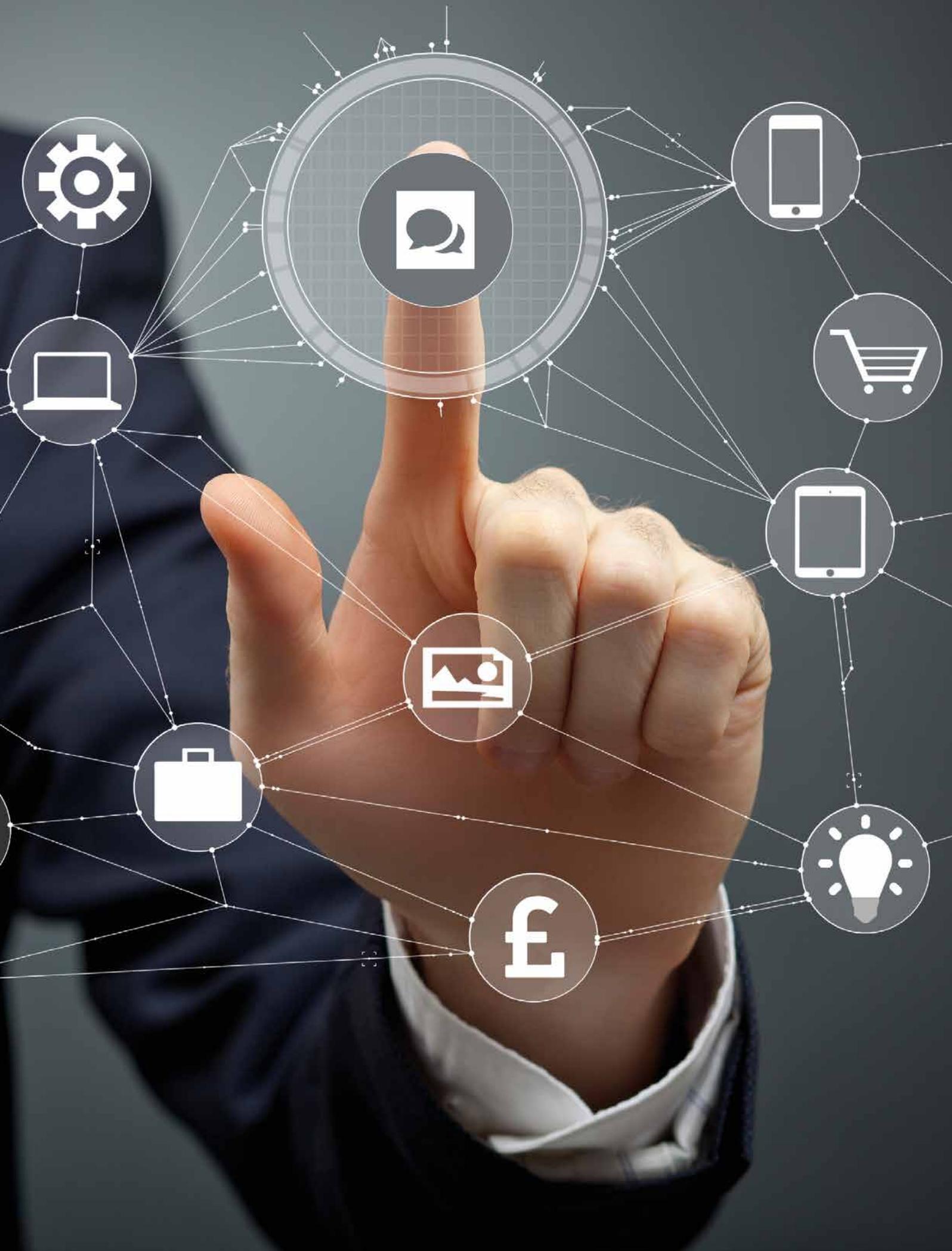




# CONTACT CENTRE







# MULTI-CHANNEL ENGAGEMENT

From the fledgling call centres of the 1970s to the multi-channel experiences of the 21st century, the contact centre has always had a critical role to play in ensuring excellent customer service. Today's customers have embraced multiple media in every aspect of their lives and expect to be able to move seamlessly from one medium to another. They may initiate a contact via social media, follow up by SMS and ultimately have their query resolved via email.

Today's multi-channel contact centres embrace traditional IPT telephony, email, SMS, web chat and social platforms to personalise the individual customer experience. However, this degree of complexity can present challenges to organisations aiming to deliver a seamless experience in real-time.

## **A CHALLENGING ENVIRONMENT**

Delivering a robust, multi-channel experience requires the integration of a range of communication platforms, where agents have access to customer histories across multiple media.

