



Improve Your Contact Center Productivity with Multimedia Queuing

Provide outstanding customer service across all media, and increase revenues

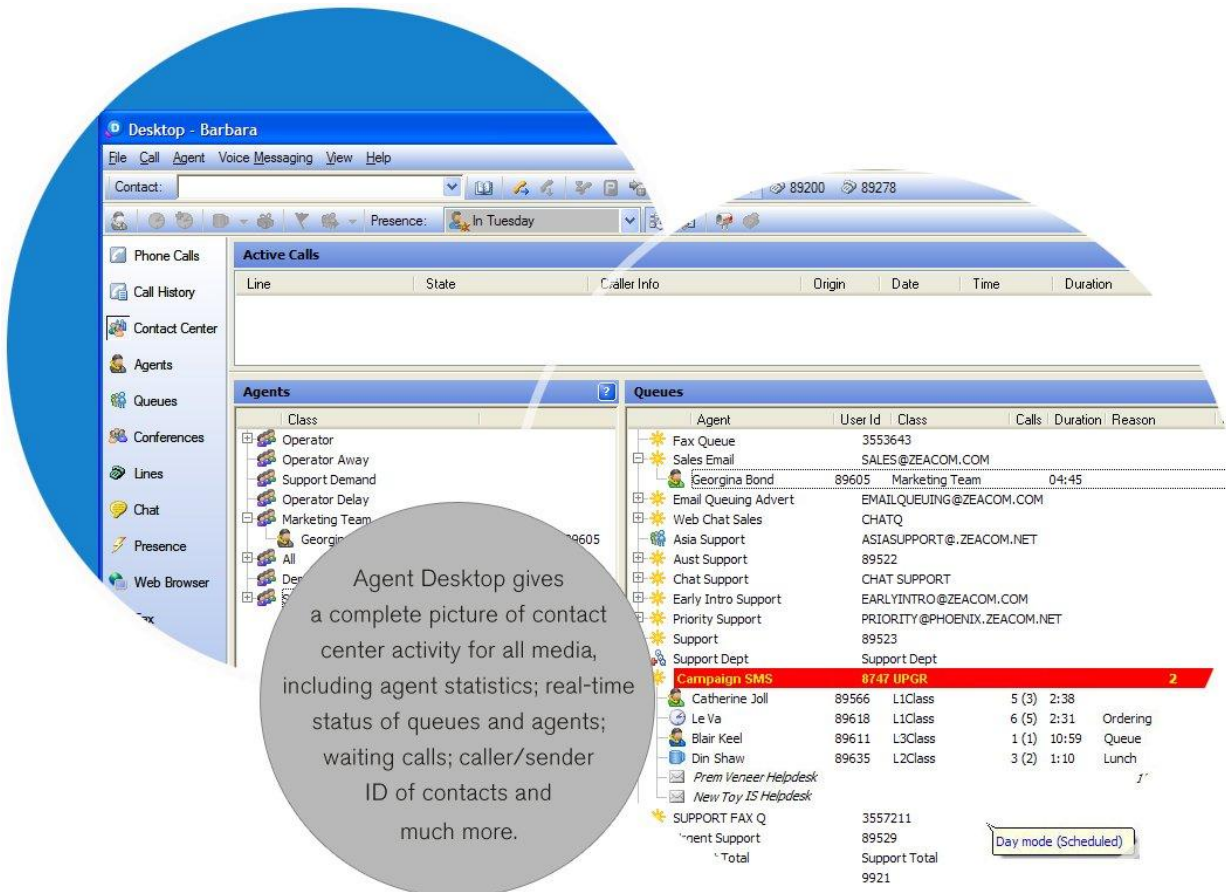
Give your staff the power to control all contacts from their desktop

Customers and prospects want the freedom to use a wide range of media to communicate with your contact center. No matter how they make contact – over the phone or by fax, email, web chat or SMS – they expect to be treated with the same level of attention and service. Your agents need the power to control each of these media, so that you won't miss out on any valuable business opportunities and can maximize sales.

A Zeacom Communications Center (ZCC) solution lets agents efficiently manage queues across all media from their desktop. ZCC Multimedia Queuing (MMQ) has the smarts that enable your contact center to provide even greater excellence in customer service. Agents can speed up response times and reduce abandonment rates, and you'll retain those valuable customers who prefer placing orders by using multiple media.

Optimize Your Contact Center Operations

ZCC Multimedia Queuing lets your contact center managers measure and analyze integrated data from across all media. They will gain a much better insight into the performance of individual agents and the contact center as a whole. ZCC makes it easier to optimize contact center operations and improve productivity.



