ShoreTel Connect Contact Center

MAXIMIZING CUSTOMER SATISFACTION FOR EVERY TYPE OF BUSINESS

ShoreTel Connect Contact Center is a powerful yet easy-to-use solution that enables you to build positive customer experiences

Optimizing the customer experience in an Internet world means arming customer support and sales agents with the tools they need to answer questions by phone, email, instant message (IM) or other methods. It also means ensuring the information they need to answer account questions and take advantage of upsell opportunities is right at their fingertips.

Many organizations still rely on separate communication and messaging systems to support customer service, yet these systems can be difficult to integrate, leading to an unsatisfactory customer experience and duplicate work efforts.

But ShoreTel enables previously stand-alone contact center functions, including ACD, IVR, computer telephony integration (CTI), outbound campaigns, and multimedia routing, to be integrated onto a single, centrally web managed, highly available platform.

Supervisors and agents are connected to the server and ShoreTel Connect platform via intuitive user interfaces that provide the tools they need to deliver superior customer service.

Rich customer communications at your fingertips

ShoreTel Connect Contact Center is a powerful call center solution that includes universal queuing and enterprise resource matching, and offers optimized call routing by service level, skill matching, priority, customer identity, schedules and caller location. It also supports email and Web contacts, and outbound calling as service options. Voicemail and fax can also be routed to individual agents through emails.

Increase efficiency, reduce costs

Connect Contact Center is designed to deliver a rapid return on investment by helping to reduce costs. For instance, agent screen pops with

BENEFITS:

- Easy-to-manage software with powerful administration and reporting
- High availability and built-in disaster recovery
- Customizable multi-channel routing for improved service
- Self-service applications for flexibility and choice
- Integration with enterprise applications for advanced business intelligence
- Increased agent utilization with agents handling multiple interactions simultaneously

ShoreTel. Brilliantly simple business communications.

SUPERIOR CUSTOMER SERVICE

- Agents interact with customers via features such as Web chat and email
- Advanced Interactive Voice Response (IVR) scripting tool enables a self-service option
- Customized routing plans and distributed agents provide superior service
- Configure call routing to serve customers based on agent skills, caller identity, wait time, priority or service level.

Integrations with CRM like Salesforce multiplies information effectiveness; Supervisors can deliver actionable feedback in real-time with ShoreTel Connect Contact Center reporting

detailed customer information can dramatically reduce interaction time. Agents have an unified desktop client which provides the option of seeing the presence status of experts outside the call center. Through the ShoreTel Connect Interaction Center agent interface, they can manage multiple voice, chat and email sessions – improving first call resolution and overall agent utilization.

Customizable real-time and historical information about callers, trunks, groups and agent utilization allows supervisors to optimize resources. Plus, advanced call routing based on service levels, skills and priority helps ensure calls go to the right agents, reducing the service time per call.

Integrated with your business processes

The ShoreTel Connect platform is based on open standards, and the Connect Contact Center workflow easily integrates with other enterprise applications to increase the overall value of information, and to deliver business intelligence.

Sales and service organizations that utilize CRM software achieve outstanding results when they add ShoreTel Advanced Application integrations to their Connect Contact Center deployment. Salesforce®, NetSuite®, Microsoft Dynamics®, ACT!®, Zendesk®, desk.com® are just some of the application integrations available.

ShoreTel ECC can be easily integrated with virtually any CRM, trouble ticket or database system to increase agents' productivity while optimizing the customer experience.

Key features

Advanced real-time dashboard

- Read the pulse of your call center by getting visual and audible threshold alerts on critical conditions.
- React to higher call abandons or lower traffic by bringing agents in or taking them out of queues with simple clicks.
- Monitor whether agents are in a no-work mode (release) and see the code along with the duration of that state allowing them to closely monitor agent activity.

- Supervise agents-in-training closely by monitoring specific extensions visually and also by using silent monitor, barge in, and coach features.
- Track all media types: voice, email, chat, outbound campaigns, through a single reporting interface.
- Compare real-time information with historical information to understand trends better and schedule agent availability accordingly.

Comprehensive historical reports

- Review advanced statistics of call center activity without requiring database programmers or third-party reporting applications. This provides customer insight.
- Easily create flexible reports by date or by interval.
- Enjoy the convenience of reports being delivered to the person and media of choice. Schedule reports to be automatically saved in various formats (csv, xls, pdf, htm etc) and emailed.
- Monitor how a queue or group is performing using typical KPIs.
- See detailed agent activity for billing purposes or for performance evaluations.
- Analyze the reasons for customer calls by creating reports on post-call activity or wrap codes.
- Measure the effectiveness of outbound campaign by getting call-by-call details on each outbound call made by the system.

