

Zeacom
Contact
Center

Managing customer
experiences is vital
to your success



At Zeacom we understand the important role your contact center plays in building effective customer relationships; being able to connect easily with them can make or break your business. That's why when we developed our software solutions we made things easy to use, both for you and your customers.

Find out how Zeacom **ContactCenter** connects you with ease.

Making a difference to customer service –

Using customer information and skills based routing, callers are directed to the agents best able to help them, quickly and efficiently.

Transform your call center into a contact center – Intelligently manage all contact media types in a single, fully integrated solution.

connect

with

ease

Unparalleled control at your fingertips –

All your contact center operating parameters are adjustable, allowing you to make changes in real time with simple to use wizards.



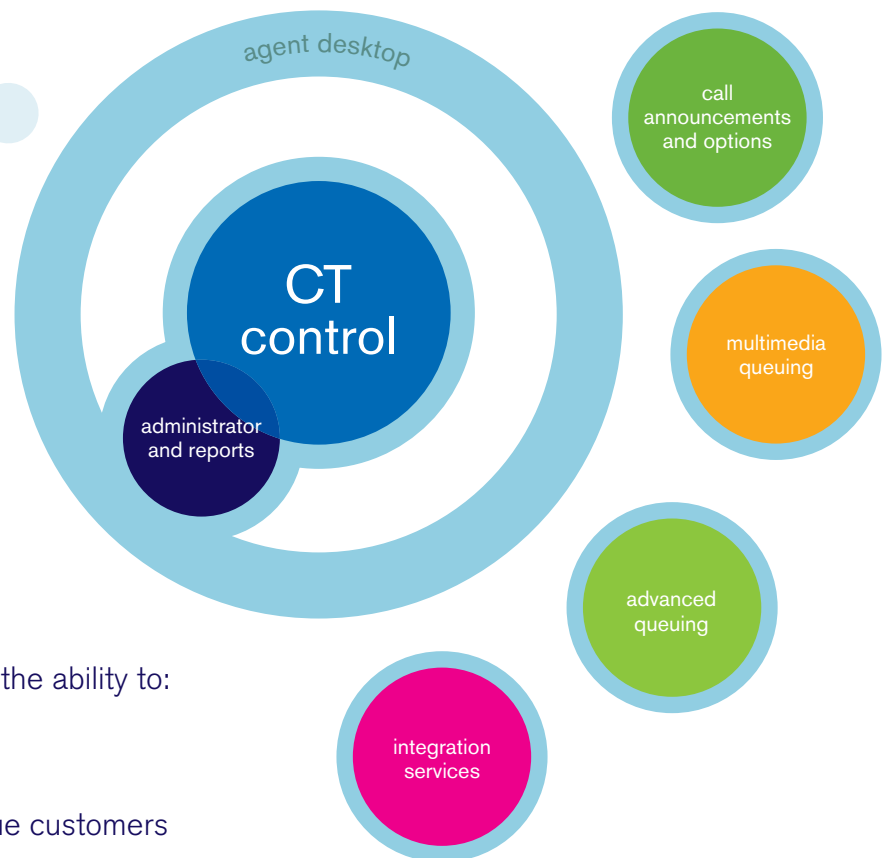
Lower call abandonment rates –

With customized announcements and caller specific options, more calls stay in the queue and are delivered to agents.

Zeacom **Contact** Center

Our modular solution is scalable –

Invest in what you need today with the confidence that additional functionality is available as and when required.



Zeacom **ContactCenter** gives you the ability to:

- Enhance customer service levels
- Lower abandonment rates
- Prioritize the handling of high value customers
- Minimize operating costs
- Better manage information
- Increase staff productivity
- Improve response times
- Manage all customer contact points in one solution

CT control

- Route customer calls and other media to the right agent every time
- Improve customer call experience by reducing call handling and wait times
- Maximize labor efficiency and minimize operating costs

CT Control is the core module of Zeacom ContactCenter. It lets managers maximize the efficiency of their contact center by giving them control over the delivery of all phone, email, fax and web initiated requests.