Agent Desktop gives a complete picture of contact center activity for all media, including agent statistics; real-time status of queues and agents; waiting calls; caller/sender ID of contacts and much more.

Agent	User Id	Class	Calls	Duration	Reason
Fax Queue	3553643				
Sales Email	SALES@ZEACOM.COM				
Georgina Bond	89605	Marketing Team	04:45		
Email Queuing Advert	EMAILQUEUING@ZEACOM.COM				
Web Chat Sales	CHATQ				
Asia Support	ASIASUPPORT@ZEACOM.NET				
Aust Support	89522				
Chat Support	CHAT SUPPORT				
Early Intro Support	EARLYINTRO@ZEACOM.COM				
Priority Support	PRIORITY@PHOENIX.ZEACOM.NET				
Support	89523				
Support Dept	Support Dept				
Campaign SMS	8747 UPR		2		
Catherine Joll	89566	L1Class	5 (3)	2:38	
Le Va	89618	L1Class	6 (5)	2:31	Ordering
Blair Keel	89611	L3Class	1 (1)	10:59	Queue
Din Shaw	89635	L2Class	3 (2)	1:10	Lunch
Prem Veneer Helpdesk					
New Toy IS Helpdesk					
SUPPORT FAX Q	3557211				
ment Support	89529				
Total	Support Total				
	9921				

Smart Features

ZCC's queue management functionality takes all media into account when it allocates contacts to specific agents, along with pre-defined parameters to match the skill or experience level of each class of agents.

ZCC Multimedia Queuing also lets you use smart features like intelligent call delivery. Customers aren't passed around but will get a quick and knowledgeable response, while your agents will also save valuable time:

- Skills-based routing sends specific inquiries straight to the right expert, to handle them as quickly as possible
- Value-based routing sends top customers straight to your top sales people, so they can up-sell and cross-sell

You can set announcements, so that people are informed of their status in each of the queues. This feature lets you reduce abandonment rates. Callers, for example, can be told about their position in queue and you can provide automated responses to emails to let people know that their inquiry is being processed.

ZCC Agent Desktop is integrated with the Microsoft Exchange / Outlook platform, or provides a separate email platform dedicated to the contact center. Either way, your agents will work in a familiar environment, which leads to easy adoption by your team.

Archiving and comprehensive Search come with ZCC Mediaviewer (text media) and ZCC Record (phone calls).

You can require agents to enter Wrapup information via Agent Desktop at the end of each contact for reporting purposes, so that management can analyze and improve contact center performance.

Product Overview

Phone Call Queuing – Agents only have phone calls delivered when they can deal with them. If they are logged out or on a break, agents will only receive calls as they become available again. If an agent can't answer a call, it is returned to the queue.

Email Queuing – Your agents will manage emails in the same way as phone calls. Automatic queuing, delivery and reporting on emails will dramatically reduce response times, resulting in improved customer satisfaction. Email Queuing integrates with Microsoft Outlook, but will also queue emails from other best of breed applications like Lotus Notes and Groupwise. Templates make it easy for agents to reply in the correct manner.

Fax Queuing – Your contact center can queue, deliver and report on fax communications from the desktop. There will be no more misplaced faxes and delayed deliveries, and agents don't need to waste time hovering around the fax machine any more, waiting for documents to arrive.

Web Chat Queuing – Online customers can request live interaction with your contact center agents by establishing one-to-one text conversations. All the intelligent routing and queuing parameters apply to Web Chat Queuing as well, along with reporting and a set of standard reply phrases.

Web Callback Queuing – If customers visit your site after hours, Web Callback will give visitors the chance to have an agent call them back to discuss their needs in person, at a time and on a phone number they specify. The delivery of Web Callbacks is totally automated, so that not a single customer contact is lost or left waiting indefinitely. Agents just read the accompanying message, and click 'Dial' to initiate a response.

SMS Queuing – Through its partnership with SMS technology company Datasquirt, Zeacom provides an SMS Queuing module that enables customers and agents to easily communicate with each other. SMS text messages are converted into an email format for the agents and are lodged in the queues. If required, other parties can automatically get included in the message exchanges so that instructions are routed to 3rd party contractors or delivery staff. You'll avoid additional processing by your agents and improve response times.

More Information

For more information on *ZCC Multimedia Queuing*, to check out how other ZCC functionality can benefit your communications, or to request a live ZCC demonstration visit our website zeacom.com