MiContact Center Business Multimedia

Powering the Omnichannel Customer Experience

In today's digital age, customers are more tech-savvy than ever before. Rapidly evolving and omnipresent technology has led to dramatic changes in both how customers are contacting your business and what customers expect from your service. While voice interactions still make up the majority of contact center inquiries, growth of voice interactions remains flat; meanwhile, more and more of today's customers are relying on digital communications such as email, text messaging, Web chat, Chatbots, and an ever-increasing number of social media and messaging platforms. Businesses are challenged to understand the holistic omnichannel customer journey across multiple days, times, and media types. Understanding the context of each customer interaction and delivering consistent, prompt service, regardless of the method of contact a customer chooses, is the key to success.

A key business driver leading the evolution of digital customer interaction is the ever-changing ease of technology. In a very short amount of time, end customers went from carrying bulky mobile phones with only voice capabilities to powerful smartphones equipped with SMS, full Internet access and a variety of social media applications.

Customers have the ability to reach out instantly and the freedom to interact with businesses using the method of their choosing. "Word of mouth" marketing has a wider reach than ever through social media sites, web forums and blogs, where a positive or negative customer experience can turn viral in a matter of minutes. As a result, businesses must think beyond voice interactions and deliver the same standard of customer service across all media.

Don't just take our word for it:

- 90% of consumers will always check a website before emailing or calling a company (Source: Synthetix)
- 25% of consumers utilize one to two channels when seeking customer care and 52% of consumers utilize three or four channels (Source: Ovum)
- 63% of online consumers said they were more likely to return to a website that offers live chat (Source: Forrester)
- 79% of customers that had a negative experience with a company told others about it (Source: Harris Interactive).

Digital customer experience has transformed from an industry buzzword and a "nice to have" feature to necessary functionality, with proven use cases and quantifiable results in organizations of all sizes and in different verticals around the world. In addition, today's customer experience encapsulates a holistic omnichannel approach, following the complete lifecycle of a customer journey over multiple days, times, and various digital media interactions.

An omnichannel contact center solution can improve customer satisfaction by providing flexible ways to reach into your business, expand the reach of your business to both existing and potential customers, improve operational efficiency, and reduce both OPEX and cost per interaction. Most importantly, you give your business a competitive advantage and keep your customers coming back for more.

MiContact Center Business Multimedia will differentiate your business by empowering your customers, agents, supervisors and administrators with true omnichannel contact management.

Features at a Glance

FOR CUSTOMERS

- *Automatic routing of email, fax, social media, web chat and SMS for a superior customer experience*
- *Feature-rich Web chat and Chatbots across all devices (all browsers across PC, mobile, and tablet) for customer flexibility*
- *Estimated wait times for all media and queues so customers can make informed decisions about how to contact your business*
- *Convenient, automated self-service Chatbots for routine customer interactions*
- *Web chat support for screen reading applications (JAWS and NDVA) to support visually impaired users*
- *Support for non-traditional, third-party open media types like WebRTC video, social media messaging, and Internet of Things (IoT) alarming for proactive customer service*

FOR AGENTS

- *Unified web client for handling all media types*
- *Pushing and pulling of customer inquiries from multimedia queues and skills-based omnichannel routing*
- *Response templates for faster, consistent customer engagement*
- *Contact list and CRM integrations to ensure easy identification of the customer*
- *Case management to assign individual interactions to cases and better understand the omnichannel customer journey*
- *Seamless escalation from a voice or digital media interaction to another media type while retaining context*
- *Flag cases for follow up to ensure no customer is forgotten*
- *Handle native media like voice, email, chat, chatbots and SMS, along with third-party open media like WebRTC video, IoT alarms, and social media messaging from a single user interface*

FOR SUPERVISORS

- *Easy-to-use, sophisticated real-time and historical reporting capabilities, including native support for Windows 8 tablets and other tablet devices via VMware View*
- *Customizable thresholds for real-time alarming and alerts*
- *Historical report scheduling and distribution*
- *Easily identify cases waiting for customer/agent follow up*
- *Understand all of the individual interactions that make up a case, from initial inquiry to resolution*