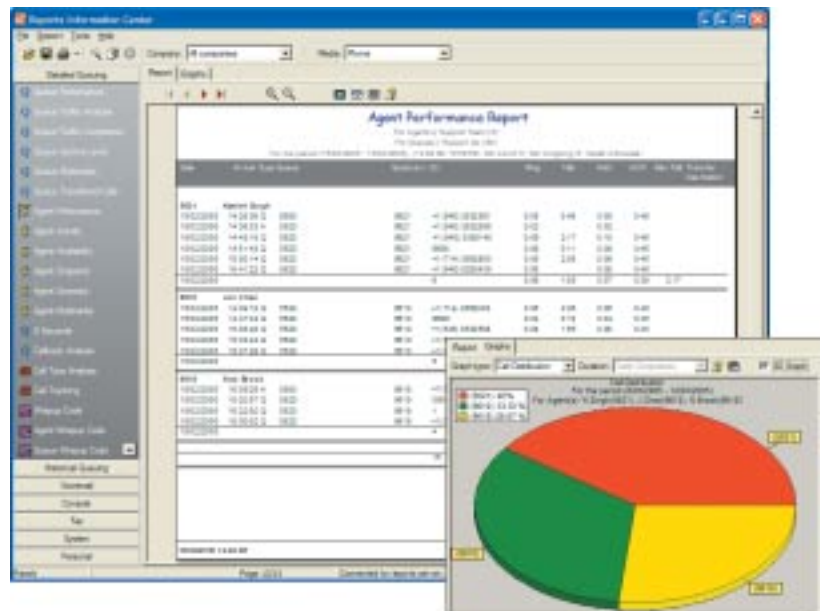
Better Customer Care

CT Control intelligently manages all incoming calls by delivering them to the most appropriately skilled agent. Recognized priority callers can also be moved to the front of the queue, providing the superior service they demand.

Agents log on and off from their telephone or PC with a personalized ID number so the agent, not the extension is tracked. This allows agents to answer calls from any telephone in the contact center and calls can be routed to them based on their skill set.

Information is Power

With over 150 different reports, CT Control gives you the information needed to make informed decisions. An on-board database collects data on every call. Reports can be provided by agent, by media type or on a per queue basis allowing you to accurately assess operational performance and react accordingly.



Faster Response Times

Directing callers to the right agent the first time reduces caller wait times. By matching agent skill sets to a number of different queues, more agents are available resulting in faster handling of calls. Callers can also be routed to their preferred agent based on their direct inward dial (DID) number, calling line ID (CLID), or by querying the caller using Custom Announce.

Improved Productivity

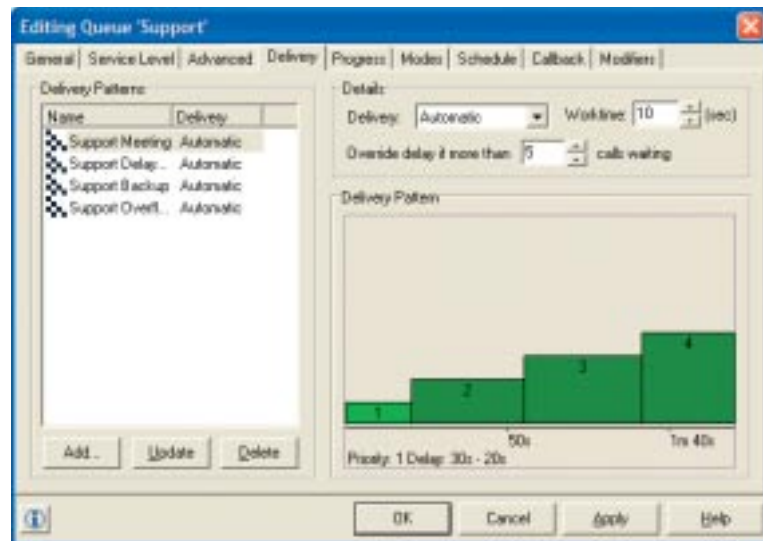
Using CT Control, agents can be automatically assigned to different queues based on the time-of-day or day-of-week, ensuring calls are distributed efficiently amongst agents. With the option to automatically allocate post call work time, agents are also able to complete tasks before receiving the next call.

