



**Enghouse**  
Interactive

Featuring:



# Enhancing Customer Engagement with UC and Collaboration Tools

May 5, 2016



# Presenters



**Lisa Durant**  
Research Analyst  
Nemertes Research

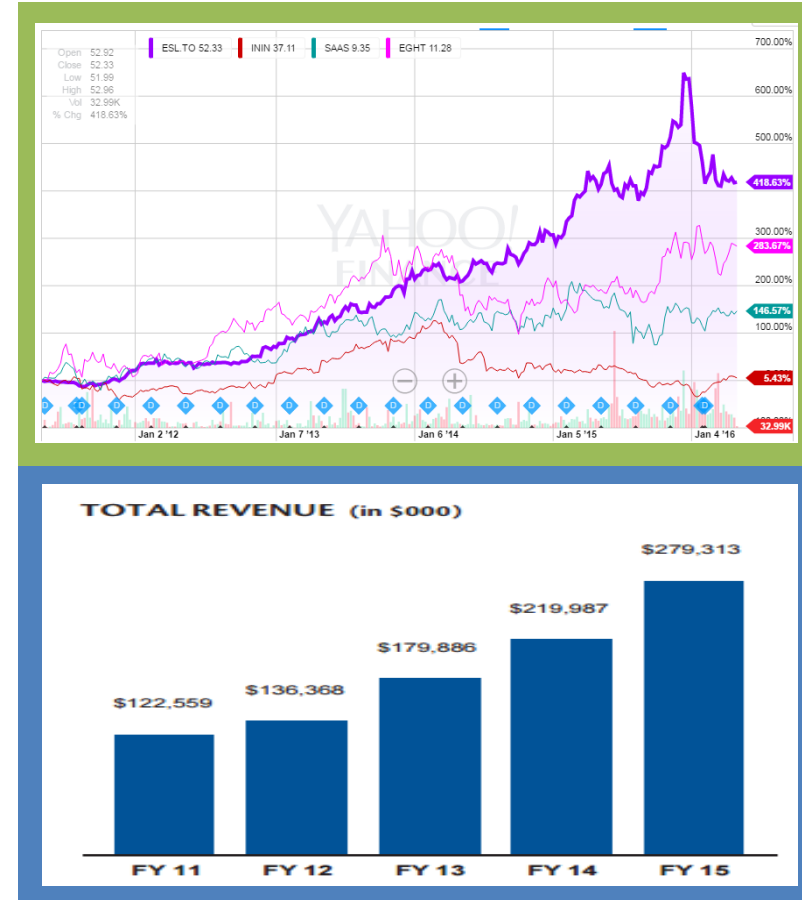


**Scott Logan**  
VP, Marketing  
Enghouse Interactive

# Enhouse Interactive Overview

Toronto Stock Exchange (TSX) under the label “ESL”

- ◆ ~500,000 Agents / 10,000 Customers
- ◆ 700 employees globally dedicated to contact center solutions in 20+ countries
- ◆ Annualized revenues - \$279M+
- ◆ 27% Revenue increase in 2015
- ◆ No debt – Strong cash reserves



# About Nemertes

Research & strategic consulting firm **analyzing the business impact of emerging technologies**

- Founded in 2002
- Women-Owned Business

## Topics we cover

- Emerging Technologies
- Focus on communications, cloud, security
- Trusted Advisor criteria, challenges, benefits for both vendors and IT leaders

## Research we conduct

- Benchmarks: Live discussions with IT leaders
- Surveys: Industry-leading data integrity methodology
- Vendor discussions: Product, technology analysis

