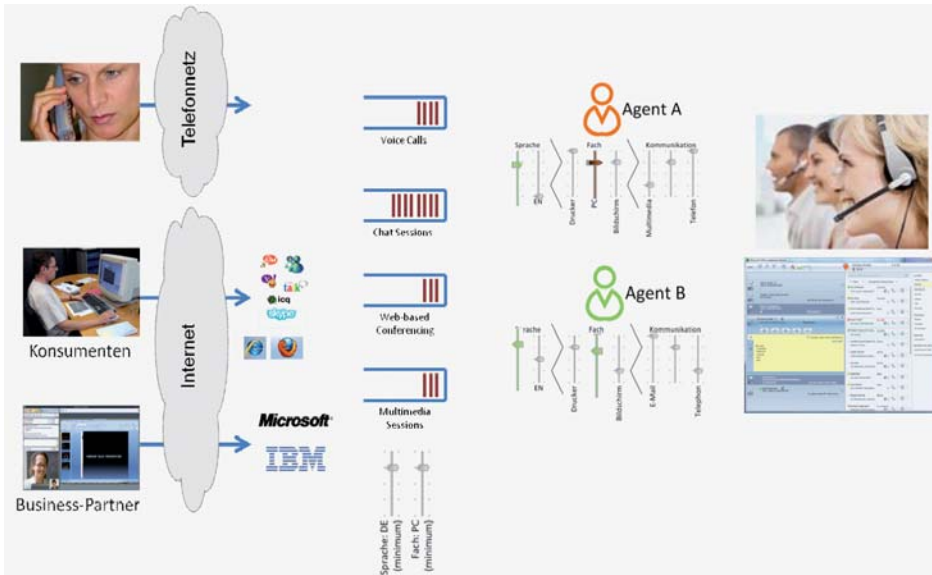


## UCSM (UNIFIED CONTACT SERVICE MANAGER)

Customers are increasingly seeking and expecting alternate ways to communicate with contact centers. Voice is not the most effective communication channel in many cases to interact with customers. Instant messaging, video or desktop sharing may be better alternatives.



*Cisco Contact-Centers and Microsoft Unified Communications*

**THERE IS A WAY TO INTEGRATE THE TWO WORLDS SMOOTHLY!**

### VOICE, INSTANT MESSAGING, VIDEO, SCREEN-SHARING ARE HERE TO BE USED FOR INTERNAL AND EXTERNAL CONTACT CENTERS:

Unified Communications has the potential to improve the efficiency of customer interactions in many business situations:

- Offer context-based help on your external home-page for your (potential) customers. By offering web site visitors the opportunity to chat with agents, allows them to ask questions and gain sufficient information to complete a purchase.
- By using presence, your customer always knows that you're ready to interact with him. No need to wait while listening to music.
- Customer interactions such as sales presentations, marketing campaigns, contract negotiations, Telemedicine, technical and non-technical support interactions etc. largely benefit from the multimedia opportunities that UC offers.
- Enhance your intranet with context-based communications options for your employees to get questions answered immediately.
- HR processes such as handling applications can be executed much faster and more cost effective by adding UC interactions.
- With Instant Messaging, contact center costs can be reduced by allowing agents to communicate with multiple customers simultaneously.

### UC-WARE PRODUCTS

We offer a wide range of products to help you to integrate VoIP/Unified Communications Solutions more efficiently into your business processes:

#### Integration Frameworks:

- CTI Framework
- Directory Framework
- Building System Integration Framework
- Cisco VoIP / Microsoft UC Integration Framework

