

Be a customer centric, analytics-driven contact centre

Streamline your customer journey and differentiate your business from the rest

Key Benefits

Personalised, digital-first experiences

- Using new channels, SMS, social

Increased value

- Reduce customer churn and increase value with personalised interactions

Improved customer experiences

- Reduce average handle time with proactive updates and informed agents

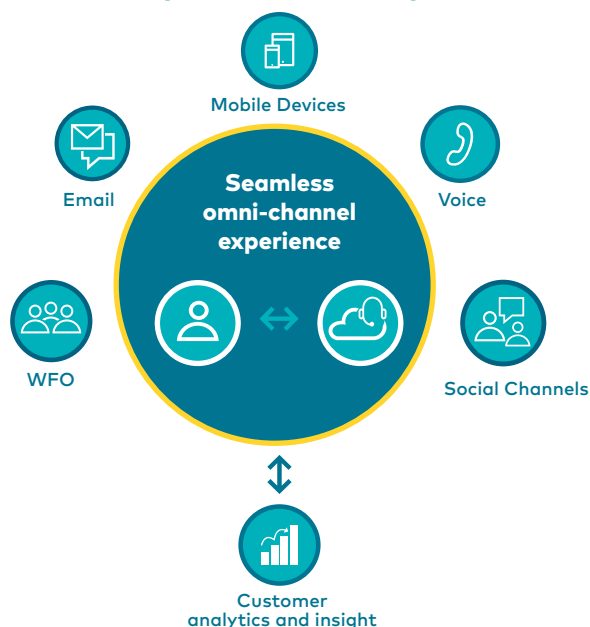
Simplified management

- Unified role-based administration speeds up tasks

Reduced complexity

- Access to out-of-the-box CRM and social connectors

A thoughtfully integrated omni-channel solution improves customer experience



Webex Contact Centre by Optus is a unified, omnichannel contact centre solution that is centrally managed and administered from the cloud, giving you control over every incoming and outgoing interaction from a central touch point.

Combined with in-depth analytics it allows you to not only improve workforce performance, but also streamline customer journey, increase customer resolution rates and eliminate silos by matching each customer's needs with the best agent.

Why Webex Contact Centre by Optus?

Keep your competitive edge and deliver extraordinary customer experience while lowering total capital expenditure. With the flexibility to scale up or back based on your business needs*, it makes the build of a contact centre to its maximum peak capacity a thing of the past.

By leveraging Optus' expertise in Managed Services, organisations can save on the cost of having dedicated infrastructure and resources while still receiving the advanced features and dependability of an Enterprise grade service.

To help support you on this journey, Optus Enterprise have one of the largest and most experienced team of contact centre specialists in Australia. We have the pedigree organisations demand.

*Subject to contracted minimum commit

This is Enterprise.
This is Optus.

Features and Inclusions

Customer Journey Analyzer

- Cloud-data-driven analytics across your entire organisation provides critical insights on your customers' journey for any deployment type

Centralised control

- Centralised analytics and rules drive single distribution engine for both premises-based and cloud-based agents

Distributed resource optimisation

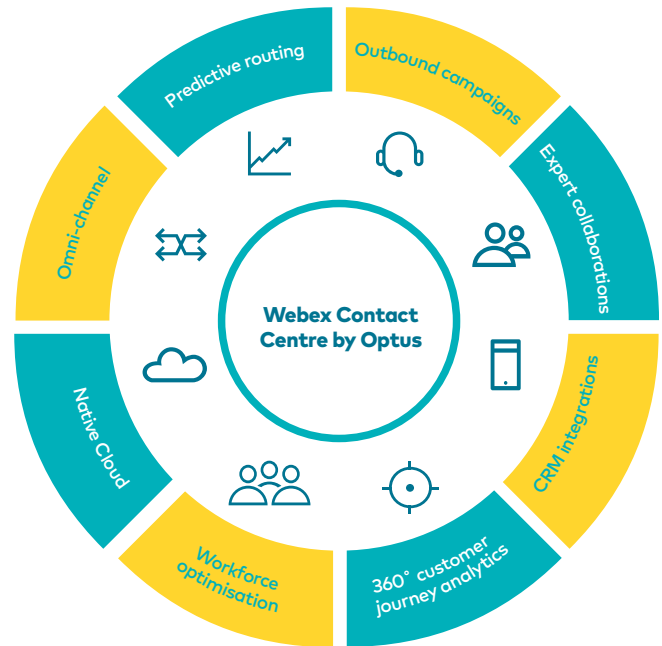
- Real-time system visibility enables workload balancing and optimises agent routing

Global visibility

- Real-time global dashboards unify and correlate metrics from multiple systems and sites

Graceful cloud migration

- Gradually move to cloud rather than perform expensive and risky "rip and replace" approach



Key Capabilities of Webex Contact Centre

Outbound campaigns

- Automates outbound calls for sales and marketing campaigns with preview and progressive dialling

Native cloud

- Enabling flexibility, security and scalability to contact centres

Omnichannel

- New text (SMS) and social channels for today's digital-first customer, enabled by context aware agents with a complete contact history

Predictive analytics based routing

- Helping understand, predict and identify customer needs and pairing them with the best performing agent

Agent and expert collaboration

- Speed up first contact resolution and enhance your customer journey

Super Agent Intelligence

- Tailor interactions with AI-powered agent assistance, making their day as easy as chatting with their best friend

360 degree customer journey analytics

- Cross-channel customer interactions are linked and analysed to understand their experience at every step of the journey

Comprehensive WFO suite

- Unified Workforce Optimisation Suite includes Workforce Management (WFM) with dynamic scheduling, Quality Management (QM) and "voice of customer" insights across channels

Application integration

- Plug and play for business applications to create seamless workflows

Webex Calling Integration

Webex Contact Centre is fully integrated with Webex Calling, Cisco's leading Unified Communications platform. The added capabilities provide:

- Geo-redundant, carrier grade interconnects between Cisco and Optus.
- Ability to terminate calls to the agent, wherever they are on any device using the cloud PSTN interconnect
- On-net transfers between agents, Webex calling extensions and Webex endpoint support (including soft phones).

To get started, talk to an Optus Account Manager today

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