

Maximize Your Business Opportunities – With a ZCC Unified Contact Center Solution

“We selected Zeacom because it allowed us to incorporate multimedia channels into the traditional voice handling process, and queue calls and emails to specific teams. Our Zeacom contact center has become an extremely valuable part of the operation. It enables management to monitor performance in real time as well through useful management reporting. Generally it allows us to handle more support activity with fewer resources, providing substantial cost savings.”

Barry Keno, President of Keno Kozie Associates, Provider of 24*7 IT support services to law firms across the US and Canada

A Zeacom Communications Center solution provides advanced Unified Communications that delivers business benefits across the entire enterprise, through 5 key functionality sets. This paper addresses the Unified Contact Center.



Improve Your Contact Center Performance – At a Lower Total Cost of Ownership

Executive Summary

A ZCC Unified Contact Center solution enables your business to address a number of key issues:

- Optimize customer service
- Maximize staff performance
- Reduce staff attrition
- Introduce cost reductions
- Improve contact center management

Industry Overview

In recent years, the contact center industry has faced the combined challenge of rapid growth and swiftly changing technologies, while trying hard to optimize customer service levels and minimize staff attrition. IVR, speech recognition, IM and web communications are by now firmly entrenched in the communications mix, while CTI and IP Telephony are starting to give way to Unified Communications (UC) as the rising wave of new technology. And as all these changes are unraveling, business demands in regard to ROI are as strict as ever when it comes to bringing down cost center expenditures.

There is an effective way to cope with such a barrage of pressures and issues. The innovative solutions delivered by global contact center provider Zeacom - to some 2500 organizations, across 25 countries – are focused on resolving your business issues through advanced technology.

For some 15 years now, Zeacom has built a solid reputation for delivering cost-effective contact center solutions that enable customers to make substantial efficiency and productivity gains. In recent times, Zeacom has enhanced its core technology to successfully transform itself into a Unified Communications solutions provider - connecting the entire enterprise as one with customers, colleagues, suppliers and business partners.

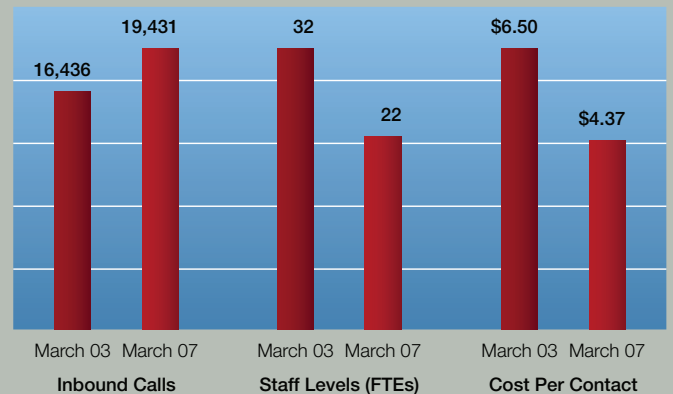
Improve Your Contact Center Performance

There are several key problem areas, which most contact center managers identify as hard to solve.

- Demands for cost reductions
- High staff turnover
- Obstacles affecting agent efficiency
- Improving customer satisfaction levels

Most Zeacom customers report performance improvements in all these areas, after implementing a Zeacom Communications Center (ZCC) Unified Contact Center. The results were quite striking, for example, in the case of the Australasian Laminex Group – a leading distributor and manufacturer of premium decorative surfaces.

Laminex Group - Productivity went up, costs came down



“While incumbent vendors often provide the path of least resistance for companies planning to acquire new contact center infrastructure or refresh their existing contact center infrastructure, decision makers should also evaluate both competing established vendor offerings as well as those from newer entrants that may provide a strong fit with the company’s present and long-term needs. ... [They] are likely to differentiate themselves based on tightly integrated product suites that share common administrative, management and reporting tools.”

Gartner: Magic Quadrant for Contact Center Infrastructure, North America, 2007 (16 August, 2007)

Lower Your Total Cost of Ownership

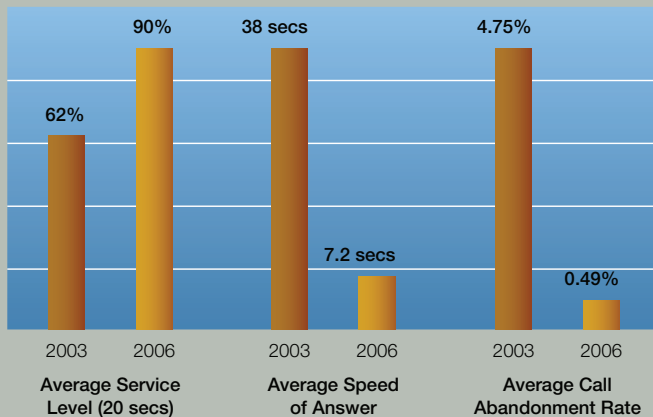
Contact center managers are usually held accountable for turning their department into less of a cost center - through an ongoing reduction of:

- Capital investments
- Operational costs
- Total cost of ownership

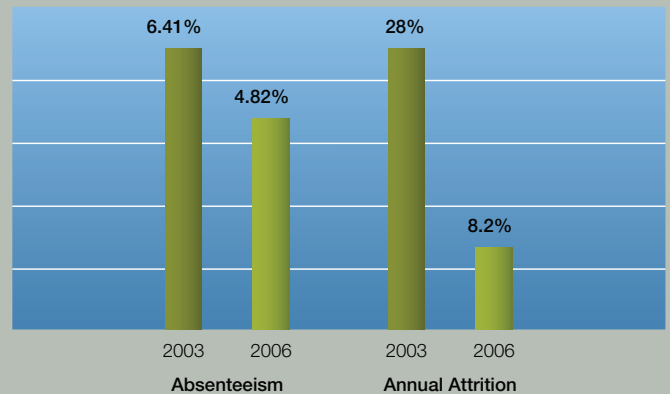
The ZCC Unified Contact Center was developed as a single-point solution, specifically for contact centers employing between 5 and 500 agents. Because ZCC runs on only one server, providing one smart application, and only one administrative interface, it reduces costs in a number of areas.

- Less hardware investments, with only one server (depending on activity levels or loads, an additional server may be required)
- Reduced implementation / customization costs – ZCC provides plug-ins and standard integration with a wide range of databases, CRM systems and applications
- Reduced total cost of ownership – One administrative interface reduces IT maintenance, system administration and support costs / One application with an intuitive GUI reduces staff training and acceptance costs

Laminex Group - Customer satisfaction went up



Laminex Group - The work environment improved



- Management – Staff will monitor their own performance, in real-time, across all media. Managers get some 200 standard reports plus customized reporting to optimize contact center performance
- Higher productivity – Advanced functionality enables agents to achieve more in less time

“The move to a single integrated suite of products can also reduce the operational expenditure of companies’ contact center infrastructure.”

Gartner: Magic Quadrant for Contact Center Infrastructure, North America, 2007 (16 August, 2007)

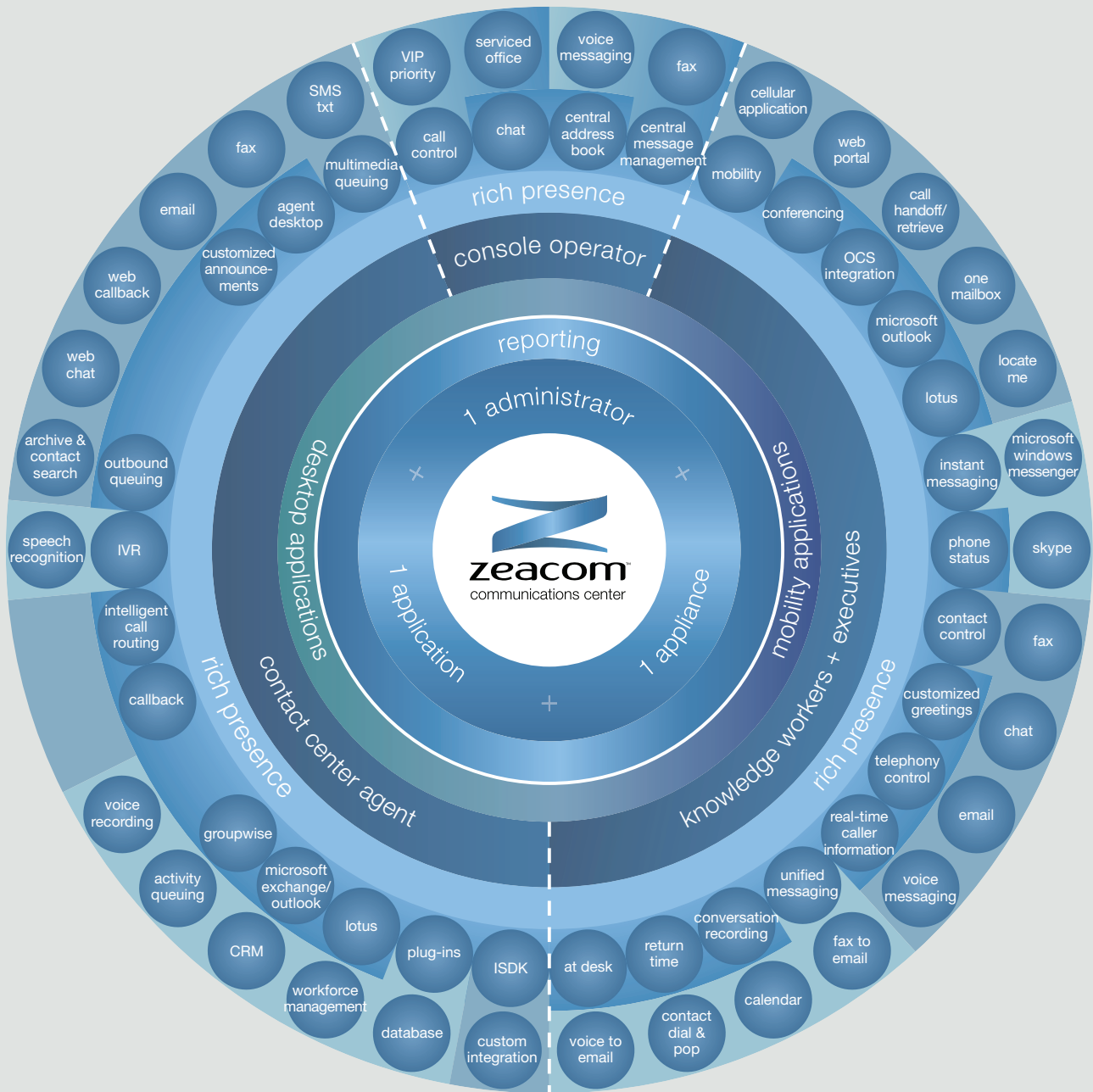
Advanced Functionality to Optimize Business Outcomes

