



You speak...We listen.



Advanced Technology Partner for UCC Enterprise, UCC Express and CVP



## VoiceRite's Cisco Contact Center Practice

VoiceRite designs, deploys, and supports Cisco's Unified Contact Center (UCC) and Customer Voice Portal (CVP) solutions, including the Enterprise platform for 25 to 20,000 agents and the Express platform for smaller contact centers with less than 300 agents. Cisco UCC and CVP with VoiceRite services provides a location and media independent contact center infrastructure supporting voice, Web, email, chat and other electronic channels, utilizing a common set of business rules and reporting functions across channels and locations.

Cisco's UCC product set allows clients to efficiently & quickly meet customers changing channel preferences & expectations, thus maximizing customer service, without having to install separate infrastructure and management processes for each new channel or media type, thus maintaining operational efficiency.

### Cisco Unified Contact Center and CVP Provides:

#### Enhanced customer service

- Call by Call routing
- Dynamic Content to Queued Callers
- Screen Pop of Caller Data
- Call is routed to right answering resource the first time

#### Single ACD/Queue for entire Enterprise

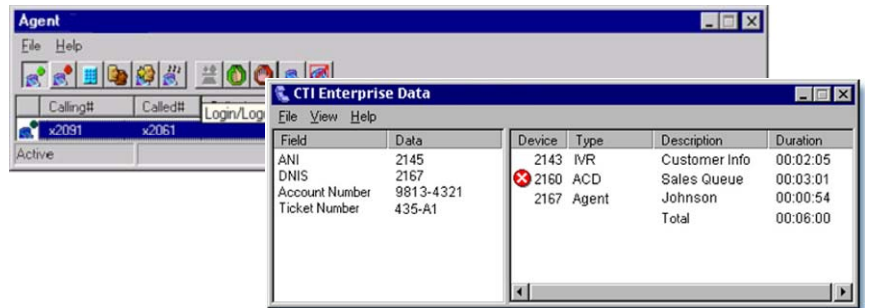
- Single set of business rules
- Single point of ACD administration
- Centralized database – single data source for reporting

#### IP Architecture

- Location independence – locate agents anywhere
- Rapid deployment of new applications
- Deploy and maintain a single network.
- Support multiple channels - Voice, Email, Web, Video

#### Preserves the value of existing technology investments

- UCC will integrate to existing ACD infrastructure
- Allows customers to migrate to UCC at their own pace



Cisco UCC software enables a company to interact with its customers via the Internet or Public Switched Telephone Network (PSTN) across an enterprise of automatic call distributors (ACDs), interactive voice response (IVR) systems, Web and e-mail servers, desktop applications, and more.

At the network level, UCC software profiles each customer using data such as dialed number and calling line ID, caller-entered digits, data submitted on a Web form, and information obtained from a customer-profile database. At the same time, the system knows which resources are available to meet the customer's needs based on real-time conditions continuously gathered from contact center platforms and agent desktops.

This combination of customer and contact center data is processed through user-defined routing scripts that reflect a company's business rules – enabling UCC software to route each contact to the optimum enterprise resource. Simultaneously, the Cisco platform delivers customer-profile information to the targeted agent desktop.



## CISCO AGENT DESKTOP FEATURES

The main features of the Cisco Agent Desktop include the following:

- Customer interaction call control (answer, drop, transfer, and conference) and ACD features (login and logout) provide skills-based contact center capability, facilitating consistent and responsive customer interaction.
- CTI screen pop, task automation, integrated multi-tabbed browser, and chat capabilities improve agent productivity, facilitating faster, more efficient customer service and improved customer satisfaction.
- Support for Cisco Unified Mobile Agent, which allows agents to be part of the virtual contact center workgroup from any remote location, keeps operating and support costs to a minimum.
- Cisco Agent Desktop Browser Edition thin-client agent desktop reduces total cost of ownership and removes the need to maintain yet another application on the desktop.
- On-demand call recording permits agent capture of transactions to enhance service quality and facilitate training.
- Easy deployment keeps implementation costs to a minimum; Cisco Agent Desktop installs more quickly and easily than traditional CTI and desktop workflow technologies.
- GUI-based management facilitates customization, maintenance, and change management, decreasing IT dependency.

The Cisco Unified Contact Center delivers a uniquely rich set of customer- and transaction-specific information collected from the Internet, carrier networks, IVRs, databases, and other applications to the targeted agent desktop with every call – enabling the full utilization of corporate data at the point of customer contact. Specific capabilities include:

**Data-rich Screen Pop** – Screen pops enable agents to spend more time servicing customers and less time collecting information. Cisco UCC software delivers call and customer data to the UCC agent's business application, allowing a screen pop to be delivered to the desktop coincident with call arrival. The Cisco solution delivers identical screen-pop data to both UCC and traditional ACD agents, ensuring that a consistent level of customer service is maintained throughout the enterprise.

**Customizable Agent Desktop** – The UCC's desktop CTI functionality includes a fully functional agent desktop that enables agents to perform telephony functions from the workstation. Contact center managers can easily customize this agent desktop by dragging and dropping controls such as answer, hold, set ready, and so forth into the configuration of choice – creating an agent desktop with a look and feel that meets business requirements.

Alternatively, to present agents with a single application interface that includes telephony functions, administrators can simply drag and drop the agent desktop controls into existing customer relationship management (CRM) applications, providing agents with CTI functionality while reducing training, administration, and management costs.

### VoiceRite Company Overview

Established in 1986, VoiceRite is a global product and services company specializing in contact center solutions. Our experience in contact center design and application development, along with our knowledge of telecommunications allows us to help our customers reach the forefront of contact center technology.

### For More Information

If you would like more information on VoiceRite's Contact Center practice, please call 954-653-2600 or email us at [sales@voicerite.com](mailto:sales@voicerite.com)



©2009 VoiceRite, Inc., All Rights Reserved.