



OpenScape Contact Center Agile & Enterprise

Breaking down barriers for true customer engagement

Engage with customers. Build your business.

Customers have more influence and control over needs fulfilment than ever before. How well you know them, support them and value them is critically important to business success.

“With an Intelligent Contact Center solution from Unify and the integrated quality management system, we have significantly improved customer satisfaction and also increased employee productivity.”

Steffen Reul, Head IT
Schwab Versand GmbH
Helire-Glynn

Customer engagement starts with a single customer truth.

Customers have seemingly unlimited ways of interacting with companies, whether it be voice or email, chat or social media. With customers in the driver's seat you need to be able to engage with them on any channel they choose, but weave it all together for a contextual, holistic 360 degree view, otherwise the complete story can be lost, leading to poor service and potentially negative business consequences.

To successfully build a single customer view, you need a solution that integrates all their channel choices and interactions together, and anticipates they may start in one but move to another. An “omni-channel” approach means more relevant, consistent engagement for improved satisfaction and retention, and contributes to better business decisions.

Prioritizing agent engagement.

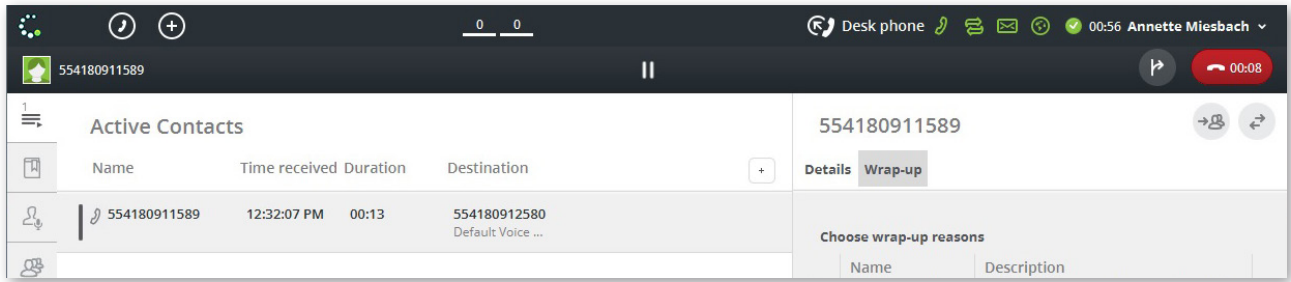
In today's information age we have the opportunity to deliver targeted customer engagement for an efficient, productive, valuable customer experience. That experience can range from zero-touch self-services to high touch customer conversations. And today's customers expect an almost instinctive response. Gone are the days of next in queue. To succeed organizations need to combine their single customer truth with the right channel or agent at the right time.

Just think of the customer engagement experience if you pair the right person to customer needs - customer delight!

By combining a 360 degree view of the customer with a rules based routing engine that matches customers to agents or sources of information and support, you not only satisfy customer needs but you can improve agent confidence and satisfaction. This combination steps beyond availability routing - it means your organization and agents have more relevant, valuable conversations with customers - that's a true win-win.

Customer interactions as a business-wide mandate

In a customer-driven world the days of putting the contact center to the side are over. Customer interactions that are heard, captured, or created by the business break down barriers of engagement and bring invaluable intelligence to the organization. If driven by a truly customer centric approach the results are more meaningful relationships with customers, facts that contribute to the business, and focus to improve performance.



Everything you need for customer engagement

OpenScope Contact Center solutions from Unify are helping thousands of companies around the globe focus on customer engagement to increase market share and profitability. A small, single site, solution or a large multi-site operation - there's OpenScope Contact Center Agile or Enterprise that can help support your business.