## Services we provide

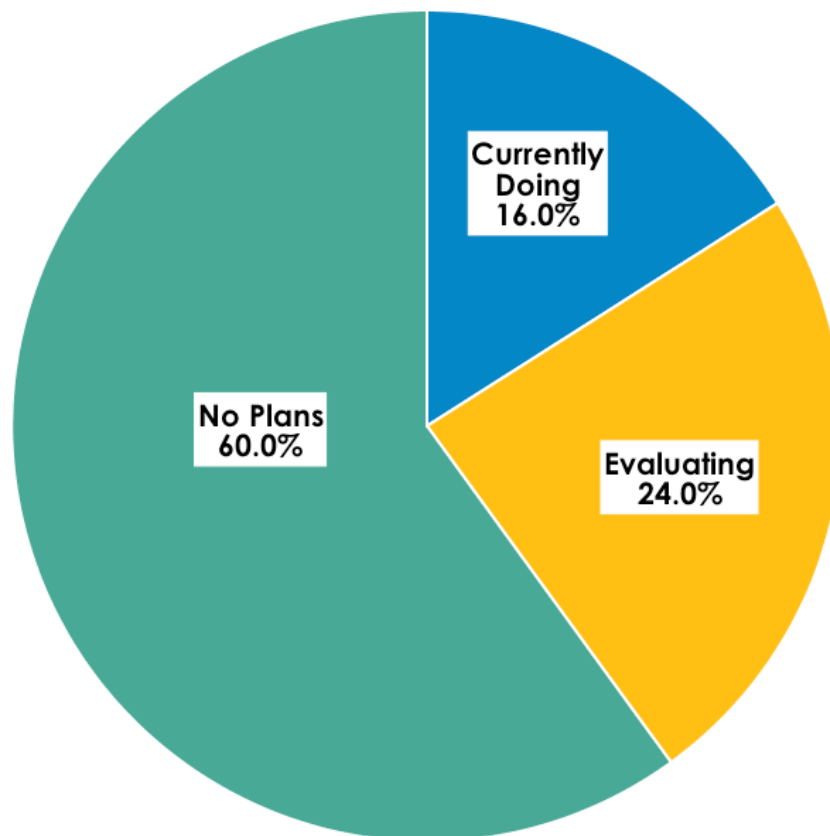
- Research advisory service
- Strategy & roadmap consulting
- Vendor & technology assessment
- Cost Modeling
- Annual conference