Simplified Administration

Setting up and managing your contact center environment has never been easier. Zeacom **ContactCenter** uses wizards and a graphical user interface to administer all aspects of your system.

Call delivery patterns, queue set up, agent assignment and other parameters can be altered with a click of the mouse. Zeacom **ContactCenter** also supports remote administration and maintains data integrity by providing a full audit trail of all changes.

“We need a system that delivers calls directly to the most suitable agents.”



agent desktop

- Call management and telephone control via a graphical user interface
- Real time visibility of queuing and agent activity
- Informative screenpops – as calls are delivered

“We need real-time information and the tools to react quickly.”



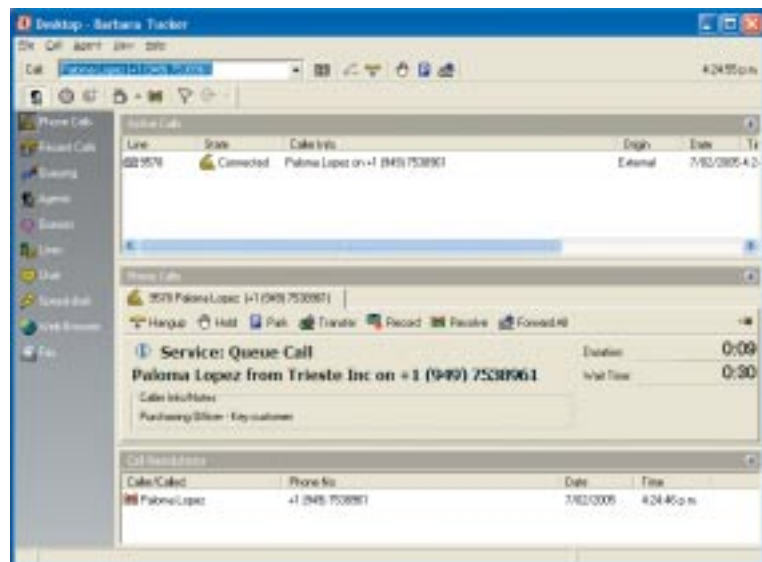
Agent Desktop lets managers view real-time information on queue and agent performance. This information can also be distributed to as many PCs on the LAN as desired, assisting managers and agents in making the right decisions at the right time.

Better Call Management

With the power of Desktop's toolbar at their fingertips, agents can effectively manage incoming calls and multimedia requests from their PC terminal. By using special toolbars, agents can:

- Log in and out of queues
- Request work time
- Take a break
- Wrap up and resolve calls
- Request assistance

Agent Desktop also identifies incoming calls by presenting the agent with a screenpop containing essential information about the call, such as the queue the call is coming from, the wait time, the phone number as well as caller name and any special notes if available. Your agents will always be prepared before a call comes through.



Easier Monitoring

With Agent Desktop, managers and agents always have a clear picture of all contact center activity. Real-time agent statistics that can be viewed from the PC include:

- Who is logged in or out
- Type of call the agent is handling
- Who is on a break, and how long before they return
- Time spent on the current call
- Number of agents logged in per queue
- Service level percentage per queue
- Number of daily abandoned calls per queue
- Number and age of calls waiting per queue
- Agent occupancy

Visual and audible alerts are also available when calls have been waiting too long, or there are too many calls in the queue or insufficient agents logged in.

Increased Productivity and Accountability

Experience has shown that productivity increases when staff can view each other's performance. Your agents become increasingly goal oriented and require less supervision.

Simplified Management Tools

Agent Desktop provides managers with more efficient agent control. For example, managers have the ability to monitor a conversation and intrude into a call when necessary*. They can also remotely log agents in and out or put them on a break. Managers can even take calls from the queue during peak times using an on-demand call delivery option.



* Dependent on the functionality available from the telephone switch

call announcements and call options

- Reduce call abandonment rates
- Improve customer call experience
- Increase marketing opportunities

“Customers get frustrated waiting on hold. How can we reduce abandonment rates?”



custom announce

Custom Announce ensures that your customers don't hear the same message over and over again. By playing informative messages that vary, Custom Announce helps reduce your call abandonment rate.

