

ShoreWare Contact Center Solution



Maximizing Customer Satisfaction
in the Virtual Call Center



BENEFITS

- *Make the virtual call center a reality*
- *Protect your call center from disasters by leveraging a highly available contact center and unified communications solution*
- *Use customized call routing to improve customer interactions*
- *Reduce costs with self-service applications and by deploying agents anywhere in the enterprise, or at home*
- *Elevate business intelligence by integrating contact center work flow with enterprise applications*
- *Choose a solution to meet your needs from three leading applications—Workgroups, Contact Center and Enterprise Contact Center*

Increasingly, organizations are transforming the way they work by integrating business processes on a unified communications (UC) platform designed to streamline operations, boost productivity and lower costs. To improve customer service efforts, many organizations are launching or already operating a customer contact center as an integral part of business operations. ShoreWare® Contact Center Solutions offer organizations of all sizes an important opportunity to gain a competitive advantage by improving customer service, while reducing the cost of deploying and maintaining a high-performance call center.

The ShoreWare suite of contact center applications is designed to meet the needs of today's businesses, and to leverage a communications platform that puts business intelligence right where it's needed so organizations can optimize their two most important assets—people and information.

By deploying a ShoreWare Contact Center solution, organizations quickly realize the benefits of a fully integration business communications system.

Enhancing customer service

Customized routing plans and distributed agents provide superior service by routing each caller through the initial greeting and status announcements while they are in queue. Calls are then delivered to the appropriate agent to address their needs. Administrators can easily configure agents to serve customers based on agent skills, caller identity, wait time, priority or service level. Beyond the phone, agents can interact with customers via Web chat and e-mail. An advanced Interactive Voice Response (IVR) scripting tool enables a self-service option, empowering customers to immediately handle their needs.

Efficiencies reduce your costs

ShoreWare Contact Center solutions include features and capabilities designed to help reduce costs. For instance, agent screen pops show detailed customer information that helps to reduce interaction time. Agents can also optionally see the presence status of experts, and initiate voice, video or IM sessions using the ShoreTel Converged Conferencing system to help resolve issues on the first call. Customizable real-time and historical information about callers, trunks, groups and agent utilization allows supervisors to optimize their resources. Plus, advanced call routing based on service levels, skills or priority helps ensure calls go to the right agents, reducing the service time per call.

Highly available virtual contact center

ShoreWare Contact Center solutions enable the quick and easy creation of a virtual contact center, connecting geographically dispersed agents into a single, seamless organization. And in the event of an unforeseen emergency, built-in disaster recovery capabilities, such as the sophisticated hot standby server redundancy feature, protects the call center from wide area network (WAN) or system failures.

Key products

ShoreWare Contact Center applications run on the ShoreTel UC system, without specialized CTI platforms. Supervisors and agents are connected to the server via intuitive user interfaces that provide the tools they need to deliver superior customer service.

Workgroups is the practical solution for small, informal Automatic Call Distributor (ACD) groups, providing easy-to-use desktop tools, including queue and agent monitoring and basic reporting.

Contact Center is ideal for medium-sized inbound call centers, supporting larger agent groups with standard features including inbound routing rules and time reporting. This application supports scheduled and abandoned callbacks for improving customer satisfaction and recovering potentially lost revenue; and provides single level overflow and interflow for routing flexibility.

Enterprise Contact Center is ShoreTel's most powerful call center solution, meeting the requirements of advanced multimedia contact centers. It includes universal queuing and enterprise resource matching. It also offers optimized call routing by service level, skill matching, priority, customer identity, schedules and caller location. Enterprise Contact Center also supports e-mail and Web contacts, and outbound calling as service options.

Application integration on a distributed and highly available platform

ShoreTel enables previously stand-alone contact center functions ACD, IVR, Computer Telephony Integration (CTI), Outbound Campaigns, and Multimedia routing, to be integrated onto a single, centrally managed, highly available platform. ShoreTel also makes it possible to integrate contact center workflow with other enterprise applications, increasing the overall value of information, and delivering business intelligence.

