

NORCAL CONTACT CENTER ASSOCIATION MEETING

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Presenters:

Gia McNutt, CEO of SOS

Chris Ewing, CEO of Keenan Holdings

Mike Nemetz, Sales Manager Interactive Intelligence

MULTIMEDIA IN CONTACT CENTERS

What is “**Contact Center Multimedia**”?

CONTACT CENTER = multi-channel capable Customer Interaction Center

CALL CENTER = phone-only customer service

MULTIMEDIA = Multiple communication channels

- ◆ Phone
- ◆ Web Chat & Collaboration
- ◆ Web call back
- ◆ Email
- ◆ Fax

MULTI-CHANNEL

- ◆ Call Management
- ◆ Call Queuing
- ◆ Reporting

MULTIMEDIA:

A COMPETITIVE EDGE FOR THE CONTACT CENTER

- ◆ Accelerate & support adoption of self-service
- ◆ Improve client satisfaction & response times
- ◆ Cost containment
- ◆ Personalize interactions with clients / meet them “where they’re most comfortable

MULTIMEDIA: BECOMING A BUSINESS REQUIREMENT

Customer Satisfaction:

- ◆ New generation, new communication needs
- ◆ Customer perception has changed regarding self-service – *desired* & required
- ◆ Speed of service

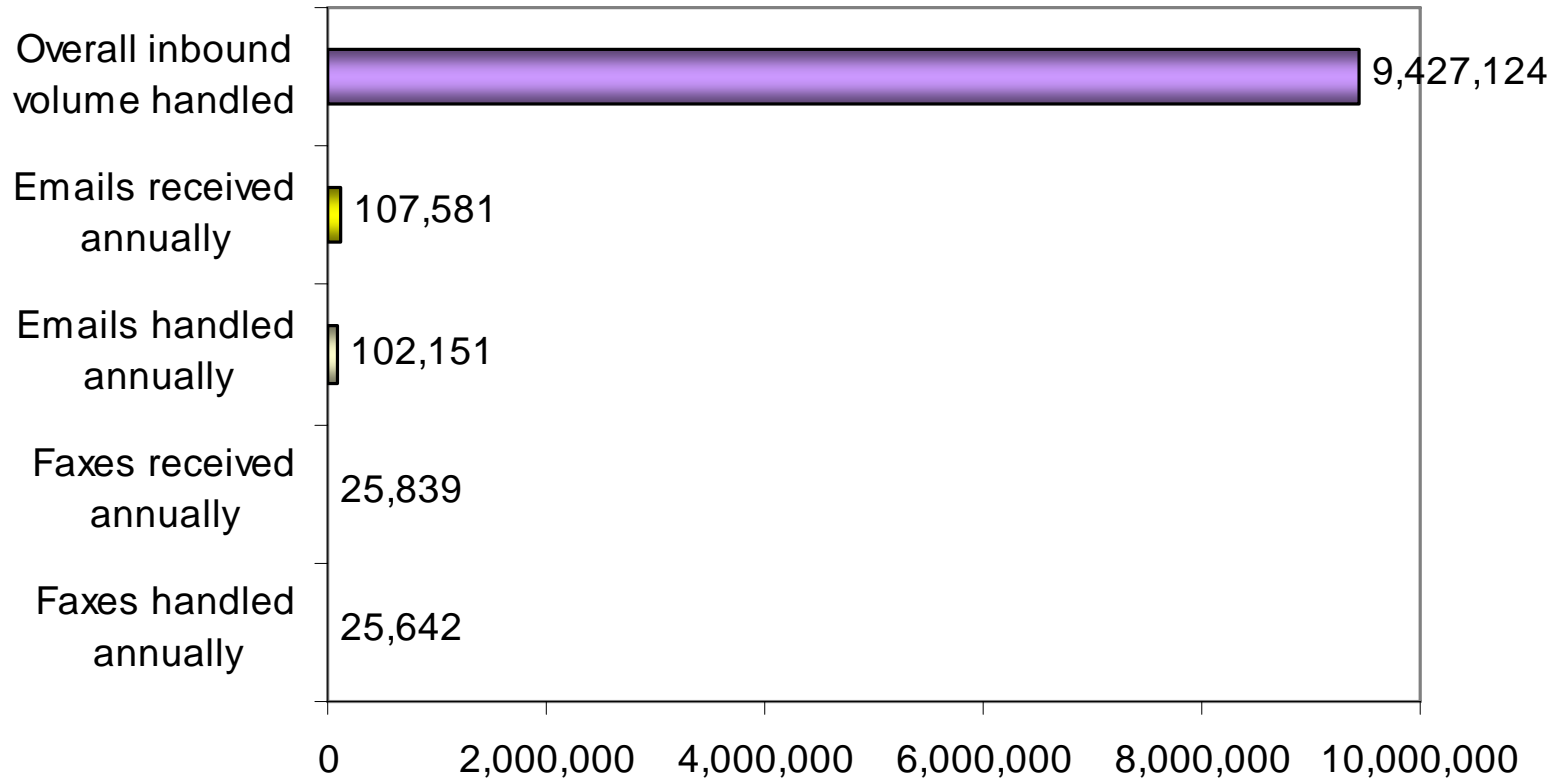
MULTIMEDIA: ENHANCING CUSTOMER LOYALTY

- ◆ Understand the entire customer relationship & purchase history
- ◆ Meet customers where they're most comfortable
- ◆ Personalize/customize interactions based on customer preference.

