

# Done!

Presence enhanced, multi-media solution increases first-contact resolution for customer satisfaction and agent productivity.

OpenScape Contact Center Agile and Enterprise

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# Business issues

**Most organizations consider satisfying their customers and holding on to them as the important factors in the success of their business. Customers demand first class service and personalized support irrespective of the channel they choose to use. The first line delivery of this service lies with your Agents, their knowledge, skills and productivity.**

All organizations need to utilize resources effectively across all customer interaction channels. Integration of the contact center with other business applications is seen as the best way to achieve this efficiency.

All businesses have to meet budgetary constraints. Any solution must provide value for money, and a return on investment to be a future proof solution. Furthermore, the solution should contribute to the effective management of the contact center by providing an integrated solution for all media and comprehensive reporting, while improving productivity.

# Business problems

The challenge companies with contact centers face is to integrate diverse communication channels, increase productivity and improve agent performance while managing costs and keeping customers happy.

However, many organizations suffer from:

- Customer satisfaction problems leading to defections
- Declining performance and productivity relative to costs
- Inability to improve on key transactional measures through size or volume improvements (orders, revenue, resolutions, etc)

These are often indicated in the contact center through the following metrics:

- High abandoned call rates
- Low first-contact resolution
- Missed service level targets
- High agent turnover rates
- Low customer satisfaction scores

Other problem indicators include:

- Poor access to resources or information to resolve contacts
- Lack of activity monitoring and reporting
- Disparate non-integrated multi-media contacts handling solutions
- Difficulty extending or enhancing functionality

# Solutions overview

Siemens' OpenScape Contact Center is a leading-edge contact center solution that helps businesses keep pace with customers' demands and maintain competitive edge. The solution is easily deployable and maximizes first-contact resolution through robust, industry leading, intelligent, skills based routing options and presence/collaboration capabilities. The end-user interface is highly useable and visual and the solution is designed to meet the demands of a multimedia contact center.

The result is not only greater customer satisfaction, but also the most efficient use of a contact center's most precious resource – its agents. Siemens' cost-effective solution delivers:

- Complete, easy to understand modular packaging and options
- A unified, single application base
- Streamlined implementation
- Presence and collaboration tools for instant access to business expertise. This drives up rates of first-contact customer resolution.
- Intuitive, fool-proof management tools that ensure call routing strategies are designed effectively
- Innovative, easy to use desktop tools with a highly useable and visual interface

## » Business impact

Organizations want resources to be used effectively while keeping operational costs down. Siemens' OpenScape Contact Center solution offers:

- Improved customer satisfaction driven by greater first-contact resolution of calls, shorter call handling times, improved overall customer service and a reduction in abandoned calls. As an example, The Texas Association of School Boards (TASB) reduced call abandon rates by 60% due to higher service levels.
- Reduced operating costs through first contact resolution enabling lower overall call volumes. TASB lowered call volumes by more than 15% by avoiding repeat calls and callbacks.
- Improved productivity through the use of powerful agent and management desktop tools, and optimized utilization of agents; typically delivering a 30% improvement
- Improved call handling through the use of presence and collaboration tools to leverage enterprise knowledge
- Increased revenue opportunities from customers being more open to re-purchase or accept offers following satisfactory resolution of service issues. As another example, Detroit Medical Center recorded increased revenues of 31%, in the first month of deployment.
- Improved agent morale and engagement through having highly useable and visual end user interfaces, providing the tools agents need to do their job well
- Low implementation costs ensured by easy installation and integration options as well as easy maintenance for growth and evolution

Companies can also expect the installation of a Siemens' OpenScape Contact Center solution to pay for itself, typically within 12 months. This is via increased productivity, reduced costs and higher profitability. Aware that the investment made in call routing and reporting systems by companies is huge, Siemens' OpenScape Contact Center solution is also designed to work seamlessly with a firm's existing technology.

## Who can benefit

Any organization with a dedicated group of people handling customer communications could benefit from Siemens' OpenScape Contact Center solution. The key beneficiaries include:

- **Supervisors and agents** – see productivity and customer satisfaction improve
- **Contact center managers** – gain access to integrated, easy-to-use management and reporting tools. Meeting service level targets becomes easier and better management information speeds up and improves the quality of decision-making.
- **Network and IT management** – are offered easy implementation of a contact configuration wizards and pre-built integration kits. A software development kit (SDK) maximizes the integration possibilities and minimizes the cost of customizations. Maintenance and Managed Services are available to ensure software updates, upgrades, and enhancements occur seamlessly.

## Conclusion

Implementing Siemens' OpenScape Contact Center solution can address many of the issues faced by today's contact center managers. To ensure companies gain maximum benefit from this solution, Siemens offers a range of professional services including consulting, project management, systems integration and vendor co-ordination, to compliment the skills of in-house IT staff.

To find the best solution for a customer, Siemens' consultants conduct a comprehensive requirements capture workshop. This enables them to understand the client's business needs and propose the most appropriate solution. From this information, a detailed design specification is generated.

Siemens offer full installation, testing and user training as part of its implementation package. Following implementation Siemens offers a post installation three month health check to ensure that customers are achieving the full benefits. Recommendations are also made for further improvement and enhancements where possible.

Demonstrations of Siemens' OpenScape Contact Center solution are available on request.

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

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