# Benefits of UC in the Contact Center

# POLL

# Minority Integrating UC and Contact Center Today...

Plans to Integrate UC with Contact Center



# ... But They Should

**Integrating UC &  
Contact Center  
Leads to...**

**Higher  
CSAT**

**Higher  
Operational  
Success**

**Higher Technology  
Success**

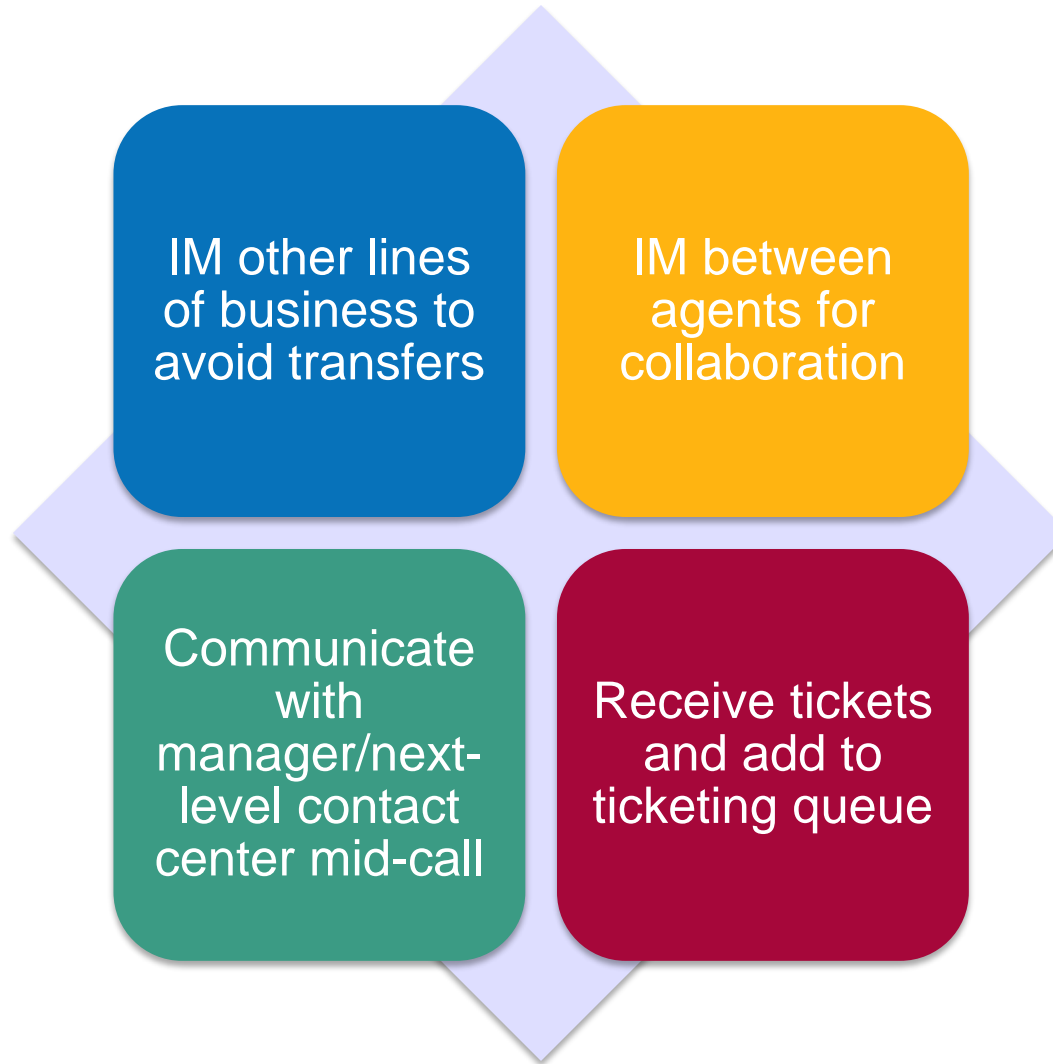
## **Multiple Confirmations**

Nemertes 2015-16 Contact Center Operations Benchmark also identified correlation between higher CSAT & contact center operational success with:

- Integrating UC and contact center
- Using UC for screen sharing
- Using UC to IM other lines of business
- Using a shared knowledgebase



# Top UC Use Cases



# Presence and Notifications in UC

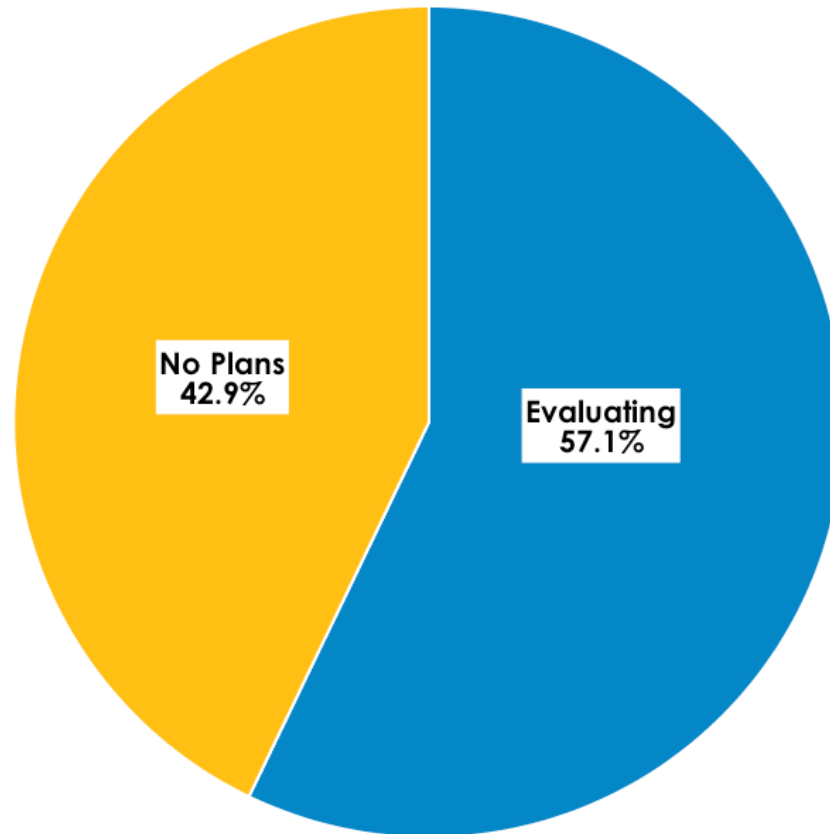
Notified when  
someone you want  
to contact  
becomes available

You can also cancel  
notifications

The screenshot displays a user interface for presence and notifications. At the top, a status bar shows a profile icon, the text "Docs Op", "Logged In", and "Queues: Operator". Below this is a grid of four buttons: "F4 Make a Call Charles Darwin", "Notify Me Charles Darwin", "Set Presence Charles Darwin", and "All Details Charles Darwin". At the bottom, a detailed profile card for "Charles Darwin" is shown, including "DOUGS-SERVER", "75374" with a location pin icon, and "In a Meeting - due back at 1:40 p.m.". An "Extension" label is followed by a blue bar containing the number "75374".

