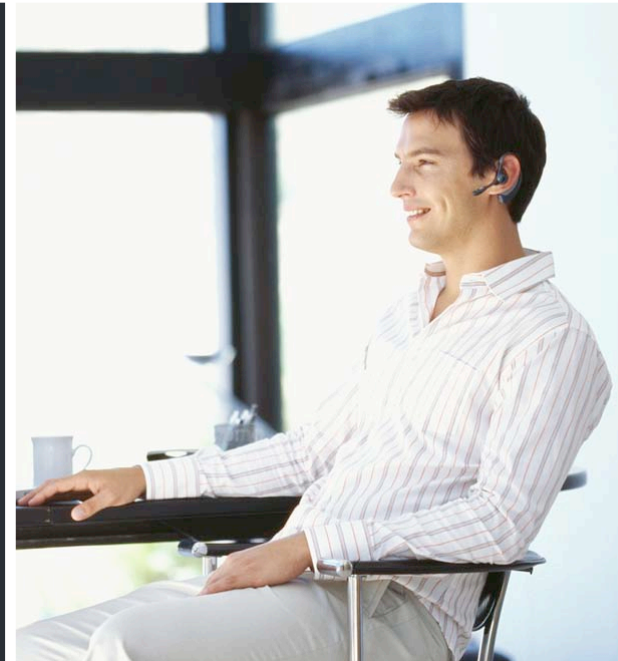




Unify Perspective: Five ways agent mobility will improve your contact center performance



When you picture the contact center agent's job role, quite often it is an individual sitting at a desk or workstation equipped with a computer screen and a headset. Mobility may not be the first thought to come to mind in this job role - but our perspective is that mobility can have a positive impact on agent performance and customer relationships.

Where do mobile agent tools fit in? Beyond the formal contact center, there are many employees - knowledge workers, roaming experts or support workers, back-office personnel, part-time or overflow agents and account managers, for example - who must collaborate on customer issues or take full advantage of opportunities as they arise. Or perhaps account managers or insurance adjusters (who are always on the go) are uniquely qualified to address a customer situation in real-time.

The flexibility for customer-facing employees to take calls anywhere, anytime and on any device is something you may not have examined yet.

Consider using solutions which can give you that flexibility - to use tablets, smart phones, web-browsers or home phones - in addition to standard-issue agent phones and PCs.

Here are five example scenarios where we believe "mobile agents" can be very effective:

1. Your IT support staff are on-the-go or remote but need to be reachable

A good example of this scenario is Columbus State Community College, where they were able to expand the breadth of their help desk and technical support staff by including mobile and remote personnel to serve as routed call handlers, independent of their current location. The efficiencies drove a significant drop in wait times, reduced call abandon rate to 5% (from over 20%), and also improved team morale - without increasing personnel costs.

2. You have mobile account managers and sales personnel that are aligned by customer

CRM best-practices say that continuity, customer knowledge and intimacy are key to relationship building and customer loyalty. Often, it is ideal for an account manager to handle an enquiry or opportunity from a known customer account through contact routing.

If they are not available, then the skills-based routing engine can route the call to the next available account manager best equipped to deal with the customer.

3. Your disaster recovery plan needs maximum flexibility and rapid response time

Sometimes, disaster recovery execution for a contact center means allowing agents to continue to receive calls as quickly and seamlessly as possible, regardless of their current location or device. Agents simply fire up their mobile agent software on their tablets or smart phones and log into their contact center to start handling customer calls - delivering service continuity as disaster recovery plans are rolling. Backup or overflow personnel who have mobile devices and mobile agent software can also serve as disaster recovery call handlers, as needs arise.



4. Your home-based agents demand flexibility to use any device, including BYOD

Not every home-based agent will want or need to use an iPhone, iPad or Android device at will - but many will appreciate the flexibility that this option affords. Just like BYOD in the office or on the road, agents also benefit from the joy of use and seamless user experience of their familiar consumer mobile devices while doing their job. Not to mention, mobile apps are fast and easy to install and setup, and provide a good back up option should a laptop or PC go down.

5. You have roaming 2nd level support or expert 'anywhere workers' who assist

In some environments, a significant percentage of customer issues (or opportunities) go beyond the answering agent's skill-set, knowledge, authority, or information access. Due to the complexity, urgency, sensitivity or dollar value of a given customer situation, additional assistance is required to drive closure. Customer or caller satisfaction can be greatly increased by avoiding cumbersome callbacks, unnecessary or blind call transfers, or lengthy hold times while call takers physically search for an available party to assist in call resolution.

With mobile agents, calls can now be routed, re-routed or escalated to the right call handler, regardless of their current location or device. The agent's ability to quickly see who is available to assist with immediate customer care and leverage the entire expertise of the enterprise will increase first-call resolution rates, improve customer satisfaction, and maintain high levels of repeat business.

Contact centers should be increasingly looking to enable a mobile workforce. Agents should be able to log in from their smart phone, tablet or web-browser and interact with customers, from wherever they may be.

Enter OpenScape Contact Center Mobile Agent.

OpenScape Contact Center Mobile Agent provides agents with a new way to work - from anywhere using an iPhone, iPad or Android device.

What you can do:

- Set the phone you want to receive incoming calls on
- (iPhone, mobile phone, smart phone, office, home, etc.)
- Change your routing status (e.g. from unavailable to available)
- View detailed contact information on incoming calls like source, target, queue, etc.
- View the real-time status of your fellow agents or contact handlers
- Access queue statistics like the number of contacts in queue, queue availability, service level, abandon rate, and more

To learn more about Unify's OpenScape Contact Center suite of products and solutions, [please visit us](#).

About Unify

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