Contact centres are measured against a wide range of key performance indicators; including agent productivity, first call resolution, call avoidance and revenue growth. At the same time, they are expected to realise cost savings and process efficiencies.

In today's marketplace there is an expectation that contact centres are available 24x7. However, many organisations feel they may lack the internal resource or experience to provide this level of service.

Organisations are increasingly looking to offset or outsource some of the cost and responsibility of delivering a multi-channel customer contact centre. So, it is important to select a partner with the right level of expertise to deliver the required customer experience.



# CONTACT CENTRE SERVICES FROM ONI

The list of requirements for modern business communications frequently prioritises availability, flexibility, scalability and cost-efficiency. However, in order to maximise the return on their investment, organisations also seek to benefit from a wide range of value-add features in an environment that supports open standards and will support the future needs of the organisation.

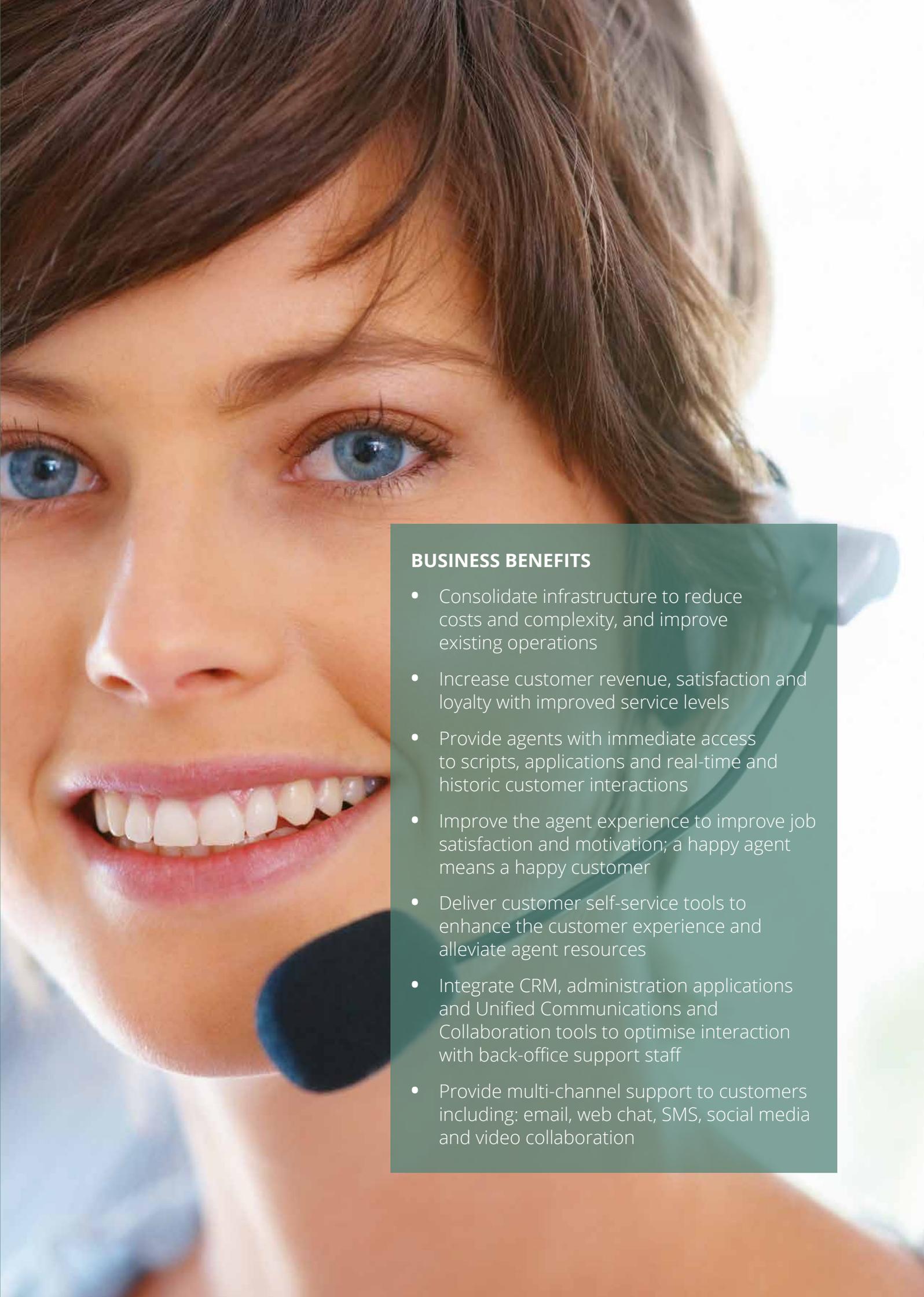
When designing a new contact centre solution, we always start with the users. By analysing and understanding the way your users interact with each other, we are able to design and implement a solution that overcomes the traditional barriers to effective communication. This informed approach to systems design helps to reduce costs, simplify the communications process and deliver a better user experience.