- **Inbound:** Intelligent and flexible skills-based routing to get customers to the right person, regardless of agent location
- **IVR:** Our integrated IVR creates the perfect mix of self-service and agent-assisted contacts
- **Outbound:** Keep agents working on your most profitable activities with the integrated preview dialing feature - or blended with our predictive dialer
- **CRM Integration:** Pre-packaged integration into leading CRM systems. or custom integrations from our professional services team
- **Administration Center:** Add users, modify user profiles, manage agent skills, along with reason codes for work and unavailability
- **Design Center:** A visual, workflow-style tool for managers to define routing strategies and queue processing flows for voice, email and Web interactions
- **Report Center:** A customizable, visual reporting engine for real-time, cumulative, and historical reports for all channels including Life of Call.

At a Glance

- Contact Center software that's easy to implement, configure and operate
- Agent Portal application with an industry leading UI for joy of use and improved agent engagement
- 360° view for a single customer truth
- Multimedia routing and reporting for inbound and outbound voice, callbacks, IVR, email, web chat, voicemail, fax, and social media
- Integrated IVR for custom call flows
- Built in presence and collaboration tools
- Mobile supervisor app so managers are informed on the go
- Graphical Design Center for building call routing strategies
- Real-time and historical reports for improved business decisions

Unify offers packaging options with your priorities in mind:

OpenScope Contact Center Agile

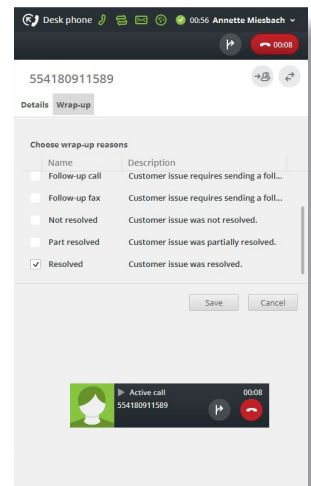
- Single site
- Up to 100 concurrent agents
- Group based routing of inbound voice, IVR, callbacks, and email
- Integrated IVR
- Pre-packaged CRM integrations

OpenScope Contact Center Enterprise

- Single site or multi-site networking
- Up to 1500 concurrent agents per system, 7500 agents per cluster
- Skills based routing of inbound and outbound voice, callbacks, IVR, email, web chat, voicemail, fax, and social media
- Integrated IVR
- Pre-packaged and custom CRM integrations

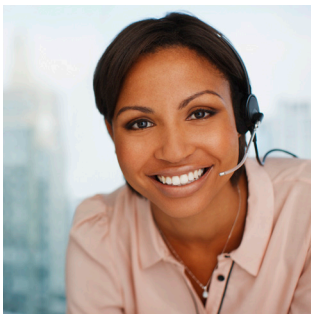
“Unify offered a truly business-focused solution, aimed at solving Hyatt’s specific pain points with a complete set of advanced contact center collaboration tools, analytics and multi-media options”

David Peterson, CEO of PowerHouse Consulting



Power to put your customers first.

We will help you reach your goals of developing more satisfied customers. And when it comes to customer satisfaction, we practice what we preach. From initial design to ongoing support, your satisfaction is our top priority.



25 billion and counting

Over 25 billion calls are handled every year on OpenScape Contact Center Agile and Enterprise platforms. They deliver the kind of proven reliability you need to increase uptime, reduce security vulnerability, and to increase the strength and profitability of your business.

It's truly affordable access to some of the most sophisticated contact center capabilities in the industry.

Real world experts

Many firms understand the contact center environment – but not like we do. Our experts have design and operations covered: software, communication systems, call flow design, workforce optimization, the customer experience and integrating customer touch points.

We'll work with you to analyze your business needs and deliver the solution that works for you. Not only that, we can show how your goals compare to the best in the industry – and offer sound business advice based on real world experience.

Quality service starts here

We offer a range of specialized professional services including consulting (call flow, processing, self service requirements and more), project management, systems integration and vendor co-ordination to compliment the skills of your in-house IT staff.