A customer’s experience with any organization depends in large part on the service that’s provided by its contact center agents or the receptionist / console operator. By giving your staff the ultimate tools to optimize communications across all media, business opportunities can be maximized as they are presented.

A ZCC Unified Contact Center solution has the full range of features that could be required by even the most demanding contact center environments. Whether your organization requires CTI functionality such as value-based routing or skills-based routing, to focus on priority customers and use internal experts more efficiently. Or whether your preference is for value-add features like blended inbound / outbound calling, callback, or seamless integration with CRM systems and other databases. And even if your customers prefer to use multiple devices – like phone, fax, IM or web chat – and still demand a seamless experience. A ZCC Unified Contact Center will deliver the functionality to meet all these needs.

- Skills-based and/or Value-based Routing / IVR / Speech recognition / Customized announcements
- Callback / Autodial / Outdial Queuing
- Live performance monitoring / 200 Standard Reports / Customized Reports
- Rich Presence / Multimedia Queuing / Unified Messaging
- Desktop Applications / Operator Console / Microsoft Outlook and Lotus Notes integration

For more detail on functionality, see the ZCC Unified Contact Center *Fact Sheet* on Zeacom.com



Integrated with the PBX platform, ZCC provides the business with 1 Application and 1 Administration interface, running on 1 Appliance (center rings). A highly valuable Reporting layer covers all user activity.

Desktop Telephony and Mobility GUI interfaces meet the needs of the entire organization - from console operators to contact center agents, and from knowledge workers to senior executives (middle ring). Rich Presence enables all staff to

save time through real-time communications, and be more effective and productive.

A comprehensive suite of functionality – ranging from Multimedia Queuing through to Conferencing and Unified Messaging – offers additional specific business benefits (outer rings).

With ZCC, the entire organization can connect – as one – with customers, suppliers, colleagues and business partners.

Improve Customer Experience

Two primary roles of the Contact Center are to optimize all incoming business opportunities and increase revenues, and to enhance the customer's brand experience and build brand loyalty. A ZCC solution will achieve both objectives.

A major point of difference between Zeacom and other providers is that instead of focusing purely on technology, a ZCC solution is always business oriented. Whenever new functionality or modules are designed, Zeacom's approach is to solve business issues and create opportunities to improve communications. The extensive range of ZCC standard reports, for example, is the result of requests by contact center managers from around the globe

Delivering a consistently high level of service – regardless of when or how customers contact the business – requires a multimedia solution that's not only comprehensive but also intuitive and easy to use. Agents need to easily maintain control as they balance customer expectations with available resources. With this requirement in mind, ZCC was developed as a flexible solution that delivers control of every contact, regardless of media type. Whether it's faxes, emails, voice messages, txt, instant messaging, web chats or questions generated by web sites, they are all treated with the same care as the traditional phone call.