# Interest in Queuing UC Interactions

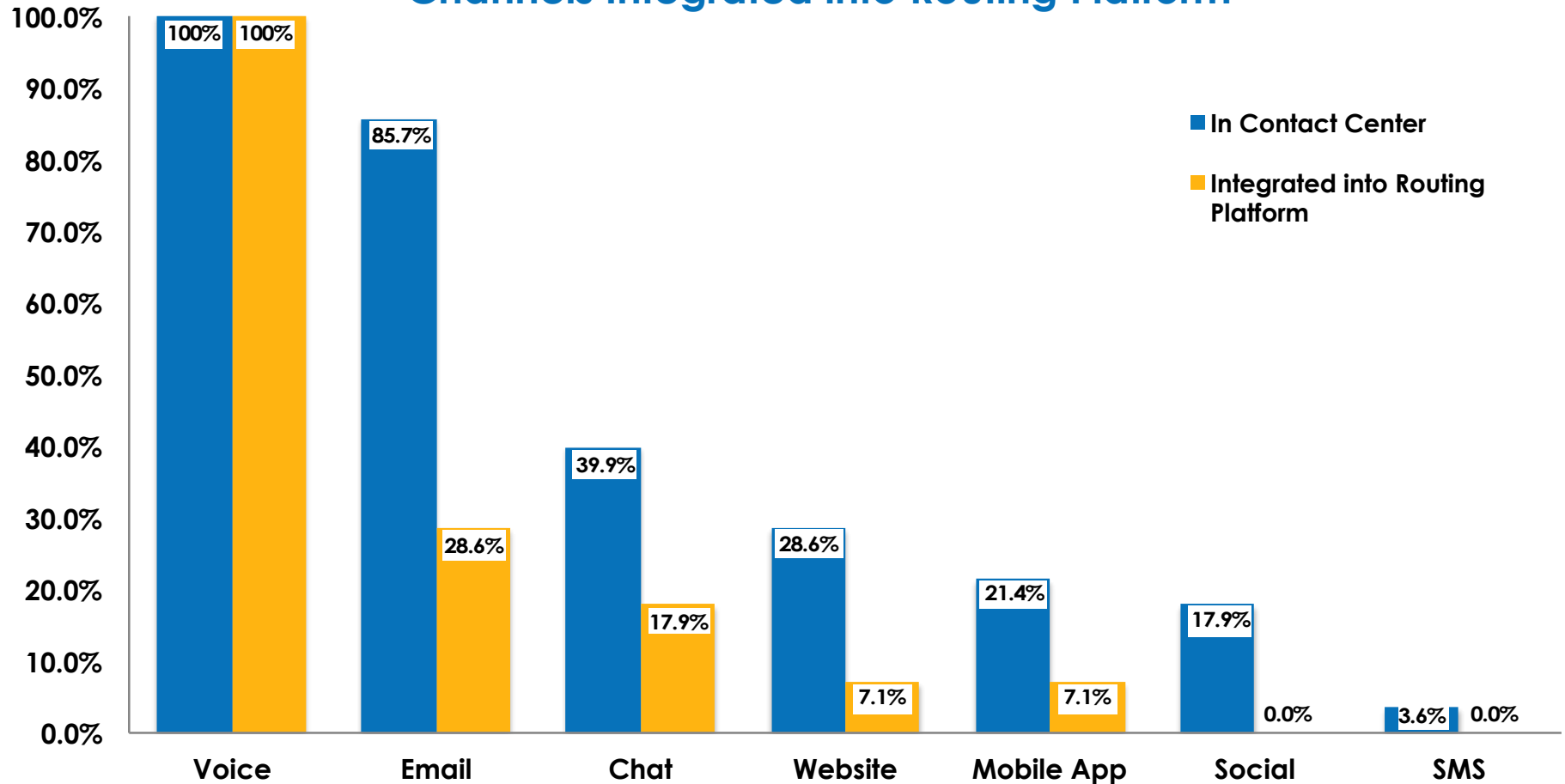
Do You Queue UC Interactions?