FOR ADMINISTRATORS

- *Visual, drag-and-drop user interface for multimedia routing, including auto-responses for self-service*
- *Support for Microsoft Exchange, Microsoft Office 365, Gmail (using Google Apps for Business), and IBM Notes*
- *Tight-knit integration with MiVoice Business, MiVoice Office 400, MiVoice 5000, MiVoice Connect and MiCollab*
- *Stand-alone, non-voice, digital media only support for both Mitel and non-Mitel deployments*
- *Integration with third-party social media monitoring solutions such as BizVu Social, Trackur, smooch.io and Imooty*

Flexible Customer Experience

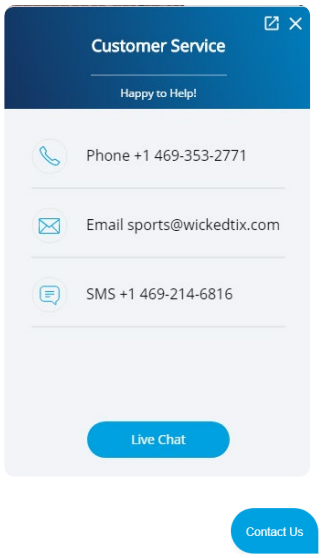
MiContact Center Business Multimedia empowers customers to interact with your business in the medium of their choosing, whether it's voice, email, fax, social media, web chat, self service, or non-traditional media like WebRTC, IoT alarming, or social media messaging*. This positive, convenient experience turns customers into word-of-mouth marketers and monetizes social media.

MiContact Center Business Multimedia even integrates with third-party social media monitoring solutions such as BizVu Social, Trackur, smooch.io and Imooty so you can turn social media into a two-way customer engagement channel.

With the Contact Center Messenger web chat feature, you provide your customers with a feature-rich user experience across all devices. Whether your customers are reaching out to you from a PC, a mobile device, or a tablet, they will receive a seamless user experience and have their inquiries addressed in real time.

Included with MiContact Center Business Multimedia is a fully customizable 'Contact Us' Web template that allows you to easily display all of your contact options on your corporate website and publish estimated wait times for all media and queues. This not only gives your customers the flexibility to choose the media with which they will contact you, but empowers intelligent, informed customer decisions, as they can quickly identify which media will get the fastest answers. The 'Contact Us' tab is easily customizable by any in-house Web developer and, in the event you do not have access to someone with the right skill set, Mitel Professional Services can be leveraged to ensure the 'Contact Us' tab matches your corporate brand identity and includes the contact options you want to make available to your customers.