WEB-BASED MARKETING

- ◆ Get people to your website for self-service
- ◆ Make offers – Give & Get information
- ◆ Proactive chat session offers on web-site
- ◆ Increase revenue

VOLUME OF EMAILS & FAXES HANDLED



SELF-SERVICE ACCELERATOR

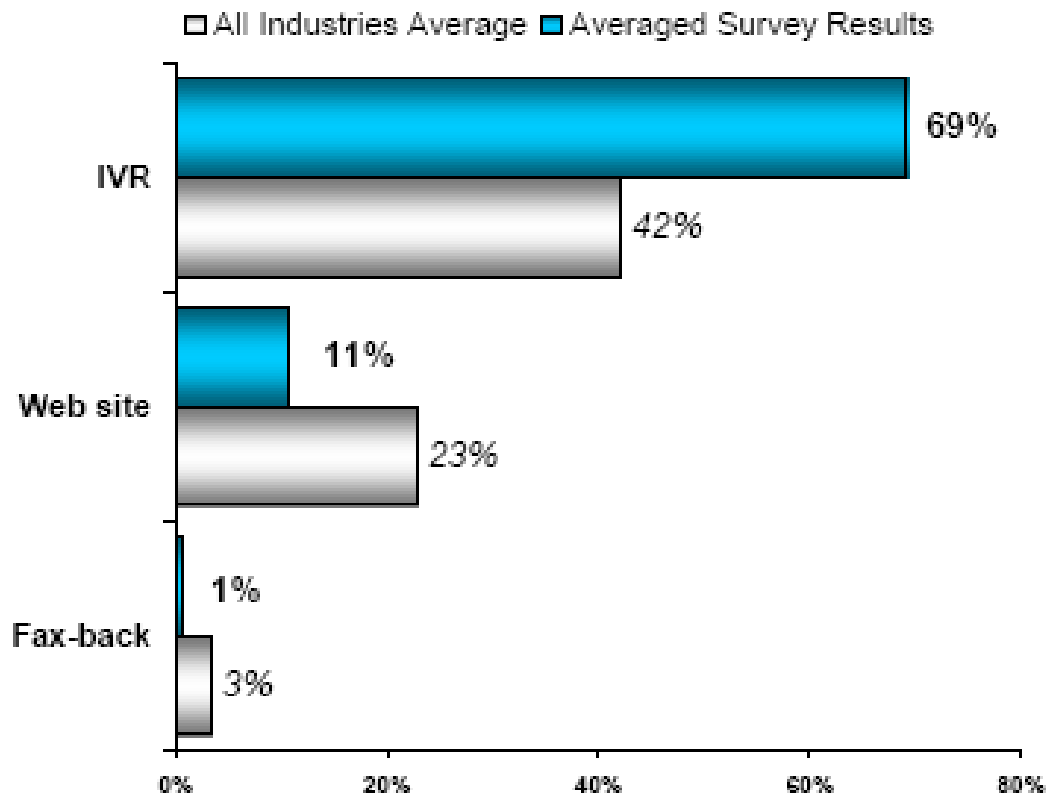
IVR | Web Chat | Web Collaboration
Web Call Back | Email | Fax

