



**Enghouse
Interactive**



Communications Center

CONTACT CENTER FOR LYNC

PRODUCT SHEET

Enghouse Interactive Communications Center lets organisations extend their Lync enterprise voice solution to the contact centre, boosting performance and putting customers at the heart of their business. A feature-rich, multi-channel contact centre solution, Communications Center provides the tools and information needed to improve response times, control costs, improve customer satisfaction and proactively manage performance across the business.

Extend Further With Microsoft Lync

Lync truly redefines how voice communications will be delivered into the enterprise. Combine this with Enghouse Interactive's multi-channel contact centre and business process automation solutions, and you will extend Lync's unique features to your contact centre, achieving exceptional gains in service quality and efficiency, and a compelling return on investment.

Enghouse Interactive Communications Center intelligently streamlines and centralises all contact types – inbound & outbound phone calls, callback messages, email, text, social media and web chat – in a single, fully integrated solution. Multi-channel queuing and skills-based routing ensure all types of interaction are identified, prioritised, routed and transacted professionally, first time, every time.

Insurance For Critical Business Continuity

Concerned about the risks of moving your contact centre to a new voice architecture? Enghouse Interactive Communication Center's unique design lets you run your contact centre on legacy platforms while you pilot Lync. This means you can have the same contact centre solution across multiple platforms, and switch when you are ready, reducing cost and complexity.

Using Microsoft's own native UCMA architecture and trusted conferencing platform, Communications Center offers a depth of functionality that truly optimises contact centre efficiency and improves the customer experience.

Benefits

- Answer more calls in less time, increasing agent productivity
- Reduce agent attrition by providing the tools they need to achieve targets, reducing stress
- Optimise agent resources through comprehensive reporting and workflow automation
- Achieve first contact resolution through intelligent routing to the most skilled agent
- Reduce abandonment rates by offering a callback, reducing queues and call times
- Improve customer satisfaction through real-time interaction monitoring and coaching
- Offer customers their choice of communication method and ensure service is consistent across all channels, while giving agents variety
- Create loyal customers by personalising their experience



bring customers closer

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Outstanding Service Across All Channels

Every contact is a potential opportunity, so it's important customers have the freedom to communicate with you in a way that best suits them. Regardless of whether they contact you by phone, email, chat or text, customers expect the same level of professionalism and service.

Communication Center's multi-channel queuing lets you route, manage and measure all types of contacts using one workflow engine. Functionality that was previously only available for phone calls, such as skills-based routing and real-time reporting, can be applied to popular newer channels such as chat.

Your agents can also interact with customers through social media. They can listen to online conversations, talk to customers using web chat, and monitor Facebook and Twitter activity through your contact centre. Agents can also utilise media escalation, transitioning voice calls to video and IM interactions to screen-share experiences, all in the same interaction.

TouchPoint, the agent UI enables agents to receive and respond to multiple interactions simultaneously through a single interface, regardless of channel type, greatly enhancing productivity and giving customers a better experience.

Improve First Contact Resolution With Enhanced Skills-Based Routing

Improve first contact resolution by matching agent skills and experience to queues, delivering each call to the most appropriately skilled agent available. Communications Center's skills-based routing is deceptively simple, proactively enabling the optimisation of agent productivity and saving time in administration. A rich set of skills can be configured to distribute calls by wait time, channel type, time of day, last called agent, called number and customer recognition.

APPLY THE 80/20 RULE

20% of your customers deliver 80% of your business. Communications Center allows you to quickly identify and prioritise those VIP customers and connect them to the most appropriate agent for their needs, and yours.

CALLBACKS REDUCE ABANDON RATES

Callers can select a callback; their callback request maintains their place in queue, and they no longer have to wait on the phone.

HISTORICAL ROUTING

Impress customers by routing them back to the agent they spoke to last, for example if they get cut-off midway through their call or call back. This valuable feature means customers do not need to explain their requirement all over again, reducing call handling times and increasing customer loyalty.

The screenshot displays the TouchPoint agent interface. The main window shows a list of agents with columns for Time in this State, Total Calls, Total Logged in Time, Total Worktime, Total Break Time, Average Handle Time, and Average Talk Time. The agents are categorized into AVAILABLE 3, WORKTIME 2, and BREAK. A secondary window shows a dashboard with a large green box displaying '22 Total Interactions today' and a donut chart below it with three segments: Availability (33 mins), Break time (2 mins), and Work time (11 mins).

Category	Agent Name	Time in this State	Total Calls	Total Logged in Time	Total Worktime	Total Break Time	Average Handle Time	Average Talk Time
AVAILABLE 3	Phil Chang - Tier 3 US	1:23	7	3:29:43	2:34	8:17		
	Pam Suran - NZ AUS Cust	4:12:39	15	7:29:59	7:56	1:00:49	6:25	
	Laura Vlad - Marketing Team	1:44:36	2	1:53:42		3:18		
WORKTIME 2	Barbara Stuart	37:00						
	Deborah Maud - Supervisory Break	7:40	0	2:29:57		12:40		



Leverage The Power of CRM

Screen-pops can shave an average of 15 seconds off every call by automatically searching your CRM application for a match on the calling line ID or caller-entered data, and displaying the matching customer record. If no match is found, a new record can automatically be created. This can also match an email's 'from' address, a social media handle, or data from a web form. Communication Center's CRM integration also allows agents to place calls quickly and easily by clicking on a phone number within a CRM record.