Where possible, we would look to extend your current investment in technology and process. Combined with our user-centric approach, this not only saves you time and money, but also accelerates adoption as users are more likely to support an environment they had a role in creating.

Each organisation's journey towards embracing contact centres is different. While they may be looking to arrive at the same destination, they will have started from different places, with different legacy equipment, and will have employed different strategies along the way.

The timelines for adoption of new technology can vary dramatically from one organisation to another; depending on the compelling nature of the drivers for change. Where there is a business critical imperative, we are able to design and implement solutions within tight timescales; mitigating risk and ensuring a rapid time to value.

If you need help building a business case for change, we will work with you to develop a solution that emphasises improvements in business intelligence, user experience and customer satisfaction to deliver a rapid and sustainable return on your investment.



## **BUSINESS BENEFITS**

- Consolidate infrastructure to reduce costs and complexity, and improve existing operations
- Increase customer revenue, satisfaction and loyalty with improved service levels
- Provide agents with immediate access to scripts, applications and real-time and historic customer interactions
- Improve the agent experience to improve job satisfaction and motivation; a happy agent means a happy customer
- Deliver customer self-service tools to enhance the customer experience and alleviate agent resources
- Integrate CRM, administration applications and Unified Communications and Collaboration tools to optimise interaction with back-office support staff
- Provide multi-channel support to customers including: email, web chat, SMS, social media and video collaboration



### AGENT TOOLS

- Unified desktop agent
- Outbound dialler

### CUSTOMER ENGAGEMENT

- Interactive voice recognition
- Social media interactive
- Self - service
- Ominichannel engagement
- Universal queue
- Automatic call distribution

### WORKFORCE REPORTING & OPTIMISATION

- Management information
- Multi - media recording
- Workforce management

### INFRASTRUCTURE INTEGRATION

- Unified communications & collaboration
- CRM
- Business applications



ON PREMISE



CLOUD



HYBRID



## **AGENT TOOLS**

Understandably, the customer experience is a priority for contact centres. However, this should not be to the detriment of the agent experience. After all, their use of the system has a direct impact on the way they engage with the customer.

Delivering customer service excellence depends upon access to the right information at the right time. Providing agents with a set of intelligent, intuitive tools enables them to respond quickly and accurately to detailed enquiries across multiple channels.

Integrated systems for both inbound and outbound call activities can save time, improve agent productivity and help deliver a better customer experience.

### **Unified Agent Desktop**

- An easy to use, single interface; featuring all the essential applications needed for agents to deliver an excellent customer experience
- Streamline processes to improve agent productivity and drive down cost

### **Outbound Dialler**

- Save time during outbound calls with auto call-back, call scripts and data collection and retrieval

## CUSTOMER ENGAGEMENT

Modern consumers have come to expect customer service to be “always on” and delivered through a multitude of channels. Deliver a unique and personal customer experience across multiple channels; driving customer satisfaction, loyalty and spend.

- **Interactive Voice Recognition**  
Save time and money by automating the management of a range of everyday sales, service and support calls
- **Social Media Interaction**  
Monitor and engage in social media interactions to improve customer satisfaction and react to requests in real-time
- **Self-Service**  
Provide round-the-clock access to standard services without the need for agent interaction, freeing agents to handle more complex calls
- **Omni-Channel Engagement**  
Centralise management of multiple channels and integrate with internal systems
- **Universal Queue**  
Distribute multi-channel workloads effectively across all agents; with reports and analysis on all customer activity, not just voice
- **Automatic Call Distribution**  
Distribute calls efficiently to the right person, first time, every time

## WORKFORCE OPTIMISATION

WFO allows organisations to deliver excellent customer service whilst driving improvements in workforce productivity and time management. Detailed reports and analysis provide actionable intelligence, leading to process improvements, costs savings and more efficient operations management.

- **Management Information**  
Access intelligence and reports across multiple sites and multiple interactions.
- **Multi-media Recording**  
Quick and easy access to call and text-based recordings to help improve customer service levels and identify agent training needs.
- **Workforce Management**  
Manage the allocation of contact centre resources to respond quickly to changing demand and intelligently route contacts requiring specialist support.

## INFRASTRUCTURE INTEGRATION

Integrate CRM, back-office applications, unified communications and collaboration solutions to provide a seamless experience for both agents and customers.

Unified communication and collaboration solutions deliver significant improvements in productivity, availability and decision making. Seamless integration between front-line and back-office staff, via video, chat and desktop sharing applications, helps to further improve the customer experience.

CRM integration means your agents have instant access to any customer data and a history of engagement. Being able to access payment or delivery details, a history of purchases or previous queries, speeds up the call process and presents a holistic and personalised experience to the customer.