Lower Call Abandonment

Perhaps the most powerful feature of Custom Announce is the ability to advise callers of the estimated time in which their call will be answered and to update them on their progress. Keeping callers informed improves customer satisfaction and ensures that they won't hang up just as they reach the front of the queue.

Maximize Agent Productivity

A built-in Auto Attendant lets you split a single telephone number into numerous queues. Using the optional Query function, Auto Attendant can identify callers based on their response to an automated query (such as, “please enter your customer number”) and use this to direct each call to the most appropriate agent.

Keep Your Callers Informed

On-hold announcements are an ideal opportunity to advise customers about new products and services and remind callers to have their customer information at hand.

The screenshot displays the Zeacom ContactCenter desktop application interface. The window title is "Desktop - Kasey Smith". The main area shows call details for a call with phone number +1 (949) 5551243. The call is in a "Connected" state. Below this, there is a "Callback Call" section with a duration of 0:03 and a wait time of 1:48. A table shows the call history:

Date/Time	Agent	Result
Tue-22Feb 13:05		Arrived in Queue Support (731)
Tue-22Feb 13:05		Lodged Callback

At the bottom, there is a "Call Recorders" section with a table showing call recordings:

Call	Phone No	Date	Time
[no iteration]	+1 (949) 5551243	22/02/2005	13:07:58

- Provide an alternative to waiting on hold
- Lower telecommunication costs
- Improve customer satisfaction opportunities

“How can I talk to my customers without making them wait?”

- Automate routine enquiries
- Extend your hours of operation
- Provide self service option

“30% of our calls are routine requests – can we handle these more effectively?”



callback

Callers no longer have to wait for an agent; by requesting a Callback, they eliminate the frustration of waiting in a queue. Callback not only helps your company differentiate itself from the competition, but also reduces the costs associated with callers holding on your inbound free-phone number.

Giving Your Callers Control

While some callers are content to wait on the line, many are not. Callback invites callers to leave a callback message and then hang up, without losing their position in the queue.

Making It Simple for Agents

Callback can be individually configured for each queue and can be programmed to activate only at preset times, such as when a specified number of callers are waiting in the queue or after hours. As an agent becomes available the voice message left by the caller is played to the agent and the Callback is dialed; the agent also receives a complete call history via Agent Desktop.

Each attempt to reach the caller is recorded. If no answer is received, a time is specified for the next attempt and the callback is re-queued.

Answer Your Callers 24 Hours/Day

When agents log in first thing in the morning, there are no voice mailboxes to clear; callback automatically queues and delivers overnight messages to agents.

IVR

IVR lets callers perform routine transactions and receive information without having to speak with an agent.

Resolve Inquiries Quickly

Callers can choose how they do business with you when you allow them to access information using their touchtone telephone. This frees up agents to focus on more complex interactions with customers.

Fully Integrated

IVR is fully integrated, so callers maintain their queue priority if they choose to exit the IVR and speak with an agent. If this occurs, the caller's details are screenpopped to the agent for personalized call handling.

multimedia queuing

- Centralize all communication touchpoints into one channel
- Provide a consistent level of service
- One fully integrated solution

“How do we ensure all customer contact is handled quickly and professionally?”

Just as phone calls are delivered to agents via a queue, so can communication from other multimedia contact channels. This not only allows for the fair distribution of work to appropriately skilled agents, but also allows managers to monitor and report on agent performance and response times.

Manage All Your Customer Communications with Ease

The properties of intelligent call delivery are applied when distributing any type of communication to agents. Seamless call blending allows a variety of multimedia and voice calls to be delivered to the most appropriate agent.