Website "Contact Us" Example



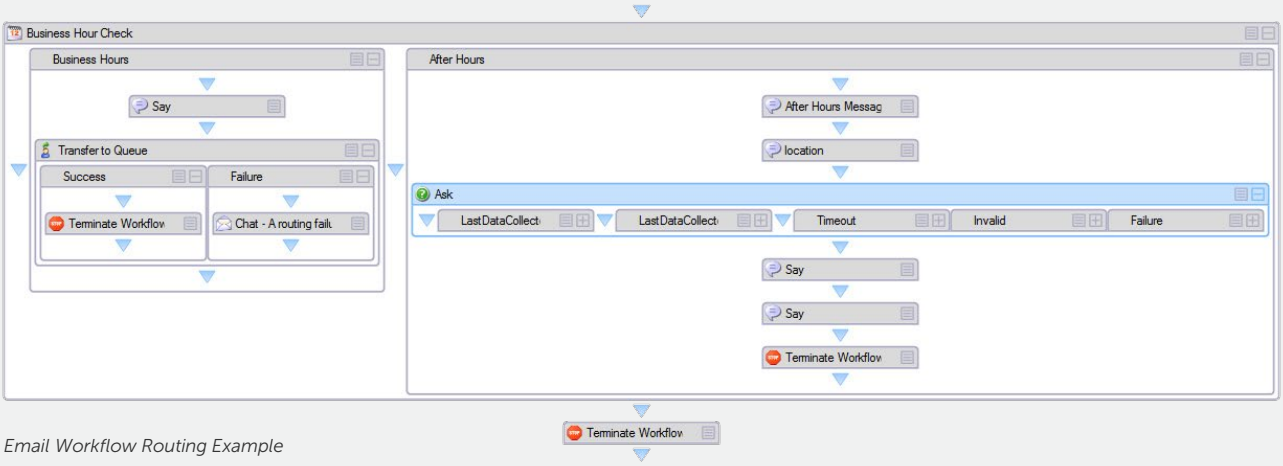
Seamless Agent Experience

With MiContact Center Business Multimedia, agents use the Mitel Ignite interface, a single web-based application designed to handle all digital customer interactions. From Ignite, agents receive omnichannel queries through skills-based routing algorithms, such as Longest Idle Agent or Most Skilled Agent. Agents can also see contacts waiting in queue and dynamically select them to be answered. From the Ignite interface, agents have all the tools they need to do their jobs, with the ability to join/leave agent groups, set/remove themselves from Do Not Disturb and Make Busy, and request help from supervisors. The Real-time Monitor view allows agents to quickly view their personal performance, as well as the performance of the agents and queues working with them.

Management in Real Time

With MiContact Center Business Multimedia, supervisors have a wide range of real-time monitoring and historical reports at their disposal to help them measure and manage their digital customer experience. They can view real-time contact center activity from a variety of monitors and dashboards, drill-down further into performance with historical charts and reports, replay historical multi-channel interactions in simulated real time using the Auditor feature, forecast multimedia contact center agent requirements, and use forecasts to build intelligent work schedules using Mitel's Workforce Scheduling application.

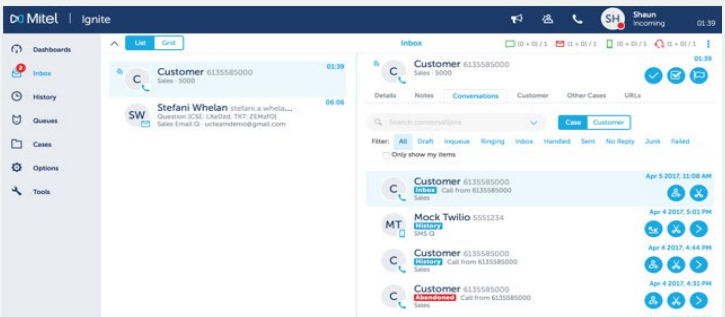
** Voice is currently only supported for customers using MiVoice Business and MiCollab. Fax and SMS media is supported only when the fax/SMS server can convert media into email. Social media is available through third-party partners.*



Email Workflow Routing Example

Simplified IT Administration

MiContact Center Business Multimedia includes a single point of configuration and administration for all contact center devices and multimedia routing. Using a familiar, Microsoft Visio-like drag-and-drop interface, contact center administrators and managers can quickly and easily create highly flexible, integrated routing workflows for all media, including auto-responses for multi-channel self-service capabilities. This ensures that consistent interaction routing across all channels is maintained.



Mitel Ignite - Unified Web Application for All Media

MiContact Center Business Multimedia also includes an open media capability that extends the integration possibilities of the workflow engine to support software-based tasks or media types. Leveraging MiContact Center Business's rich REST API toolkit, open media enables you to route third-party media like tasks, WebRTC video, IoT alarms, and social media messaging through the same, familiar workflow engine, and deliver non-traditional media to agents using the Ignite interface.

MiContact Center Business Multimedia is based on an open infrastructure leveraging IMAP and SMTP for email server interoperability, providing a seamless fit into your existing infrastructure or giving you the ability to choose an email server that best suits your needs.

MiContact Center Business Multimedia comes in two flavors:

1. *Tightly integrated voice and multimedia solution for companies running MiContact Center Business with the MiVoice Business, MiVoice Office 400, MiVoice 5000 and MiVoice Connect platforms*
2. *Stand-alone, non-voice, multimedia solution for customers running Mitel UC platforms without a contact center, or to compliment any third-party call control or voice-centric contact center solution*

Mitel
Powering connections

mitel.com

© Copyright 2020, Mitel Networks Corporation. All Rights Reserved. The Mitel word and logo are trademarks of Mitel Networks Corporation. Any reference to third party trademarks are for reference only and Mitel makes no representation of ownership of these marks.