Agent capabilities

- Increase agent productivity by automating agent tasks through CRM or trouble ticketing integration.
- Agents can easily hot desk and log into any phone/extension easily enabling call centers working in multiple shifts.
- ShoreTel Connect Interaction Center is a single client providing complete management and administration capability
- Easily view queue and group statistics to manage their activities and transactions without requiring supervisor intervention.
- View complete details of interactions in queue.
- Enter auxiliary and wrap codes to mark calls or inform supervisors of their availability.
- Agents can easily route calls to their personal queues

Advanced campaign functionality

Outbound dialer

Connect Contact Center has a sophisticated yet simple outbound dialer that can be used for campaigns such as collections, customer follow-throughs or compliance. The ShoreTel outbound dialer provides a versatile solution to meet the needs of your preview and progressive campaigns. It is an integrated application and does not require additional servers.

Targeted campaigns: Build campaigns that focus on specific business goals with the flexibility to schedule them for different time zones or specific times of day or week.

Flexible campaign configuration: Tune your campaigns according to your needs. Easily configure the number of times campaigns reload the data. Manage the number of alternate numbers to call for each customer. Manage and get detailed reports on number of times the dialer attempts to reach a destination.

Sophisticated dial list management: Manage your dial lists through any database that is ODBC compliant. Use the powerful outbound dialer scripting capability to import information from your database as well as populate data during a campaign to assist you in maintaining and updating the list easily.

Pace your campaign: Optimize your operations by blending inbound and outbound calls. The ShoreTel Connect Contact Center can automatically ramp up or slow down the campaigns using parameters such as target service levels or inbound calls in queue to optimize customer experience.

Increase agent productivity: Improve agent productivity by scheduling campaigns to launch at specific times or when there is lighter traffic for incoming calls. Agents can be part of multiple campaigns simultaneously. Automated messages including account information or reminders can also be played to the caller before transferring the calls to a live agent, thus reducing interaction times. Agents can preview customer information through a screen pop so they are better prepared for the call.

Distributed campaigns: Agents can be located anywhere and use any device but be on a single campaign.

Compliance: Filter your outbound calls through your custom "Do Not Call List" that can be loaded for the campaign.

Manage campaigns: A graphical report enables you to easily monitor your campaigns in real time and terminate campaigns with the click of a button. Queue reports give you a detailed view of every agent activity including agents on an outbound call. Threshold alerts allow supervisors to easily monitor agents who are outside their target range.

Analyze results of a campaign: Extensive detailed outbound reports enable you to analyze the result of outbound campaigns and measure the success.

Interactive Voice Response (IVR)

ShoreTel Connect Contact Center has a built-in IVR engine that can also be used as a standalone application for customers who choose to help themselves. It is built on an easy to use, scalable framework supported by a powerful scripting engine. Applications are designed through a graphical script editor, allowing you to leverage your database investments, provide a consistent customer experience and improve your productivity.

Integrated reporting: As with agent-assisted interactions, all IVR activity is captured within ShoreTel Contact Center Reports, providing you with a wealth of data to fine-tune, improve and align self-service applications with your business goals. Each menu action is recorded and used to generate reports on frequency of usage.

Standard features to interface with customers: This includes collecting customer information through DTMF and playing prompts in multiple languages. Customer information can be processed through a workflow to automate decision making. The system automatically plays back information to customers including digits, dates, currencies or numbers.

OPEN INTERFACES INTEGRATE INTO YOUR BUSINESS PROCESSES

- Open interfaces lets you customize reports, create dashboards, and easily integrate into your critical business applications
- Change call flows based on your business logic
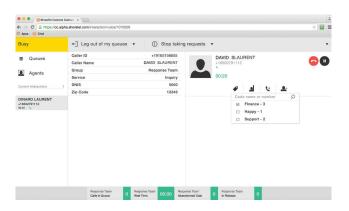- Customize agent screen pops and integrate with CRM and ticketing applications.

ShoreTel Connect Contact Center gives your customer service representatives a powerful multi-modal communication platform whether they are in a centralized call center, or teleworking from a home or remote office.

Integrated with standard databases: The IVR application integrates with any standard database through ODBC connectors. Standard SQL queries as well as stored procedure calls are supported. All the information retrieved can be displayed to agents when the call is transferred.
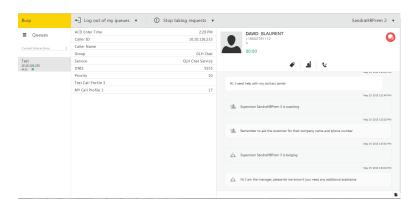
ShoreTel Connect Contact Center Screens

The Connect Interaction Center is the central dashboard for all Contact Center agent activity

With the Connect Interaction Center, Agents can operate in multiple modes simultaneously including email routing, web chat and call backs

Supervisors are able to monitor agent activity and can "barge in" during a customer interaction invisibly via chat to provide agent support

ShoreTel Connect Contact Center supervisors can monitor areas of concern in real time

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ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

Want to know more? Talk to an expert.

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