

Customer service delivered

with Optus Contact Centre
as a Service(CCaaS)

yes

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Are you **ready** for your customer?

To thrive in the new customer driven economy you need to remain highly responsive to the changing demands of your customers while staying one step ahead of your competition.

It can be tough to keep pace with the changing face of customer service the traditional way. With the customer now sitting in the driver's seat, they are demanding greater contact channel choice, flexible customer service options, more intimate relationships and highly responsive customer service.

Today, you need to remain focussed on your customers at all times in order to deliver them the best possible experience – and not get bogged down with complex and expensive IT infrastructure procurement decisions. Is your legacy Contact Centre and ICT infrastructure

capable of delivering a truly engaging customer experience? And how can you be sure that the investment decisions you are making today will be the right ones for the future?

There's a better **way**

Organisations are increasingly turning to 'as a service' technologies as they look for flexible IT models that enable them to respond more quickly to customer demands and competitive pressures.

With Optus Contact Centre as a Service (CCaaS) you have access to a full suite of up to date multimedia Contact Centre capabilities without the hassle of ownership*. It's an enterprise grade Contact Centre service that provides the simplicity of a hosted service with the control and flexibility of a premise-based solution.

With Optus CCaaS, rather than worrying about complex Contact Centre infrastructure and integration issues, you can focus on doing on what you do best, like looking after your customers, managing your staff and continuously improving your service offerings.

The offering builds on the strength of Optus' voice and data capabilities, as well as our extensive experience in Contact Centre design, deployment and consultancy. You can depend on a fully managed service with the security and reliability provided by a Tier 1 Carrier.

For the IT department it's a relief – a simplified and cost-effective customer contact environment that reduces the need for time-consuming IT system management and helps speed delivery of complex services in a scalable way.

For customers it's an improved experience – they will enjoy highly responsive customer service engagement via a range of new contact channel choices.

And for Contact Centre management it's smart money – the pay-as-you-use model means no longer having to invest in new systems or costly licences and upgrades to stay ahead. Shifting to an operational expenditure (Opex) model brings with it more simplicity and predictability by way of a user-based monthly billed service. Staff will also be closer to their customers, increasing first contact resolution and customer loyalty.

*Not all systems Integration and feature bundles will be available in a consumption based model.

How can CCaaS help you

Optus CCaaS can offer the ability to provide an exemplary customer experience, give contact centre staff the tools they need in today's customer service environment, and offer customers the interaction channels they demand.

Being a hosted solution your customer service agents, supervisors and administrators will be able to engage with your customers using the latest technology, applications and tools.

With Optus CCaaS you can look forward to:

Increased customer satisfaction:

Customers want choice, and with CCaaS they can choose from a range of contact channels, including an enriched online experience when they interact with your organisations' website. Personalised service can be offered by agents equipped with customer data from CRM and other business systems.

Proactive customer care: Outbound voice campaigns can reach out to customers proactively using outbound agents, blended agents or Integrated Voice Response (IVR) services. Inbound interactions can be streamlined with optional advanced self-service IVR applications, saving you and your customers time.

Strong ROI based on lower costs:

Optus CCaaS can help you to achieve a lower total cost of ownership with lower infrastructure, equipment, communications and maintenance costs as these are all inherent in the service and do not have to be independently managed. Optus CCaaS includes centralised management of multi-site contact centres to further reduce operational expenses.

Improved feature options: Optus CCaaS utilises a modular approach to easily expand contact centre feature capabilities as required by you and your customers, so you only pay for the features you use.

Improved sizing flexibility: Optus CCaaS allows you to rapidly adjust agent sizing to cater for seasonal variation, special campaigns and other events that are frequently experienced in today's business environment. Again, you only pay for the agent licences you require.

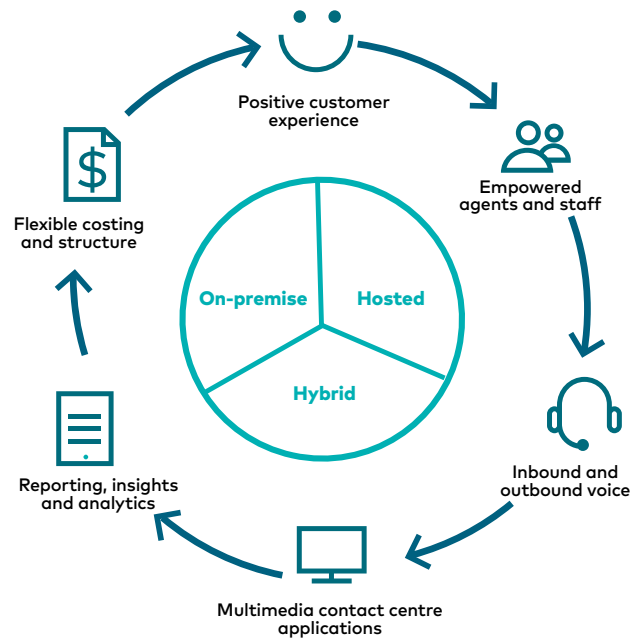
Enhanced agent operations: Your agents can be located anywhere when using Optus CCaaS as your multi-site Contact Centre foundation, providing consistent and enterprise-wide tools for agents located in the office, at a branch office or remote location.

Easier and centralised incident management: Simplifies support by using the Optus Enterprise Management Centre to proactively monitor and control all incidents on the Optus CCaaS solution for you.

Build it how you need it

With Optus CCaaS you can build a solution that's right for you. You have the flexibility to choose optional capabilities as required, only paying for additional functionality when you need it.

