

Contact centre resources quick smart *Yes*

Using an advanced hosted contact centre solution lets you match capacity to demand even if it fluctuates monthly. You do not need to pay for excess capacity when it's not required. This leaves you free to run the contact centre instead of managing the technology.

Key benefits

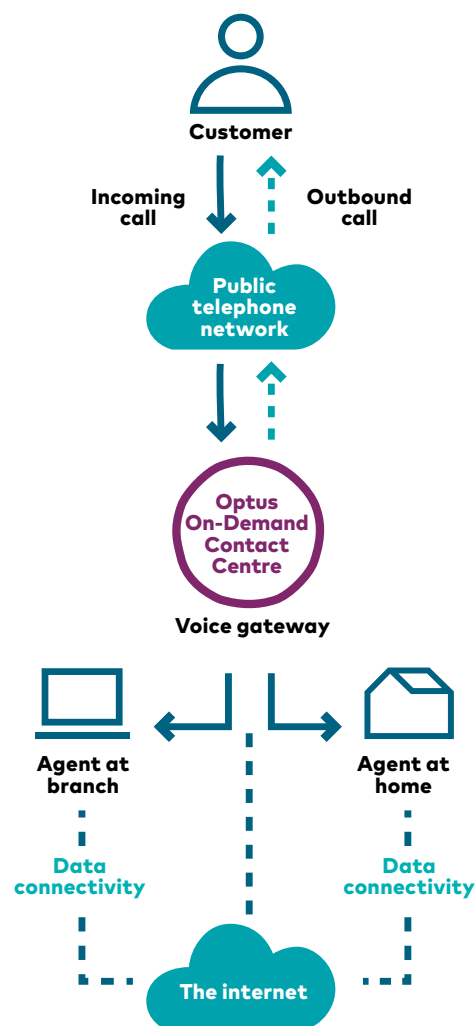
- Rapidly deploy or expand your contact centre**
 It's fast and easy to set up a new contact centre, extend your in-house contact centre or deploy home based or remote workers. All you need is a PC with Internet connectivity and a phone*.
- Enhance your customers' experience with an all in one solution**
 Our telephony, technical staff and data capabilities assist you to deliver exceptional customer service, with business-grade functionality such as sophisticated agent scripting, outbound campaign management, contact recording, quality management and workforce scheduling.
- Reduce the hassle of maintaining complex equipment**
 Being independent of your existing telephony investments, there is no need to purchase, integrate or maintain any additional on-premises equipment.
- Stay in control**
 You remain in full control of your contact centre, with sophisticated real time and historical online reporting to monitor the performance of your contact centre, and online control to respond quickly to changing conditions and customer demands
- Simple, cost effective pricing**
 A pay-as-you-use hosted 'in the cloud' model with low upfront costs. All feature components are included in one price.
- Protect your business from unexpected events**
 Can be used as a resiliency option to help maintain customer service during natural disasters or other unforeseen circumstances.

With **Optus On-demand Contact Centre** you can deploy these resources when and where you need them. All that is required for agent connection is a phone and a PC with Internet connectivity*, this enables you to get started quickly and begin taking calls. Together with Optus Inbound Voice services and Network Interactive Response (NIVR), Optus On-demand Contact Centre can provide a comprehensive solution for organisations seeking a highly flexible and scalable contact centre solution via a pay-as-you-use model.

Overview

Optus on-demand contact centre is provisioned as a cloud-based hosted solution from Unity4, a leading supplier of contact centre technology. The agent simply logs on using the teleworker (downloadable .Net application) user interface on their internet connected PC* and enters their externally accessible phone number. The system will establish and maintain a 'voice gateway' call over which all inbound and outbound call traffic people passes. The teleworker user interface facilitates the presentation of customer data (screen pop) with incoming calls, as well as detailed agent scripting, outbound call information and call data capture functions.

Optus On-Demand Contact Centre process



* To login to the Optus On-Demand Contact Centre Teleworker user interface, agents and supervisors require a suitable PC with minimum recommended hardware specifications (AMD Celeron 700, Intel P2 500, 1.5GHz+ Intel/AMD, 265MB RAM, 4GB HD with 1GB free) and minimum recommended software specifications (Windows XP with IE6), and connected to the Internet with minimum recommended speed (256kbps ADSL/Cable). Agents and supervisors also require a phone service in Australia connected to the Public Switched Telephone Network (PSTN) with an externally accessible number.

Advanced customer interaction capabilities

Optus On-demand Contact Centre is an all-in-one solution that offers a broad range of business-grade contact centre features and functionality. By focussing on the customer experience at all stages of the engagement, our telephony, technical staff and data capabilities assist you to provide exceptional customer service.

Before "Hello"

Telephony features

IVR	ACD	Intelligent routing	Outbound predictive	Outbound preview
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People features

Recruitment	Training rooms	Scheduling
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Data features

Queue monitor

After "Hello"

Interaction Manager	Scripting	Multichannel rules engine	Payroll
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Dashboards	Call recording	Quality assurance	Rapid reports	Historical reports	Data transfer
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Feature details

Telephony features	
Internet voice response (IVR)	Supports custom queues, on-hold messaging, or call screening and more advanced functionality such as automated order taking and surveys.
Automatic call distribution (ACD)	Inbound call queuing, skills based routing and call management distributing calls to agents in the cloud.
Intelligent routing	Data driven 'smart' routing to help ensure the customer is answered by the most suitable agent in the virtual contact centre.
Outbound predictive	An intuitive predictive dialler with self pacing algorithms that helps deliver the speed and intelligence your outbound campaign demands.
Outbound preview	A dynamic agent preview dialler for smaller outbound volumes with flexible list creation, management and scripting.
People (Agent and Management) features	
Recruitment	An online tool that enables complete in-house management and measurement of screening and recruiting processes.
Training rooms	Allows for effective and comprehensive training to be delivered in a virtual online environment.
Scheduling	Workforce rostering with schedule adherence capability that allows agents to nominate shift preferences and availability.
Interaction management	A powerful interaction engine that allows you to manage complex processes, collect and use customer data, view interaction histories and personalise the customer experience.
Scripting	An advanced dynamic scripting tool that guides agents through complex, decision based transactions.
Multi-channel rules engine	A powerful rules engine that can manage back-end processes involving email, SMS and fax within your campaigns.
Payroll	Tracks and exports accounting information needed to pay your agents.
Data features	
Queue monitor	Real time monitoring allows you to use the internet to instantly access vital inbound queue information and outbound campaign metrics and thus better manage the operation.
Dashboard	Integrated reporting that allows a blend of telephony and business data such as cost per sale and sales per agent hour, compliment traditional call handling data.
Call recording	All inbound and outbound calls can be recorded with real-time retrieval available via web access. All data collected during the call is also associated with the recording allowing specific call types to be searched, retrieved and analysed.
Quality assurance	Supervisors can listen to calls in progress (silent monitor) as well rank individual agents and teams using Qualitative and Quantitative Management System (QQMS) scorecards. Agents can also conference supervisors into a call or use chat sessions if assistance is required.
Rapid reports	Supports the ability to quickly create reports that include customer calculations in an ad-hoc manner, accessing information from all data areas, whenever you need them.
Historical reports	All routing and interaction information is stored and available online in a comprehensive suite of customisable historical reports. All reports are available online and no additional proprietary reporting software or licenses are required.
Data transfer	Any data gathered from your campaigns can be exported back to your legacy systems using SQL database exports to ODBC compliant systems, alternatively real time XML feeds are available.