Defined as: “Can someone use UC to contact the contact center and have it queued?” (e.g., IM the helpdesk using internal messaging to submit a ticket)

# Many More Channels into Contact Center Than Currently Integrated into Routing Platform

## Channels into the Contact Center vs. Channels Integrated into Routing Platform



# UC Enables Effortless Customer Journey



Voice (IB & OB)



Email



Fax



TXT/SMS



Social Media



Web Callback



Web Chat and IM



## Customers **Communicate Differently** Today

- Choice of communications channels (inbound and outbound)
- Agents must know customers' complete journey
- Mobile customer service



## Get them to **the best resource**

- VIP routing for platinum or premier customers
- Options to speak to the same agent – regardless of channel
- Intelligent, skills-based routing – cross-channel prioritization



## **Measure & improve** satisfaction, continuously

- Survey tool (voice, email, web) to determine satisfaction cross channels
- Real-time and historical analytics on service levels

TouchPoint

Orange Room  
Avengers  
89581

COMPLETED Related

Channel	Name or Number	Time	Date	Queue	Agent
<b>Active with Agent</b>					
Orange Room		11:44 a.m.	04 Mar '16	Sales Email Q	Hulk NEC
<b>Active</b>					
Orange Room		12:53 p.m.	04 Mar '16	Support Email Q	
<b>Completed 3</b>					
Orange Room		11:51 a.m.	04 Mar '16	UltronWebChat	IronMan NEC
Orange Room		11:37 a.m.			
Orange Room		11:35 a.m.			

Alert shield shows the number of active interactions the customer has

Based on the agents rights they can right click to Preview, Request, Close or Park the interaction

TouchPoint

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Avengers  
89581

COMPLETED Related

Channel	Name or Number	Time	Date	Queue	Agent
<b>Active with Agent</b>					
Orange Room		11:44 a.m.	04 Mar '16	Sales Email Q	Hulk NEC
<b>Active</b>					
Orange Room				Support Email Q	
<b>Completed 3</b>					
Orange Room		11:51 a.m.	04 Mar '16	UltronWebChat	IronMan NEC
Orange Room		11:37 a.m.	04 Mar '16	Ultron NEC Sales	IronMan NEC
Orange Room		11:35 a.m.	04 Mar '16	Ultron NEC Sales	IronMan NEC

Preview Email  
Orange Room

Request Email  
Orange Room

# Benefits of UC in the Contact Center



Avoid putting customers on hold by enabling text communication between agents



Prevent transfers by enabling agents to ask people from other business units questions



Visually guide callers through a process using screen sharing rather than talking them through it



