

## Contact+ Omni-channel Contact Centre System

### Multi-channel Interactions

Organisations are experiencing growth in the number of incoming multi-channel interactions requiring attention. By multi-channel interaction we are referring to any of the following:



These interactions can be:

- Sales enquiries
- Requests for customer service
- Complaints
- General enquiries

This growth is occurring as customers increasingly make contact with organisations using digital channels by using websites and social media. This is presenting organisations with a major challenge in terms of managing the inflow of interactions and dealing with them in a structured way.

### Multi-channel Management

Contact+ provides all the facilities by which these interactions can be:

- Received & Queued
- Routed to an appropriately skilled person/group
- Recorded under a conversation thread
- Viewed alone or as part of the conversation
- Integrated with an application or business process
- Responded to
- Reported on

### Universal Queue

Contact+ blends digital interactions with telephone calls what is called a Universal Queue This means that all interaction types can be assigned priorities relative to one another and managed with groups of multi-skilled agents or staff members.

### Conversation Management

Conversation Management is a unique and powerful new concept implemented in Contact+. It manages an organisation's communications with its customers occurring over any number of different media channels and displays interactions to the agent for each customer issue as a single conversation thread. The interactions can be over any period of time and involve any number of participants.

This helps to promote continuity for customers, who no longer have to repeat themselves, and clarity and context for the agent to help them provide an optimal level of service.

### Omni-channel Performance

Unlike other systems, Contact+ has been designed from the ground up to provide a fully integrated approach to managing customer interactions across voice, email, SMS, web and social media channels.

This means that the system works in exactly the same way, using the same methods, principles, and processes for all channels, providing benefits for all parties working with the system: customers, agents and supervisors.