Consistent, Professional Communications

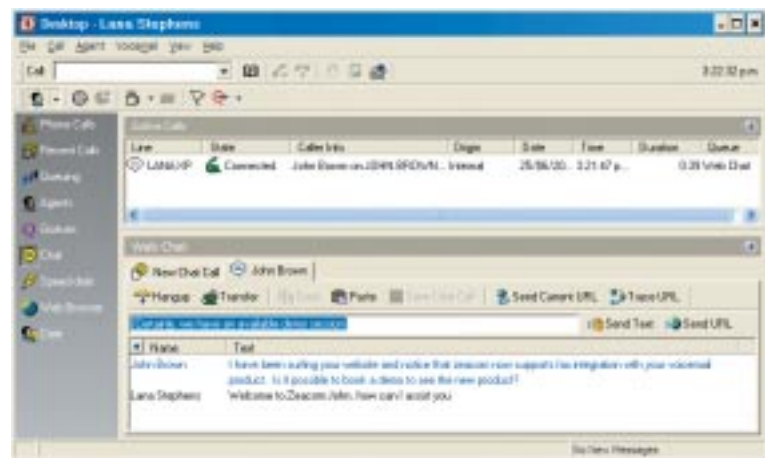
Providing customers with a choice about how they communicate is important, but you need to ensure that a consistent, professional approach is applied to all communications. With our multi media modules, unanswered contacts are redirected to other agents after a preset period of time has elapsed, allowing the contact center to handle these requests quickly and professionally.

Keeping Your Finger on the Pulse

Comprehensive reporting capabilities give a centralized, real-time view of all communications coming into the contact center regardless of the media type.

Single Point of Administration

One single administration package for your whole contact center covers all the media types you need to manage, making setting up and managing these diverse media types easy to accomplish in minutes.



“Can we integrate emails into our contact center?”

multimedia touch points

email queuing

Increase customer satisfaction by ensuring that email requests are handled quickly and efficiently – not left sitting unanswered or being forwarded around your organization. When an email is delivered to the queue the details are displayed in Agent Desktop while the content appears in email programs such as Microsoft® Outlook and Lotus® Notes using a custom icon. This allows for easy distinction between personal and queue-related emails.

“We need a better way to manage faxes!”

fax queuing

Managing fax communications can be a headache, but with our Fax Queuing module you can now queue, deliver and report on fax communications quickly and efficiently. No more misplaced faxes or time spent hovering around the fax machine waiting for documents to arrive.

Faxes are queued and delivered in soft copy using the assigned skills based routing protocols. Faxes appear in Agent Desktop, allowing agents to manage requests without leaving their desks. Agents can even reply to faxes using the Fax Queuing module.

“Can customers request a callback from our website?”

web callback

Web Callback offers a convenient way for those browsing your website to request a call from one of your agents. These requests are initiated directly from your website by simply clicking on an icon and typing an inquiry along with a preferred time to be called. This information is routed to the most suitable agent who receives a screenpop with the details of the request as the call is established.

“We need to chat with customers in real time while they visit our web site!”

web chat

For online customers who require real-time interaction there's Web Chat. Visitors to your website establish a one-on-one text conversation with your contact center agents. The Web Chat request is queued and delivered to an agent who initiates a one-on-one text chat session.

There is also the ability to “push” links and URL addresses to online customers who, for example, may be having trouble locating information on your website, transforming your website from an online brochure into a sales and service tool.

advanced queuing

- Run multiple campaigns in minutes
- Maximize agent productivity with call blending
- Fully customized to your needs

“We want to be more proactive in the way we handle our customers.”



outdial queuing

Outdial Queuing dramatically improves the quality, success and productivity of every outbound customer contact by intelligently managing calls from within your Zeacom ContactCenter solution.

Blend Inbound and Outbound Calls

Agents can either be set up in dedicated outbound queues or they can take a mix of inbound and outbound calls. By sharing resources between both activities, agent productivity can be optimized in periods of low inbound traffic.