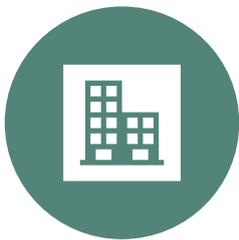
CTI (Computer Technology Integration) can be used to further improve agent productivity and customer experience. Presenting information to the agent prior to a call via screen popping means they will have all the relevant information to hand when a call is initiated; aiding first call resolution and average call time.



# DEPLOYMENT OPTIONS

When it comes to implementing new solutions, organisations are able to choose from a range of deployment options. As each scenario is unique, the choice to deploy on-premise, to host in the Cloud or to adopt a hybrid solution is determined by what delivers the best combination of performance, security, cost and control.

Our aim is to do what is right for our customers, that's why we offer an impartial choice of deployment options. With more than 20 years' experience of unified communications and collaboration solutions behind us, we are well placed to design and deliver a solution that best suits your organisation's objectives and processes.



## ON PREMISE

Ideal for organisations who wish to make the most of their investment in existing technology and inhouse IT expertise.



## CLOUD

Hosted contact centre services mean you no longer have to invest in deploying hardware and software on-site. Instantly scalable, Cloud solutions are available for a predictable monthly fee.



## HYBRID

The best of both worlds. Maintain your on-premise systems and use Cloud services to provide additional services during peak periods without committing to additional capital expenditure



# WHY ONI?

Established in 1992, ONI plc is a leading provider of IT solutions and services to both public sector and commercial markets. Privately owned, we offer a comprehensive range of on-site, cloud and hybrid technology solutions.

We have worked hard to establish ourselves as a centre of excellence for digital transformation, but we're not resting on our laurels. We have ambitious plans for even further growth over the coming years, which will see us increasing both our capacity and range of services. Keen adopters of new technologies, we are proud of our reputation as innovators.

Our expertise already spans core network infrastructure, unified communications and collaboration, contact centre solutions, data centre services, connectivity and cybersecurity.

ONI cloud services are delivered from our own Tier 3+ Data Centre, located in the South East of England, and include infrastructure, disaster recovery, UC, collaboration and contact centre solutions as-a-service.

ONI is committed to providing our customers with the availability, performance and agility required to transform their business. It's what we call Business Assured and comprises three core pledges.

## **100% UPTIME GUARANTEED**

Most service providers promise four 9's or even five 9's in terms of availability, but 99.99% uptime still means you are without service for 52min 35s every year. When dealing with business-critical applications, we don't think you should compromise on availability. If you pay 100% of your fees, you should get 100% availability.

Our commitment to 100% uptime underpins our data centre and managed service portfolio; providing our customers with peace of mind that they will always have access to their data and applications.

## **ON-PREMISES OR CLOUD AGNOSTIC**

For many organisations, the future of IT lies in a hybrid converged infrastructure that features elements of on-premises, colocation and cloud-based products and services. But getting agnostic advice on the best place to deploy each application can be difficult.

Cloud service providers naturally will only ever promote as-a-service propositions. Likewise, legacy systems integrators will have experience of on-premises hardware but not the skills necessary to transition services successfully to the cloud. In contrast, ONI offers the best of both worlds.

By combining legacy on-premises solutions with our Data Centre services, our customers benefit from transformative digital solutions, deployed where they add most value. Our agnostic approach to deployment helps organisations to gain a competitive advantage by reducing costs and delivering leaner, less complex IT solutions.

## **PREDICTABLE AND TRANSPARENT COSTS**

Cloud services from ONI are provided from a single orchestration platform; one that offers a simplified product range and an all-inclusive price, based on customer usage. There is no need for specialist procurement knowledge to understand a complex product offering or EA pricing structure, let alone fluctuating exchange rates, making it easy to stay in control and avoid unexpected spiralling costs.

ONI Assure Managed Services provide unmatched details about the status of IT infrastructure devices; enabling IT professionals to make better informed investment decisions about life-cycle management and avoid unnecessary costs. Improved visibility of contract renewals, or when devices reach end-of-life and end-of-support, makes budgeting more accurate and more predictable.





## AVAILABLE FROM ONI:

- Managed Services & Support
- Hosting & Colocation
- Networking & Connectivity
- Back-Up & Disaster Recovery
- Cybersecurity Solutions
- Contact Centre Solutions
- Mobility & Collaboration
- Unified Communications



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Established in 1992, ONI plc is a leading provider of IT services and solutions. We deliver a unique blend of on-site, hybrid and Cloud computing systems, from our Tier 3+ UK data centres. Our workforce holds over 400 accreditations from vendors such as Cisco, VMware, NetApp, Veeam, Gamma, BT and Microsoft.