Do Better Business

Because it is business oriented, a ZCC Unified Contact Center enables you to introduce substantial time-savings and makes your agents more effective and efficient.

- ZCC Rich Presence enables agents to see at a glance who is active at their desk, who is on a call or out and about, and

what the time of return will be. Whenever an agent needs to 'fetch an expert' or forward a call to a colleague, it won't result in caller frustration or 'voice mail jail'

- ZCC IVR can redirect repetitive requests to an integrated IVR system, so they can be resolved in a self-service environment
- ZCC enables the introduction of value-based routing which allows for priority contact handling for high-value customers, or even contact avoidance for others. For example, callers who haven't paid their invoices can be passed on to Accounts first, accompanied by a screen that displays up to date billings

Other smart ZCC Contact Center features let you maximize agent utilization by blending inbound and outbound call handling. You will also be able to better manage peak times without compromising on service quality, by routing contacts to backup agents or offering callers the option to be called back rather than wait in the queue.

Because agents can access real-time information from their desktops, they can react immediately to any service-affecting situations. And the familiar Windows-based graphical user interface that streamlines contact handling, makes it easy for managers and supervisors to learn and use administration and reporting. They will also find it straightforward to customize security management.

These are the kinds of smart solutions your business buys into, when you select an award-winning Zeacom contact center solution.

Extend the Value of UC across the Enterprise

With UC sweeping the globe as the next hot technology trend, especially after Microsoft launched its Office Communications Server (OCS) in late 2007, businesses increasingly realize that

they need to jump on this fast-moving bandwagon or they will get left behind by the competition.

ZCC delivers full-bodied, advanced UC functionality in a robust, market-tested solution that suits standard sized businesses scaling up to 2500 desktops. It doesn't require a 'rip-and-replace' approach when it comes to reviewing the telephony environment or the PBX, and it also provides interoperability with Microsoft OCS.

A cost-effective ZCC solution can easily extend UC beyond the Contact Center - across the enterprise. Instead of limiting the rollout to one single team, businesses can give the entire enterprise the smart tools that make staff more responsive and efficient in their communications with customers, colleagues, suppliers and business partners. According to analyst firms around the world, the productivity gains that are achieved through UC solutions are substantial.*



ZCC delivers a full range of high-end UC functionality that extends beyond the contact center. As a single point solution, all the various applications are tightly unified and provide features that will benefit employees across the enterprise.

In Summary

A ZCC Unified Contact Center solution enables businesses to address a number of important issues.

- Optimize customer service
- Maximize staff performance
- Reduce staff attrition
- Introduce cost reductions
- Improve contact center management

The ZCC formula of 1 Appliance, running 1 Application and 1 Administration interface, delivers advanced easy-to-use UC functionality into the business, at a reasonable cost. Zeacom's global presence ensures you'll implement a market-tested solution that runs on leading PBX platforms, and delivers interoperability with Microsoft Office Communications Server.

ZCC enables your contact center and the entire organization to connect as one, with customers, colleagues, suppliers and business partners.

More Information

Ask for a live ZCC demonstration to see how you can improve your contact center performance. Either online, at **zeacom.com**, or through your customer manager.

If you are interested in more detail about the ZCC Unified Contact Center, visit our website **zeacom.com** to check out our White Papers, Fact Sheets, Videos and interactive demonstrations.

Or ask your Account Manager for our White Papers or Fact Sheets on individual applications such as Console, Autodial, Callback, IVR, Alert Notification etc.

Zeacom Basic Facts

- Company established in 1994
- Offices in Australia, New Zealand, UK, US
- Global network of resellers
- Some 2500 customers, across 25 countries
- Compatible with PBXs from Avaya, Cisco, NEC
- Compatible with Microsoft OCS

About Zeacom

Zeacom's Unified Communications solutions have improved communication and collaboration for some 2500 small and medium-sized organizations, across 25 countries. The cost-effective Zeacom Communications Center solution was developed specifically to provide advanced Unified Communications to organizations with up to 2500 desktops, in conjunction with a contact center employing between 5 and 500 agents.

Zeacom works closely with leading PBX partners Avaya, Cisco and NEC, and as a Microsoft Gold partner provides full integration with Microsoft Messenger, Exchange and the Office suite, plus interoperability with Microsoft Office Communications Server.

For more information, visit **www.zeacom.com**

* For independent research identifying the ROI of Unified Communications through efficiency and productivity gains, check out **www.ucstrategies.com** or any of the other major analyst firms involved in UC research.