Benefits

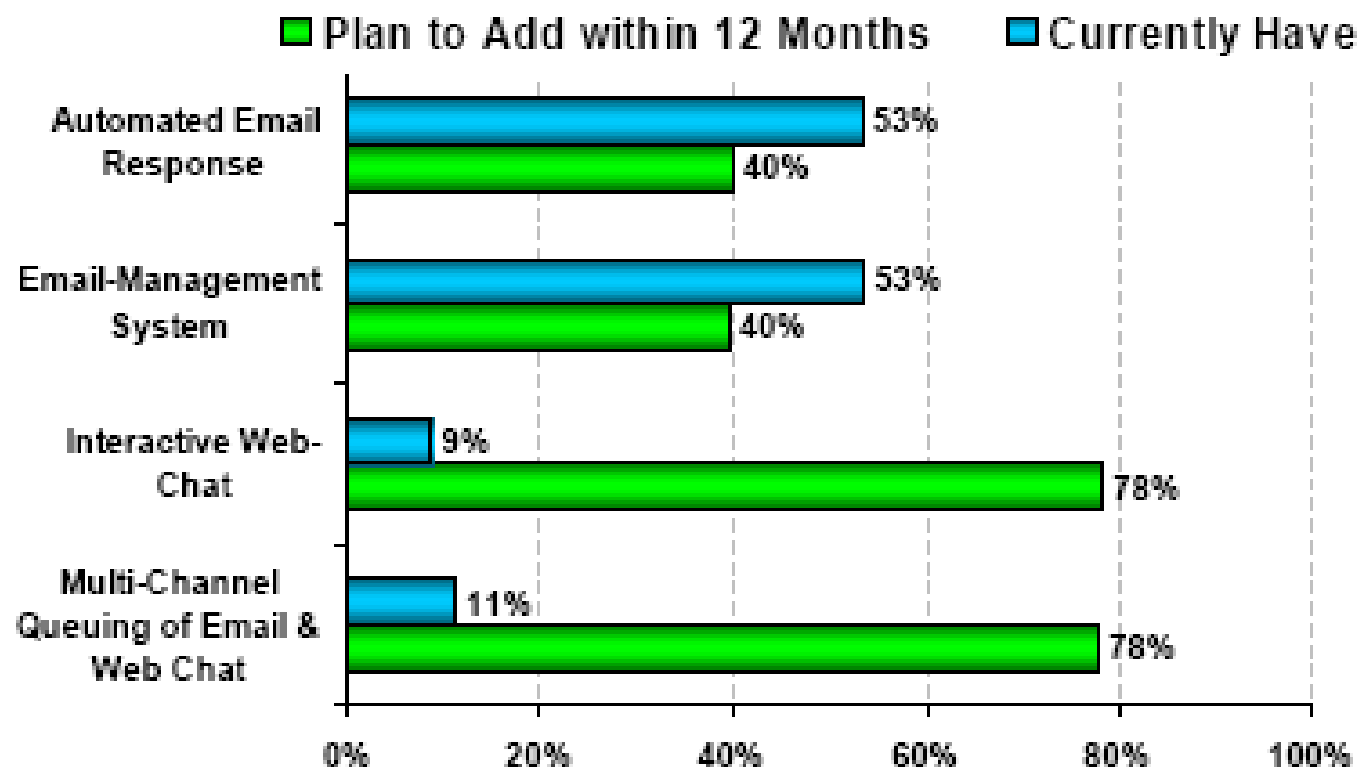
- ◆ Lower Costs
- ◆ Increase customer satisfaction

VOLUME HANDLED BY SELF-SERVICE

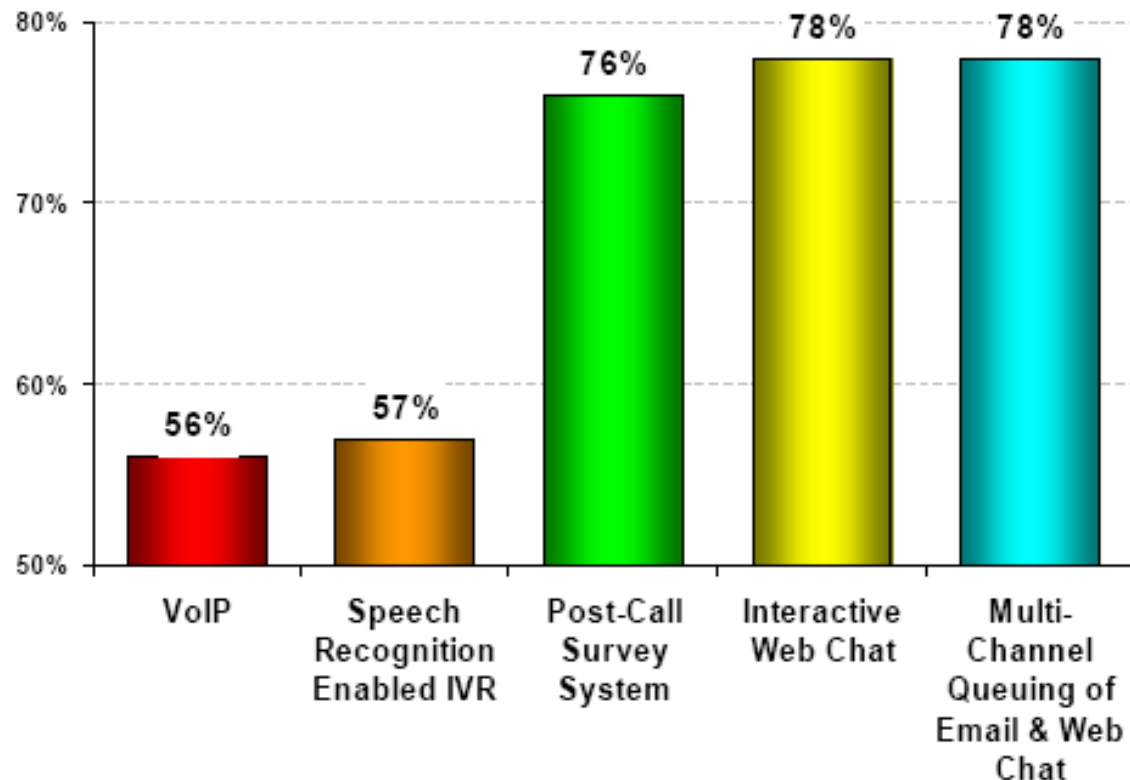
Percentage Self-Service Contacts by Channel