Flexible Call Delivery Options

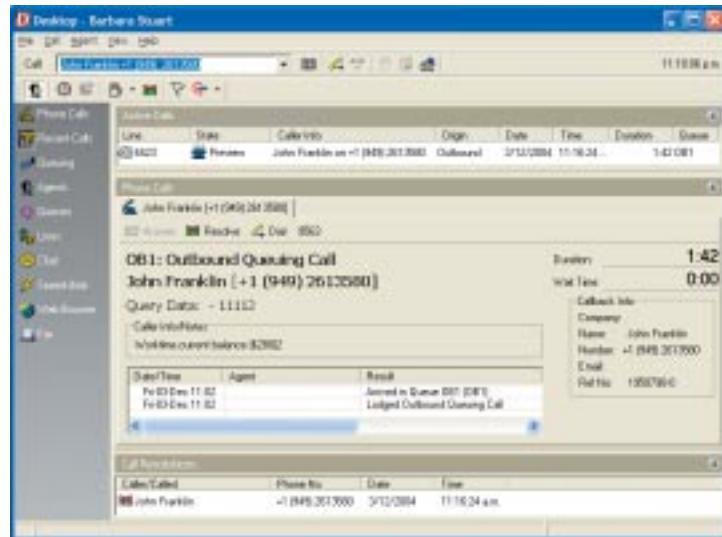
Two types of call delivery mode are available, Power Dial and Preview Dial. The mode selected can be based on the requirements of the campaign as well as the skills of the agents.

Reporting on Call Outcomes

Resolution codes allow agents to record the outcome of the call and if or when it should be presented to the queue again, or deleted from the campaign. Wrap up codes can also be entered by the agent to indicate the commercial outcome of a call, such as the completion of a sale, allowing managers to monitor the campaign's success.

Build Campaigns Quickly and Easily

Outdial campaigns are set up and managed by using an intuitive administration interface. Managers can import contact details and phone numbers from external sources and implement a campaign in just a few minutes.



- Integrate multiple contact center sites
- Better manage call volumes
- Measure the effectiveness of your entire contact center operation

network queuing

No matter what the geographical location or manner of operation (one virtual contact center, 'follow the sun', or overflow), Network Queuing can be used to link contact center sites together in a single operation that is more efficient and productive.

Extended Operations

Extend the use of your contact center without increasing costs by overflowing calls to other sites during a period of peak traffic. Network Queuing also gives you more flexibility with your operating hours, allowing you to cater for multiple time zones by directing calls to sites that are still open.

Consistency of Service

Managing disparate sites can be difficult, but with Network Queuing it is far easier to set common operating procedures and manage calls effectively across your whole operation. Managers have a centralized view of all activity, allowing a consistent level of service to be offered regardless of where the call is placed.

Useful Metrics

Now you can truly start measuring the effectiveness of your entire contact center operation by viewing and reporting on site-specific or combined operating parameters using a single reporting tool and one linked database.

"We have several contact centers – is there some way we can effectively link them together?"



integration services

Zeacom offers a range of plug-ins and customized solutions to enhance the efficiency and effectiveness of your contact center.

custom reporting

Over 150 standard reports are integrated into your standard Zeacom **ContactCenter** solution. If you require further reporting functionality the Custom Reporting module enables managers to utilize third party reporting packages such as Crystal® Reports to manipulate data and build unique reports.

systems integration

Integrating Zeacom **ContactCenter** with your customer database to provide screenpops and enhanced routing can significantly increase the performance of your contact center and improve the service offered to callers.

Zeacom's solutions are designed for easy integration with a wide range of customer database, CRM, help desk, voice logger and workforce management applications. Zeacom has also created a range of standard applications that can be used as a starting point for your own in-house developments.

Zeacom has an extensive range of Systems Integration Services and a team ready to develop and deploy a custom solution to meet your needs.

- Create reports specific to your needs
- Use industry standard tools
- Integrate your back office systems into your contact center
- Improve efficiencies and customer service

"We're ready to take our customer service to the next level."



Zeacom – working with you every step of the way

the benefit of Zeacom expertise

When you choose Zeacom you open the door to a wealth of contact center expertise. We are dedicated to working with you every step of the way, offering the advice, training and technical assistance you need to get the most from your Zeacom **ContactCenter** solution.

“The contact center is critical to our business.”

the support you need to stay in control

Peace of mind - it comes from knowing that a team of experts is ready to help.

Zeacom support is dedicated to providing the right answers within specified response times. Our support specialists work with customers to pinpoint problems and determine an appropriate course of action.



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