Center Multimedia, companies are able to provide their end customers with a feature-rich user experience across all devices. Whether your customers are reaching out to you from a PC, a mobile device, or a tablet, they're provided a seamless user experience to have their inquiries addressed in real time.

Included with MiContact Center Multimedia is a fully customizable Contact Us Web template that allows businesses to easily display all of the contact options for the company on a corporate website and publish estimated wait times for all media and queues. This not only gives your customers the flexibility to choose the media with which they will contact you, but empowers intelligent, informed customer decisions, as they can quickly identify which media will get the fastest answers. The Contact Us tab is easily customizable by any in-house Web developer and, in the event you do not have access to someone with the right skill set, Mitel Professional Services can be leveraged to ensure the Contact Us tab matches your corporate brand identity and includes the contact options you want to make available to your customers.

## Seamless Agent Experience

With MiContact Center Multimedia, not only do customers have a seamless experience between all media channels, but so do agents. Contact center agents use the Mitel Ignite client, either on the desktop or Web-based, which is a single application designed to handle all digital customer interactions. From Ignite, agents can receive multimedia queries through ACD-like routing algorithms, such as Longest Idle Agent or Most Skilled Agent, but they also have the ability to see contacts waiting in queue and dynamically select these to be answered.



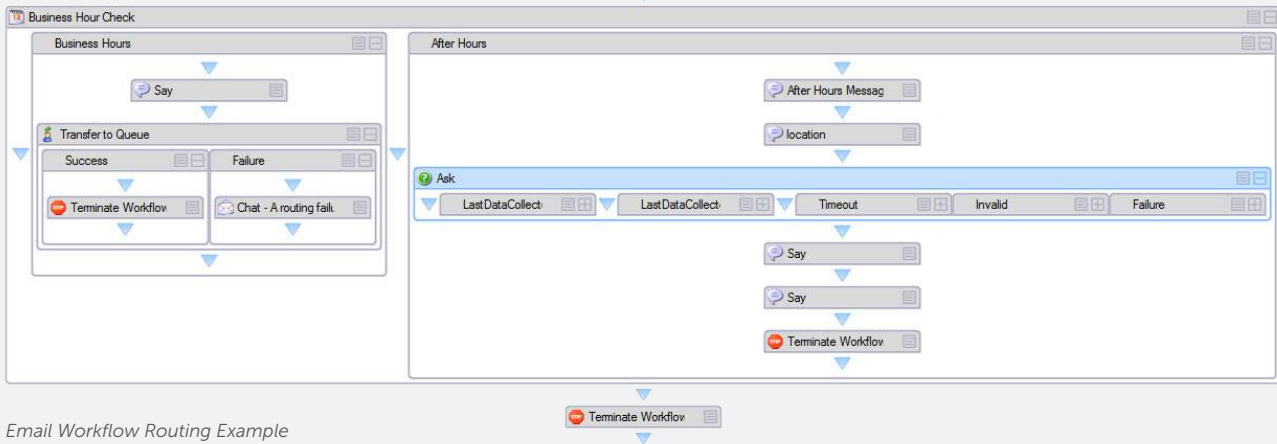
Web Chat "Contact Us" Example

From the Ignite client, agents have all of the tools they need to do their jobs, with the ability to join/leave agent groups, set/remove themselves from Do Not Disturb and Make Busy, and request help from supervisors. They also have a Real-time Monitor view that allows them to quickly view their personal performance, as well as the performance of the agents and queues working with them in the contact center.

## Management in Real Time

With MiContact Center Multimedia, supervisors have a wide range of real-time monitoring and historical reports at their disposal to help them measure and manage their digital customer experience. They can view real-time contact center activity from a variety of monitors and dashboards, drill-down further into performance with historical charts and reports for multimedia customer activity, replay historical multi-channel experience in simulated real time using the Auditor feature, forecast multimedia contact center agent requirements, and use forecasts to build intelligent work schedules using Mitel's Workforce Scheduling application.

\* Voice is currently only supported for customers using MiVoice Business and MiCollab. Fax and SMS media is supported only when the fax/SMS server can convert media into email. Social media is available through third-party partners.



Email Workflow Routing Example

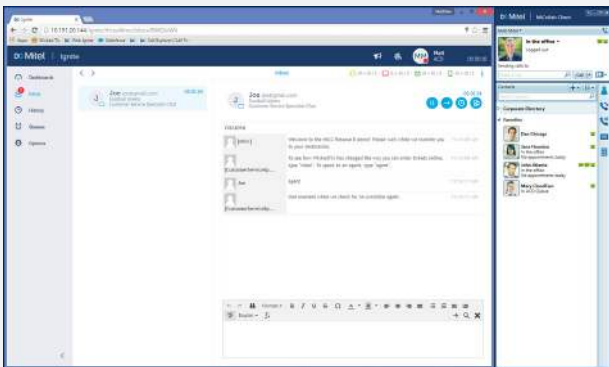
## Simplified IT Administration

MiContact Center Multimedia includes a single point of configuration and administration for all contact center devices and multimedia routing. Using a familiar, Microsoft Visio-like drag-and-drop interface, contact center administrators and managers can quickly and easily create highly flexible, integrated routing workflows for all media, including auto-responses for multi-channel self-service capabilities. This ensures that customers are provided with a streamlined, consistent routing experience across all channels.

MiContact Center Multimedia is based on an open infrastructure leveraging IMAP and SMTP for email server interoperability, providing a seamless fit into your existing infrastructure or giving you the ability to choose an email server that best suits your needs.

MiContact Center Multimedia is currently supported:

- As a *tightly-integrated voice and multimedia solution for customers running MiContact Center Business with the MiVoice Business platform and MiCollab UC solution*
- As a *stand-alone, non-voice, multimedia solution for customers running*
  - *MiContact Center for Microsoft Skype (or Lync)*
  - *MiContact Center ACP (for MiVoice 5000)*
  - *Any third-party call control solution*



Mitel Ignite - Unified Desktop Application for All Media  
(Either Desktop or Web-based)

MiContact Center Multimedia's best-in-class integration with MiVoice Business, MiCollab, and Skype for Business/ Lync (optional) removes business silos and leverages your existing investments in telephony infrastructure.

For more information, please go to [www.mitel.com/cc](http://www.mitel.com/cc)