Prevent calls by allowing UC contact requests to be queued



Streamline technology management by unifying systems

# Challenges for Integrating UC and Contact Center

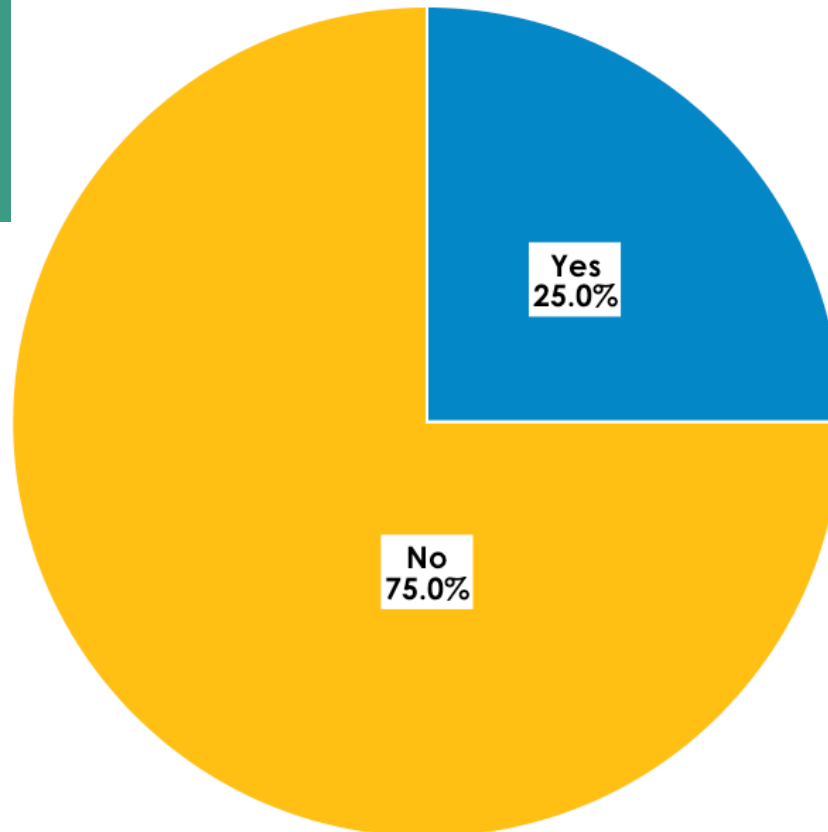


# POLL

# Most Use Different ACD and UC Vendors

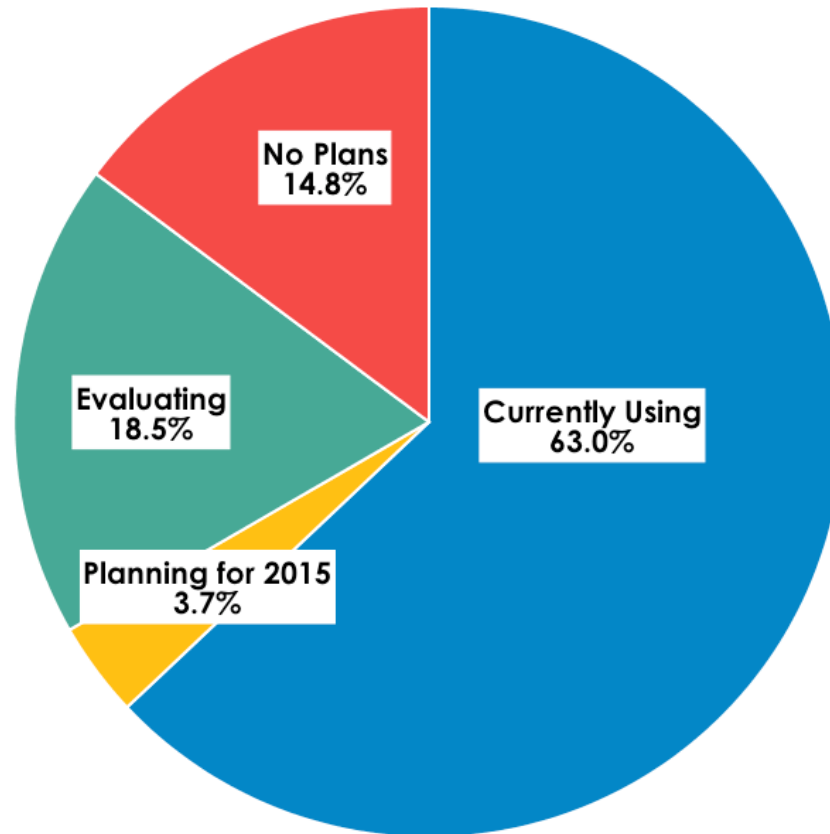
Using the same ACD & UC vendor correlates with higher technology, operations, and CSAT success.

Using Same ACD and UC Vendor?