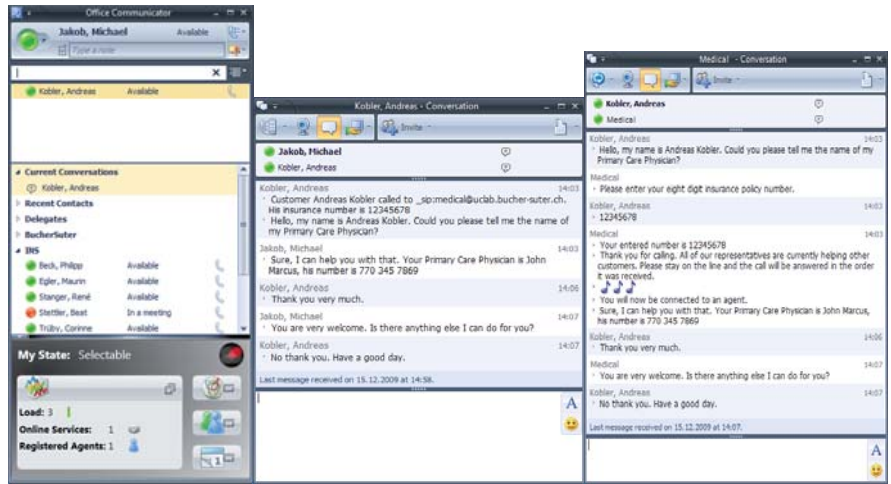
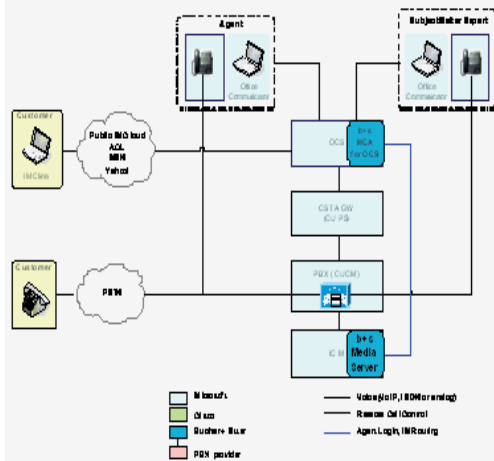
#### OSS/BSS:

Mabata (mandator based telephony administration) integrates VoIP/UC with corporate HR / directory solutions and delegates the administration of users, phones and lines to departments and subsidiaries.

**INTEGRATE YOUR EXISTING CALL-CENTER WITH MICROSOFT UC**

The challenge for corporations is how to quickly and cost effectively develop a strategy to enable the contact center and customer service teams to intelligently route and measure chat and other multi-channel inquiries.

Our Unified Contact Service Manager is a pre-packaged integration of OCS and Cisco's Unified Contact Center Enterprise (UCCE) solution. It is the central server component that notifies UCCE of OCS interaction requests and enables UCCE to send those interactions to agents based on UCCE routing logic. Skills based routing for multi-channel interactions means the receiving agent will have the proper knowledge and abilities to effectively handle customer requests. MCA for OCS also provides presence management allowing UCCE to monitor each agent, regardless of the communication channel utilized. For example, if an agent is busy handling a telephone call, UCCE would not send a chat to that same agent. MCA for OCS passes call attached data (e.g. customer entered digits or caller ID) to UCCE which can then be used for routing purposes and captured for historical reporting.



*Example of a chat interaction between a customer and an agent using MOC and the Cisco CTI OS Agent Desktop*

**THERE IS A WAY TO INTEGRATE THE TWO WORLDS SMOOTHLY!**

Customer clicks on a „chat with an agent“ button on company’s website. A new window pops up via customer’s Instant Messaging client application (i.e. AOL, Yahoo!, MSN or Microsoft Office Communicator) and the chat session is initiated.

The chat request is queued to the appropriate skill group based on where the customer was on the website when he requested the chat.

An agent becomes available and Cisco’s UCCE sends the chat request to her Cisco CTI OS Agent Desktop based on UCCE routing logic. The agent accepts the Microsoft Office Communicator (MOC) chat session and MOC automatically pops up on the agent’s desktop.

The customer asks how to fill out a certain form. The agent uses OCS to start a desktop sharing session, displays the form and explains the sections on the form while the customer watches. The agent or customer can decide to switch to voice and/or add video during the session.

The customer asks a difficult technical question. The agent contacts a member of the company’s technical support department via chat, asks the subject matter expert if she is available and then adds her to the session with the customer.

With his questions answered, the customer terminates the call. MCA for OCS passes the attached data to Cisco’s UCCE for use in historical reporting.