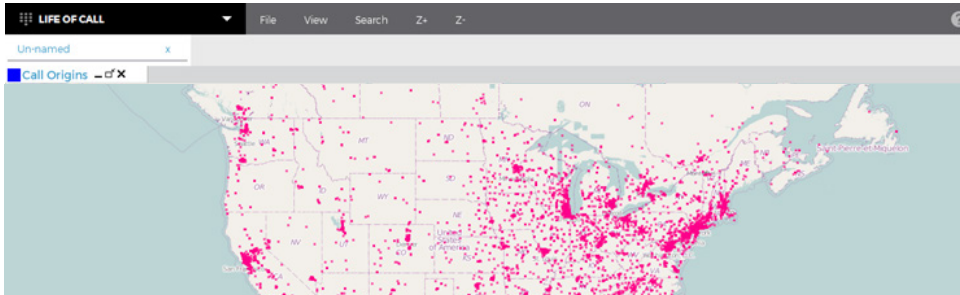
- Analyze your immediate and future needs to design the right solution
- See you through each and every step, from requirements to deployment
- Provide onsite and remote support through all phases of implementation
- Use formal training and knowledge transfers to prepare your team to manage your new system going forward

Once in operation, our consultants can provide service performance checks and conduct workshops to help you improve customer service and optimize your contact center resources.

“Unify was the company able to fully respond to our requests: international experience, expertise in managing large projects and long-term cooperation with great results.”

Fabio Degli Esposti
Director of ICT
SEA Group S.p.A.





Powerful solution with measurable impact.

With OpenScape Contact Center Agile or Enterprise you can expect the solution to pay for itself fast - typically within 12 months. That's thanks to increased productivity, reduced costs, invaluable insight and higher levels of customer satisfaction.

Customer satisfaction up

With OpenScape Contact Centers customers have reduced call abandon rates, with some documented by 60% thanks to higher service levels. This is just one example of how, aided by right-contact resolution, we're helping push up customer satisfaction scores.

Productivity up

When agent productivity is needed, our powerful agent and management desktop applications, along with agent optimization tools, come into their own. It's not unusual for customers to enjoy up to a 30% improvement in productivity, thanks to our solutions. Add improved contact handling through the use of presence and collaboration tools, and better informed agents can further accelerate their productivity.

Revenue opportunities up

A happy customer is a sales opportunity. They're more open to re-purchase or to accept offers following a satisfactory resolution. Need some proof? Detroit Medical Center recorded increased revenues of 31% in the first month of deploying OpenScape Contact Center Enterprise.

Operating costs down

Resolving customer inquiries on first contact lowers overall call volumes. This translates into lower communication costs, as well as agent salary costs

Agent retention up

Keeping your best people matters. So give them an intuitive, easy to use interface that offers agents all the tools they need to provide exceptional customer service. This is exactly what our Agent Portal does - helping to keep your people happy and encouraging them to stay longer. And the result? Massive cost savings by having to hire and train fewer agents. Alain Dideren from CHU de Liège said "We managed to keep the increase of contact center staffing as low as 5% since 2008, while our activity has grown by 40%."

Implementation costs down

OpenScape Contact Center Agile and Enterprise are software applications that can be easily installed in your current IT infrastructure. They are simple to deploy, configure, operate, integrate, maintain, and evolve.

"With OpenScape from Unify, we have introduced new innovative ways of communicating for our users, improving the organization's productivity, efficiency and flexibility whilst at the same time reducing our IT infrastructure's total costs."

Frank Rösch
Head of IT Naturin Viscofan GmbH



About Unify

Unify is one of the world's leading communications software and services brands, providing integrated communications and collaboration solutions worldwide. Our customers range in size from 5 employees to 500,000+ employees. Our solutions unify multiple voice, video and data networks, connected devices and applications into one easy-to-use platform that allows teams to collaborate effectively and efficiently - anytime, anywhere. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, improves employee satisfaction and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security. Our OpenScape and Circuit communications solutions provide a seamless and efficient collaboration experience - on any device. Together, the group's global team of UCC experts and service professionals set the standard for a rich communications and collaboration experience that empowers teams to deliver better results. Unify is an Atos company.

unify.com



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