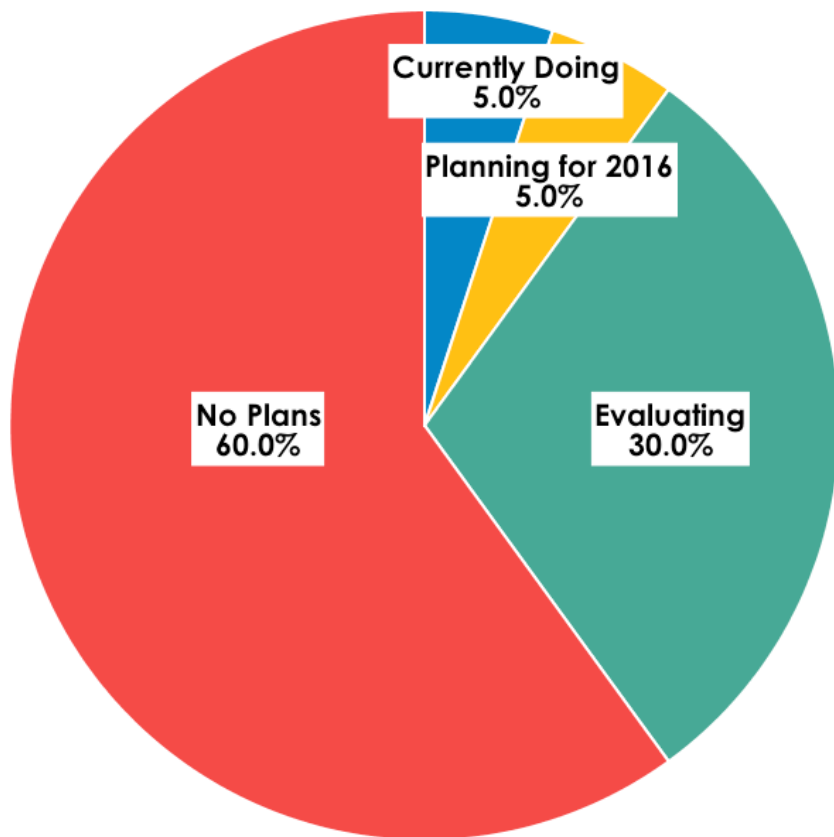
# Most Using Skype for Business Somewhere in the Organization

Are You Using Skype for Business in Your Organization?



# Early Interest in Integrating Skype for Business into Contact Center

## Plans to Integrate Skype for Business into Contact Center



## Integrating Skype for Business & Contact Center Also Leads to...



\*No impact on Technology Success

# Providing a Migration Strategy to UC

Major Industrial Vehicle/  
Equipment Company

- ◆ 57,000 users globally
- ◆ 2200+ contact center agents
- ◆ 1/3 migrated so far

- ◆ Migrating to Skype for Business from Avaya, Cisco & Lucent
- ◆ Migration will take several years – working in stages
- ◆ Wanted one contact center implementation across all environments



## ◆ Challenge

- 15 year old PBX
- 600 users on PBX
- Help desk was mission critical, supporting 40,000 workers

## ◆ Solution

- Add UC functionality to the Help Desk and Contact Center
- “We had a deadline of 4 weeks to move 600 people, including our helpdesk, from a 15 year old PBX to Lync. It got really tight, but Enghouse Interactive’s work ethic was exceptional.”

Geoff Dumesny, Infrastructure Program Manager, Spotless Group.

# Conclusion & Recommendations

# Conclusion

## Using UC & collaboration in the contact center offers many benefits

- Enhances collaboration between agents and facilitates knowledge sharing
- Prevents call transfers by allowing agents to contact other lines of business while still on the phone
- Provides new avenues for ticket submission to internal contact centers
- Enhances customer experience when agents can use features like screen sharing to guide customers through processes

## Integrating UC solutions with the contact center correlates to...

- Higher technology success
- Higher operational success
- Higher customer satisfaction

## The benefits of UC integration are not limited to vendors that provide both UC and contact center solutions

- Key example is Microsoft Skype for Business
- Microsoft does not offer a contact center solution, but integrating SfB with contact center correlates to higher operational success and customer satisfaction



# Recommendations

- ✦ Even if not ready to integrate UC and contact center, enable agents to use UC and collaboration internally within the contact center and with other business units
- ✦ Formally plan to integrate UC and contact center tools
  - ✦ This applies even if your primary UC vendor is different from your contact center provider
  - ✦ It is not necessary for your UC and contact center provider to be the same in order to achieve integration
- ✦ When considering integration options, evaluate how each method and solution for achieving integration impacts overall functionality
- ✦ Beyond technology integration, also evaluate how UCC is used in the contact center
  - ✦ Consider new use cases and evaluate new ways in which collaboration could improve contact center operations

# Technology Take-Aways

- ◆ Explore the benefits of UC in your contact center
- ◆ Create a migration strategy
- ◆ Know which channels are most important when implementing UC in the contact center
- ◆ Measure and analyze across all channels

# Questions?

◆ Slides and recording will be emailed

◆ Email follow up questions to:

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