Communication Center's smart solution for Microsoft Dynamics CRM goes beyond screen-pops to further optimise agent productivity. When the Microsoft Dynamics CRM plug-in finds a match for the calling line ID or caller-entered data, it not only displays the customer's CRM record but it also searches to see if there are any activities related to the call.

Integrated Call Recording

Whether recording conversations for compliance requirements or to evaluate the quality of interactions, Enghouse Interactive's integrated voice & computer recording solution makes it easy to create a customer-focused, regulatory compliant contact centre in your Microsoft Lync environment while motivating and coaching staff to achieve excellence.

"We had a deadline of 4 weeks to move 600 people, including our helpdesk, from a 15 year old PBX to Microsoft Lync. It got really tight, but their work ethic was exceptional!"

Geoff Dumesny, Infrastructure Programme Manager
SPOTLESS GROUP

Proactively Manage in Real-Time

Communications Center gives managers, supervisors, and agents a real-time view of what is happening in the contact centre so that they can manage issues as they arise and before they impact service levels.

By hovering over the agent's name, supervisors can monitor agent status, their average handle time, and the types of interactions they are handling. Agents can have visibility of information such as excessive wait times, problematic interaction histories and customer notes, enabling them to offer an informed and personalised service, strengthening customer relationships and loyalty and shaving time off calls.

Business Intelligence

Demonstrating progress against goals, gaining a clear understanding of optimal deployment of resources and delivering management-level reporting on overall service levels, all make the difference in running a successful contact centre.

Communications Center provides a comprehensive range of reports that track customer experience and agent performance. Understand transaction patterns and deliver forecasting by using easy-to-read, graphical views in real-time and historical reporting or a mobile dashboard.

Automate Routine Calls With IVR

Routine, repetitive calls can easily be automated using Interactive Voice Response, which provides self-service options to the caller and significant cost savings to the contact centre, while relieving the tedium and frustration for agents.

For example, by automating caller identification and verification, and providing answers for routine questions, your agents can concentrate on handling the more complex and valuable calls.

IVR can be used to offer account and contact information on a 24-hour basis, improving customer service without increasing staff numbers, work hours or recurring monthly operating costs.

Maximise Profit With Outbound Contact

Many organisations experience periods of low inbound call traffic. Communications Center is a powerful assistant in balancing out those lows, delivering a blend of inbound/outbound calls to agents depending on their skill-set, availability, and the time of day. Whether you're campaigning customers or prospects, collecting overdue payments or phoning reminders, your business will benefit from proactive customer outbound communications.

Contact Management Pedigree

Enghouse Interactive's ongoing relationship with thousands of contact centre managers worldwide has given us valuable insights into what contact centres need. This hands-on experience, coupled with a unique approach to interoperability, means you can be confident that Communications Center will deliver enterprise-class functionality regardless of whether you operate a 20 or 500 seat contact centre.

With tight integration to three of the world's most widely deployed vendors, we take advantage of best-of-breed voice communications technology to deliver best-in-class contact centre functionality. This design approach means we can deliver a rich functionality set, and because the telephony manufacturer fully endorses and supports your choice, our solutions deliver better reliability.

Enghouse Interactive Portfolio

Enghouse Interactive boasts the world's most comprehensive communications suite, with cloud and on premises multi-channel contact center, operator attendant console, interaction recording, quality management, IVR, knowledge management, speech analytics and predictive dialing. Communications Center's innovative TouchPoint interface holds a place at the center of this suite, offering simple one-touch access to key functions for both agents and supervisors and giving them the tools and confidence to perform their jobs efficiently and effectively, raising satisfaction for your customers, and improving your business' bottom line.

Advanced Services

Solve problems, integrate to other enterprise applications and streamline workflow with off-the-shelf and customised business process automation solutions that instantly lift productivity and deliver a fast return on investment. Automated business processes have the potential to transform your business, increase customer satisfaction and remove tedium for your agents.

Low Risk Migration to Microsoft Lync

As a Microsoft Gold partner, Enghouse Interactive has innovated using Microsoft software platforms such as Exchange, Outlook, Office Communications Server and now Lync. Our design philosophy always optimises and leverages the underlying platform, whether it is telephony, messaging or the desktop client.

Microsoft Lync's Unified Communications Managed API (UCMA) is a natural progression of this approach. The benefit of our design philosophy is that it enables Enghouse Interactive Communications Center to inter operate with the market leading platforms for voice communications - Avaya, Cisco, NEC and now Lync - allowing you to move from one platform to another as your business dictates.

If you have a traditional PBX and are considering migrating to Lync, you'll feel more confident with a contact centre solution that lets you move your critical helpdesk or contact centre with confidence.



Learn more at www.enghouseinteractive.com

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