



# Unify Perspective: The case for the mobile contact center supervisor



As business success becomes increasingly based on speed, agility and networked communications, breakthroughs in mobile technology have enabled a large percentage of employees to embrace flexible, mobile or remote work places - with that figure growing every year.

A vast array of mobile devices has now penetrated the mainstream and allowed portability and computing power to move within and beyond the four walls of an enterprise - to the home office, remote sites, to the field, or to the traveling employee.

Even those who still see themselves grounded in a conventional office space find that they can no longer afford to stay linked to critical customer and corporate communications by being chained to a desk, going through lengthy reports or monitoring a computer screen.

Smartphones and tablets now deliver more relevant management content - faster and on-demand. At the same time, the focus on improving customer relationships continues to grow; as customer expectations soar in an environment where sharing bad customer experiences over social media becomes a form of entertainment.

There is no doubt that powerful mobile devices have fundamentally changed the way we design job roles and communication processes within the organization. Mobile workers, from executives to field personnel, are assumed to be 'always connected' and within the reach of corporate information anywhere and anytime, yielding gains in responsiveness, flexibility and productivity.

However, often the means of accessing reporting is still driven by a 'pull' model and in batch mode, much like the way information has been accessed in the past. Remotely downloading your email in basket, sifting through an online report or dialing into your voice messaging system(s) to retrieve messages are all common examples of this. While more and more workers and managers are enabled to work remotely or spend time in different places, the risk of being disconnected from critical information increases.

Not only is this method not timely, but also relies on the user to identify and determine what critical information may lie within. Although mobile and semi-mobile workers can be considered 'connected', they are not truly linked to business situations and events that quite often are time sensitive, requiring proactive communications and speed of response.

Today, the foundation to compete effectively is translating data into knowledge, and knowledge into power - more effectively and efficiently than your rivals.



## Meet the 'untethered' supervisor

In today's increasingly mobile world, how does the contact center supervisor:

1. monitor contact center volumes in response to a new campaign?
2. quickly apply pricing discount levels in a telesales center?
3. react to urgent customer service dispatches or support escalations?
4. address contact center service levels if falling below acceptable thresholds?
5. maintain the peace-of-mind that operations are under control?

Compounding this risk are the vagaries, limitations and expense of relying on human intervention and manually communicating the right information at the right time to the right individuals.

When your contact center manager is in a meeting room or at lunch, or possibly working from home or at a remote site, as call volumes have just caused wait times to be unacceptable, how does he or she become aware - and bring offline agents online or rebalance calls between centers?

Being able to use and respond to information on a real time, 'event-driven' basis is the new model for truly exploiting the value of mobile business and extending your existing corporate information systems. Only then are you able to prioritize the most important situations - responding to critical problems or reacting to immediate opportunities - regardless of where you are or what device you are using.

Being event-driven means being able to sense and respond to critical situations in real time.

But as we noted before, in today's world these individuals are typically not sitting at a desk within one site, and typically rely on a range of devices from laptops and tablets to smart phones to communicate and access information.

Process automation and electronic messaging offer an opportunity for significant efficiency gains, by eliminating the need for reviewing reports, interpretation and intervention. On the receiving end, time is saved for busy mobile employees and executives as only the most relevant and critical information is communicated.

The screenshot shows a mobile application interface for a contact center supervisor. At the top, it displays the carrier, signal strength, time (3:36 PM), and battery level (100%). Below this is a table of agents with columns for Name, Routingstate, Time in Routingstate, Total Talktime, Handling State, Handled Tasks, and Presence State. A modal window is open over the agent 'Eva Benett', showing her details: Agent ID 309, Routing State Work -- 25:23, Presence State Busy -- 25:23, Media type Voice, Extension 49999 123309, Handled Tasks 12, Total Talktime 03:43, Average Tasktime 00:19, and Team. The bottom navigation bar includes Summary, Agents (with a red notification badge), Queues (with a red notification badge), and Settings.

Name	Routingstate	Time in Routingstate	Total Talktime	Handling State	Handled Tasks	Presence State
Brittany Catrall	Work	28:44	02:42		8	Busy
Christian Lankford	Work	00:02	22:04	Talking	36	Active
Daniel Reacock	Available	00:13	22:28	Talking	92	Active
Eva Benett	Work	25:23	03:43		12	Busy
Hugh R		00:47	01:55:43	Ringling	507	Active
Jessica		00:19	01:25:53	Ringling	498	Active
Marc A		00:00	00:00		0	Logged off
Megan		29:36	01:29		3	Busy
Nikki G		01:05	01:57:20	Ringling	478	Active
Ronan		29:54	00:25		1	Busy
Thomas		00:00	00:00		0	Logged off
Will Ro		03:48	02:03:11	Ringling	534	Active