EMAIL & WEB CHAT TECHNOLOGY



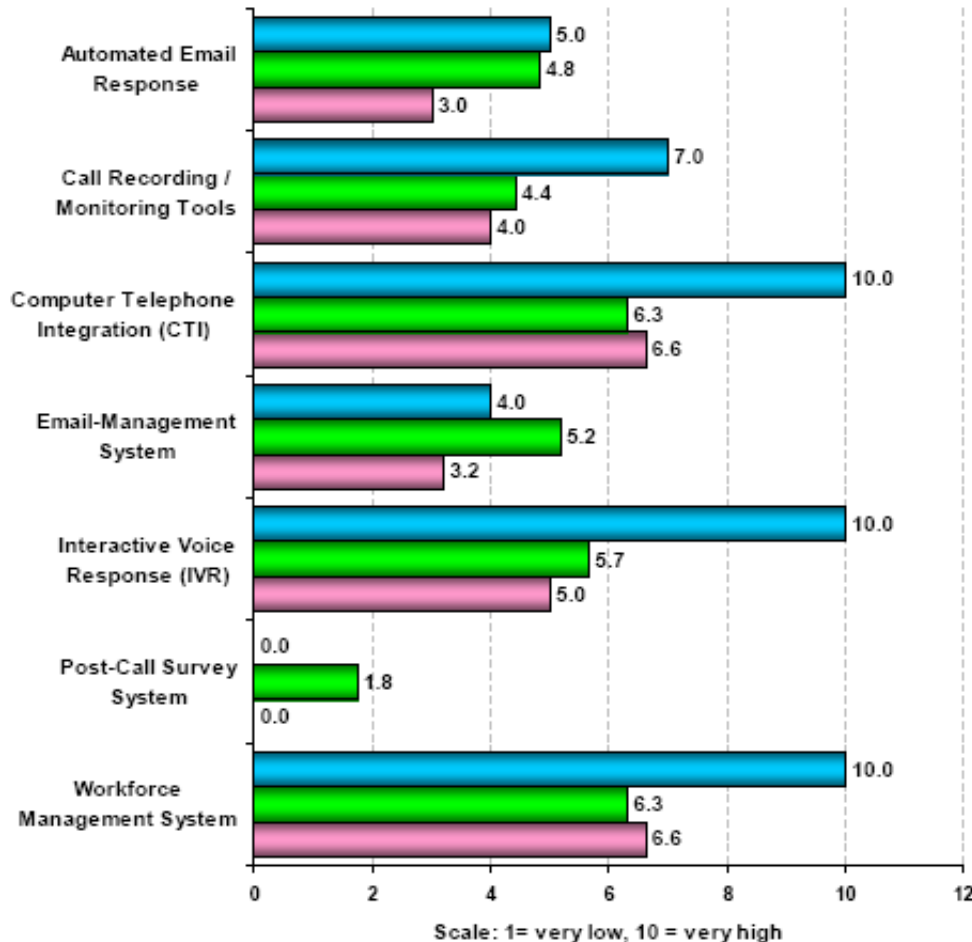
MOST POPULAR “PLANNING TO ADD” TECHNOLOGIES



TECHNOLOGY CONSIDERATION: CONSISTENCY ACROSS CHANNELS

- ◆ Multi-channel Queuing / call distribution
- ◆ Multiple levels of skills-based routing
- ◆ Multi-channel integration
- ◆ Multi-channel workforce management
- ◆ Multi-channel quality monitoring & reporting

EASE OF INTEGRATION



How effectively does each product in your contact center integrate with, and leverage the capabilities of your other contact center products?

- All-in-One Solutions
- Multi-Point Solutions
- Mainly All-in-One with Legacy / Add-ons

HOW TO LEARN MORE

- ◆ **All in One Whitepaper** - Get the full whitepaper by Dr. Jon & Purdue University Center for Call Center Excellence
- ◆ **Convergence for Contact Centers**
 - Subscribe to our monthly e-newsletter
- ◆ **SOS Website:** www.team-sos.com

THANK YOU

Q & A

Gia McNutt

916.577.1706

gmcnutt@team-sos.com

www.team-sos.com