Contact centres are evolving as the centralised point of customer interaction across traditional voice, new online and emerging social media channels. Recognising that your requirements will change over time, our goal is to provide you with the tools and options to create compelling and consistent customer experiences across all the channels your organisation chooses to offer.



Standard		Advanced	
Solution Capabilities - Choice of IP endpoint - Inbound voice - Multi-site - Remote agent support - Integrated IVR DTMF - Intelligent contact routing - Agent desktop – delivered by Finesse - Supervisor desktop – delivered by Finesse - Silent monitoring - Wrap codes and reason codes - Whisper announcement - Agent greeting - Reporting toolkit – historical and real time - Dashboards – web-based custom reporting	Agent Channel Features - Outbound direct preview - Basic web chat agent - Basic email agent Workforce optimisation features - Voice recording - Screen recording - PCI compliant voice and screen recording	Solution Capabilities - All standard solution capabilities - Customised reports - Historical data server - Post call survey - Courtesy call back	Agent Channel Features - All standard agent channel features - Outbound predictive, preview and progressive - Premium web chat agent - Premium email agent - Social media Workforce optimisation features - All standard workforce optimisation features - Customised agent desktop - Integration to 3rd party CRM applications - Workforce management - Speech analytics - Speech recognition - Text to speech

* All agents in the contact centre must be at the same solution level, standard or advanced.

Your customers will enjoy...

Greater contact choice

- In addition to traditional voice, customers will appreciate the convenience of the new contact channels on offer including email, chat and web collaboration
- Innovative social media interaction can be embraced helping you to build your brand and improve the customer experience, further strengthening relationships with every transaction

Better responsiveness and service quality

- Escorted two-way web browsing helps the customer find what they are looking for faster, with the aid of a helpful and guiding hand
- Intelligent contact routing ensures that customer enquiries are directed to the best possible agent the first time, helping to improve first contact resolution

- More personalised service is possible with contact centre integration to CRM applications and other sources of customer data
- Acknowledge the value of your customers' time by offering courtesy Call Back to reduce the time they spend physically waiting on the phone

Convenient and easy self-service options

- Self-service IVR enables your customers to retrieve basic information without the need for agent assistance
- Advanced speech recognition and text to speech further enhances the power and convenience of self-service transactions, enabling more complex interactions without the need for agent assistance

Your customer service representatives will like...

Empowerment

- The freedom to work remotely from any location with a virtual private network (VPN) connection and standard telephone service
- Workforce management for advanced roster flexibility including shift bidding and swapping

More control and satisfaction

- A comprehensive agent desktop environment that helps control calls and enables deeper customer relationships with insightful customer data arriving on the agent screen with the contact
- Valuable tools such as whisper announcements and automated agent greeting that help deliver a more consistent level of customer service quality

Here's why the contact centre will want it

Is easy to manage

- Simplified management via a centralised web-based configuration portal for self-service, or let us do it for you
- Comprehensive and customisable real-time and historical reporting containing details of every contact across all channels in the contact centre from a single interface

Tools to improve

- Outbound campaigns can be created and tracked, ensuring successful and personalised contacts are made to increase engagement

There's a helping hand when needed

- Leverages our extensive experience and expertise to provide consultancy services and help businesses develop a sound contact centre strategy

- Taps on our professional services to design, deploy and manage your customer service solution that is tailored to meet the needs of your customers and business needs.
- Increases value as it could mean IT staff are able to focus more on core business activities

It's evergreen, enterprise-class, reliable and available

- Hosted delivery ensures you benefit from the latest applications and tools, reducing the need to manage technology upgrades and refresh cycles
- Peace of mind with enterprise grade availability and reliability



The IT team will smile

The money makes sense

- Reduces the need for upfront capital expenditure associated with dedicated infrastructure by transferring technology spend to the operational expenditure budget
- Greater predictability with a per-agent, per-month consumption based model providing more visibility and predictability of contact centre application costs

It goes up and down as needed

- Agent licenses can be scaled up or down in line with your business needs

Delivers new features quicker

- Reduces management effort and enables faster provisioning of new multimedia service channels and feature upgrades, compared to traditional premise-based procurement

All in one

- Solution bundles that provide a single, consolidated delivery of hardware, software licencing, professional services, management and carriage components

Carrier-class security and reliability

- A fully managed service with the security and resiliency provided by a Tier 1 carrier

Let us do what we do best

Optus' pedigree as an industry leader in Contact Centre is best represented by our tenure in partnering with Cisco to deliver Contact Centre solutions into marquee customers together for well over a decade. In addition we have been a Cisco Gold Certified Partner since 1998 and have made significant investments in the development of our people and capability which have resulted in us being awarded certifications including; Advanced Technology Partner (ATP) for Unified Contact Centre Enterprise; ATP - Customer Voice Portal; as well as Cisco Powered Managed Unified Contact Centre.



Depend on us for smart thinking

We know you want to deliver your customers a positive experience. At Optus, we can deliver all your Contact Centre needs in a hosted environment, helping your customer focused functions interact with your customers the way you want to today with an adaptable service that works as smart as you do. Let us do the management and keep you up to date with the latest leading-edge Contact Centre solutions. Leave the heavy-lifting IT and integration work to us while you get on with serving your customers. Experience the Optus difference, backed by Cisco, and discover new and smarter ways of pleasing your customers.

Give us a call

OPTUS

To discuss how Optus can help you through innovative communications, **contact your Optus Account Manager** or call the Optus Business hotline on 1800 555 937

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