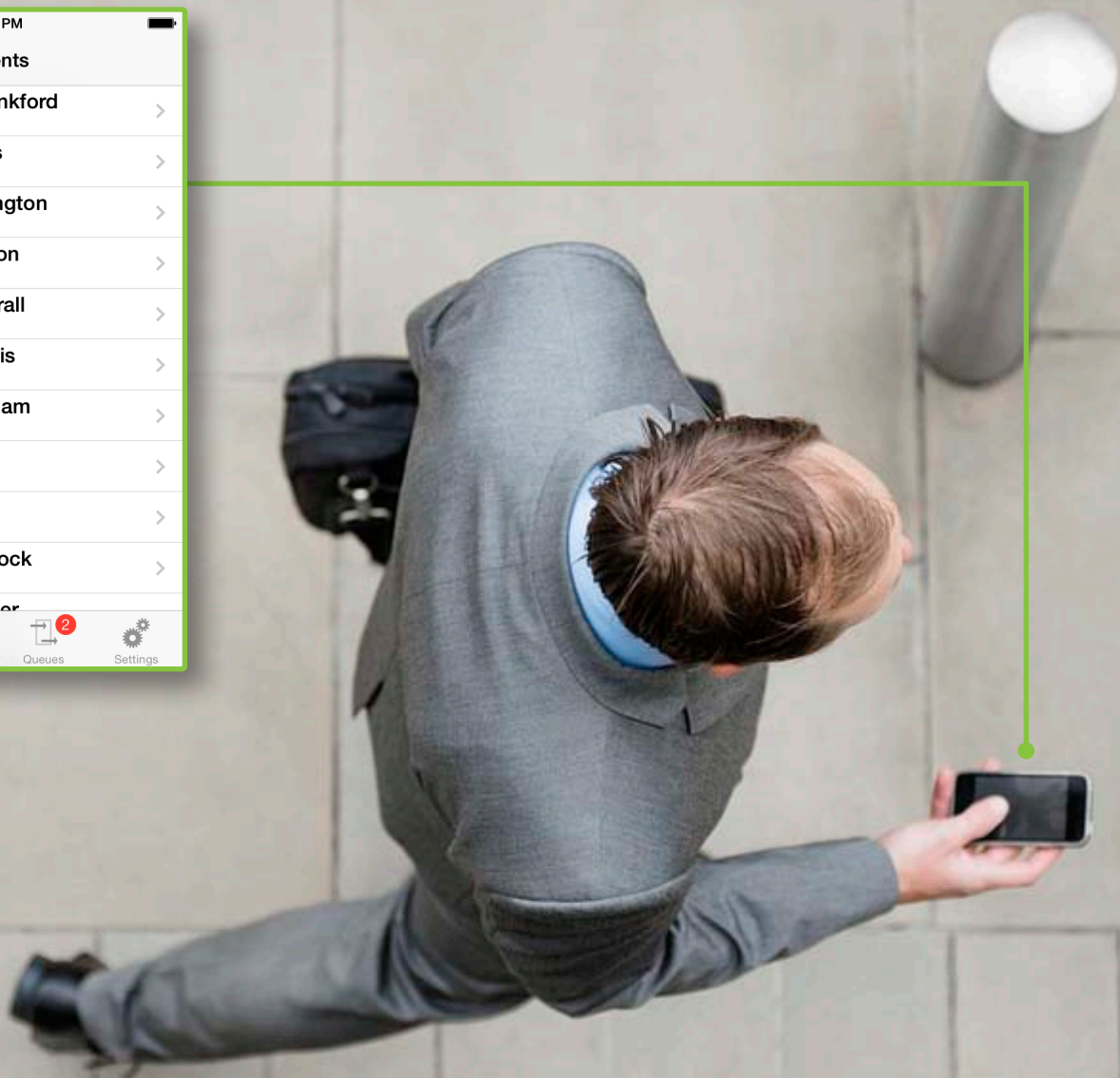
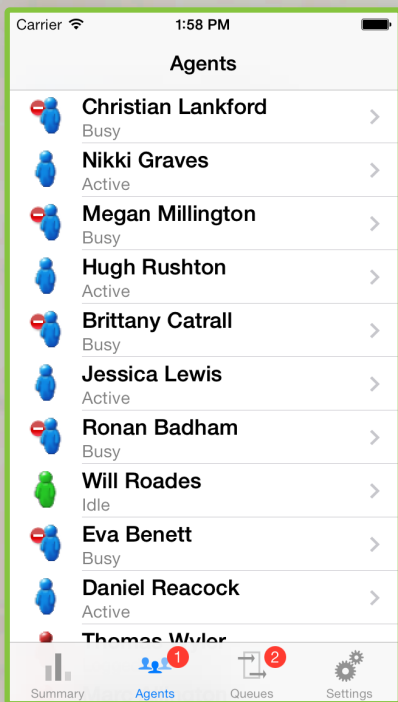
## A comprehensive strategy for extending your contact center

Contact center managers and supervisors are constantly on the move. They need to have a view into their contact center operations wherever they are - at home, in the car, in their office, in a meeting, or off-site for lunch.

Enter OpenScope Contact Center Mobile Supervisor.

Whether monitoring critical service level metrics, reviewing agent states, or making routing changes - the new OpenScope Contact Center Mobile Supervisor for iPhone, iPad and Android tablets and smart phones offers a rich and visual way to keep your contact center operating at peak performance.

It's simply the better way to manage your contact center.



Here's what you can do:

- Monitor and control all of the important aspects of your contact center, including:
- Agent summary: Number of agents logged on, logged off, idle, away, busy, active
- Queue summary: Number of waiting calls, number of received, answered, abandoned and redirected calls
- Agent status: View the real-time status of all agents including their routing status, presence status, registered media, etc.
- Queue status: View all waiting contacts for all available media like voice, callback, email, Twitter and Facebook as well as queue availability, service level, abandon rate and more

- Configure which agents you want to be included in the view
- View all available skills for each agent and remove skills from an agent or assign new skills to the agent
- Change queue parameters on the fly: activate emergency announcements, adjust the maximum queue length, and more

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



## About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

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