About ShoreTel

ShoreTel is a leading provider of Pure IP Unified Communications solutions that enable companies of any size to seamlessly integrate voice, video, messaging and data with their business processes. Independent of device or location, ShoreTel's unique distributed software architecture eliminates the traditional costs, complexity and reliability issues inherent in other solutions. Founded in 1996, ShoreTel has achieved broad industry recognition for this proven technology, and continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. For more information, visit www.shoretel.com.



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SPECIFICATIONS	WORKGROUPS	CONTACT CENTER	ENTERPRISE CONTACT CENTER
System			
Graphical real-time displays	Yes	Yes	Yes
Universal Queue	No	No	Yes
Inbound (voice)	Yes	Yes	Yes
Outbound Campaign Dialing (voice)	No	Callback	Callback, Abandoned Callback, Campaigns (dial from list)
Enterprise Resource Matching	No	Basic	Advanced
Inbound (web chat)	No	No	Optional
Inbound (e-mail)	No	No	Optional
Skills-based routing	No	Skill group routing	Agent capabilities, management preferences
Routing by DNIS	Yes	Yes	Yes
Routing by ANI or caller ID	No	ANI routing	Yes
Routing by type of day	Holiday routing	Holiday routing	Schedule-based routing
Routing by time of day (schedule)	Two shifts	Two shifts	Schedule-based routing
Routing by customer information	No	No	SQL databases via ODBC
Priority Routing	No	No	Yes
Overflow on wait	Yes	Single-level, multiple groups	Multi-level, multiple groups
Interflow on wait	Yes	Actual wait	Actual wait, estimated wait
Wrap-up code (Call coding)	No	Yes	Yes
Maximum calls in queue / server	254	254	254
Wall Board support	Queue Monitor only	Optional	Desktop Wall Board, external via COM port
Operating system (server)	Integrated with ShoreWare server	Dedicated Windows, 2003 Server	Dedicated Windows, 2003 Server
Redundant Server	Optional	Optional	Optional
Agent			
Desktop Client with telephony, presence, contact center, IM, video capability	Yes	Yes	Yes
Screen pop	Outlook; client-based (TAPI)	Outlook; client-based (DDE, ActiveX, triggers)	Outlook; client-based (DDE, ActiveX, triggers)
Graphical user interface	Yes	Yes	Yes
Calls in queue display	Yes	Yes (COS permission)	Yes (COS permission)
Graphical threshold alerts	Yes (also audio)	Yes (Wall Board - Optional)	Yes (Wall Board)
Call picking from queue	Yes	Yes (COS permission)	Yes (COS permission)
Individual group login	No	Yes (COS permission)	Yes (COS permission)
On-screen wall board	No	Optional	Yes
Call information display	Yes	Yes	Yes
Previous call log display	Yes	Yes	Yes
Supervisor			
Supervisors	128	128	128
Real-time statistics	Yes (Queue monitor)	Yes	Yes
Historical reports	No (on ShoreWare server)	Yes (if permitted)	Yes (if permitted)
Supervisor Real-Time Monitoring			
Default refresh rate	Real time	One second	One second
Color-coded notifications	Yes	Two levels	Two levels
Available report formats	Tabular and graphical	Tabular and graphical	Tabular and graphical
Agent status and statistics	Optional	Yes	Yes
Group status and statistics	Login and call status	Yes	Yes
Group calls in queue status	Yes	Yes	Yes
Agent requires help notifications	No	Yes	Yes
Agent log in /log out status /control	Yes	Yes	Yes
Call monitor and barge in	Yes	Yes	Yes
Historical Reporting			
Reporting formats	Tabular	Tabular, graphical	Tabular, graphical
Automatic reports scheduler	No	Print or save to file	Print or save to file
Export data in multiple formats	Yes	Yes	Yes
Add / remove report columns	No	Yes	Yes
Custom formulas	No	Optional	Yes
Agent performance reports	Yes	Yes	Yes
Group performance reports	Yes	Yes	Yes
ACD call distribution reports	Yes	Yes	Yes
Abandoned call reports	No	Yes	Yes
Wrap-up code reports	No	Yes	Yes
Wall Board			
Real-time statistics messages	Queue Monitor	Optional	Yes
System alarms	Queue Monitor	Optional	Yes