

# ShoreWare Contact Center Solutions



Maximizing customer satisfaction  
in the virtual call center



## BENEFITS

- *Make the virtual call center a reality*
- *Use customized call routing to enhance customer interactions*
- *Reduce costs with self-service applications and by deploying agents anywhere in the enterprise, or at home*
- *Elevate business intelligence by integrating contact center work flow with enterprise applications*
- *Three choices—Workgroups, Contact Center and Enterprise Contact Center—to meet a wide range of needs.*

Whether your organization is just launching a contact center, or it is already an integral part of your business operations, ShoreTel® has a Contact Center solution to meet your needs and create a Unified Communication platform to integrate with your business processes. ShoreWare® Contact Center solutions can dramatically improve customer service while reducing the cost of deploying and maintaining a high-performance call center.

### *Enhancing customer service*

Customized routing plans and distributed agents allow you to offer superior service by routing each call through initial greeting and status announcements while waiting in queue, to the final delivery to the best agent for your customers questions. Administrators can easily configure agents to serve customers based on agent skills, caller identity, wait time, priority or service level.

Beyond the phone, agents can interact with customers via Web chat and e-mail. An advanced Interactive Voice Response (IVR) scripting tool enables a self-service option, empowering customers to immediately handle their own needs.

### *Efficiencies reduce your costs*

ShoreWare Contact Center solutions provide a range of capabilities that reduce costs. These include features such as agent screen pops with detailed customer information thus reducing interaction time. Another feature is customizable real time and historical information about callers, trunks, groups and agent utilization allowing supervisors to optimize their resources. In addition, advanced call routing based on service levels, skills or priority ensures calls go to the right agents thus reducing the service time per call.

### *Virtual contact center*

The ShoreWare Contact Center solutions allow you to create virtual contact centers, assembling geographically dispersed agents into a single, seamless organization.

### *Key Products*

**Workgroups** is the practical solution for small, informal Automatic Call Distributor (ACD) groups, providing easy-to-use desktop tools, including queue and agent monitoring and basic reporting.

**Contact Center** is ideal for medium-sized inbound call centers, supporting larger agent groups with standard features including inbound routing rules, real time reporting, wallboard support and customizable historical reports. Contact Center supports scheduled and abandoned callbacks for improving customer satisfaction and recovering potentially lost revenue; in addition to providing single level overflow and interflow for routing flexibility.

**Enterprise Contact Center** is ShoreTel's most powerful call center solution, meeting the requirements of advanced multimedia contact centers. It includes universal queuing and enterprise resource matching. It also offers optimized call routing by service level, skill matching, priority, customer identity, schedules and caller location. Enterprise Contact Center also supports e-mail and Web contacts, and outbound calling as service options.

### *Application integration on a single platform*

ShoreTel's expertise in IP communications allows previously stand-alone contact center functions—ACD, IVR, Computer Telephony Integration (CTI), and Outbound Campaigns and Multimedia routing—to be integrated onto a single, centrally managed platform. ShoreTel also makes it possible to integrate contact center workflow with other enterprise applications, increasing the overall value of information, and delivering business intelligence.

All of the ShoreWare Contact Center solutions integrate smoothly with your ShoreTel *Pure IP* Unified Communications system, without specialized CTI platforms. Workgroup routing services run on the server; Contact Center and Enterprise Contact Center reside on a dedicated server. Supervisors and agents are connected to the server via intuitive user interfaces that provide the tools they need to deliver superior customer service.

## ABOUT SHORETEL

ShoreTel is a leading provider of Pure IP Unified Communications solutions. ShoreTel enables companies of any size to seamlessly integrate all communications—voice, video, messaging and data—with their business processes. Independent of device or location, ShoreTel's distributed software architecture eliminates the traditional costs, complexity and reliability issues typically associated with other solutions. ShoreTel continues to deliver the highest levels of customer satisfaction, ease of use and manageability while driving down the overall total cost of ownership. Founded in 1996, ShoreTel has achieved broad industry recognition for its technology. For more information, visit [www.shoretel.com](http://www.shoretel.com).

SPECIFICATIONS	WORKGROUPS	CONTACT CENTER	ENTERPRISE CONTACT CENTER
<b>System</b>			
Graphical real-time displays	Yes	Yes	Yes
Universal Queue	No	No	Yes
Inbound (voice)	Yes	Yes	Yes
Outbound Campaign Dialing (voice)	No	Callback	Callback, Abandoned Callback, Campaigns (dial from list)
Enterprise Resource Matching	No	Basic	Advanced
Inbound (web chat)	No	No	Optional
Inbound (e-mail)	No	No	Optional
Skills-based routing	No	Skill group routing	Agent capabilities, management preferences
Routing by DNIS	Yes	Yes	Yes
Routing by ANI or caller ID	No	ANI routing	Yes
Routing by type of day	Holiday routing	Holiday routing	Schedule-based routing
Routing by time of day (schedule)	Two shifts	Two shifts	Schedule-based routing
Routing by customer information	No	No	SQL databases via ODBC
Priority Routing	No	No	Yes
Overflow on wait	Yes	Single-level, multiple groups	Multi-level, multiple groups
Interflow on wait	Yes	Actual wait	Actual wait, estimated wait
Wrap-up code (Call coding)	No	Yes	Yes
Maximum calls in queue / server	254	254	254
Wall Board support	Queue Monitor only	Optional	Desktop Wall Board, external via COM port
Operating system (server)	Integrated with ShoreWare server	Dedicated Windows, 2003 Server	Dedicated Windows, 2003 Server
<b>Agent</b>			
Screen pop	Outlook; client-based (TAPI)	CTI via agent toolbar	Outlook; client-based (DDE, Active, triggers)
Graphical user interface	Yes	Yes	Yes
Calls in queue display	Yes	Yes (COS permission)	Yes (COS permission)
Graphical threshold alerts	Yes (also audio)	Yes (Wall Board - Optional)	Yes (Wall Board)
Call picking from queue	Yes	Yes (COS permission)	Yes (COS permission)
Individual group login	No	Yes (COS permission)	Yes (COS permission)
On-screen wall board	No	Optional	Yes
Call information display	Yes	Yes	Yes
Previous call log display	Yes	Yes	Yes
Redundant Server	Optional	Optional	Optional
<b>Supervisor</b>			
Supervisors	128	128	128
Real-time statistics	Yes (Queue monitor)	Yes	Yes
Historical reports	No (on ShoreWare server)	Yes (if permitted)	Yes (if permitted)
<b>Supervisor Real-Time Monitoring</b>			
Default refresh rate	Real time	One second	One second
Color-coded notifications	Yes	Two levels	Two levels
Available report formats	Tabular	Tabular	Tabular
Agent status and statistics	No	Yes	Yes
Group status and statistics	Login and call status	Yes	Yes
Group calls in queue status	Yes	Yes	Yes
Agent requires help notifications	No	Yes	Yes
Agent log in /log out status /control	Yes	Yes	Yes
Call monitor and barge in	Yes	Yes	Yes
<b>Historical Reporting</b>			
Reporting formats	Tabular	Tabular, graphical	Tabular, graphical
Automatic reports scheduler	No	Print or save to file	Print or save to file
Export data in multiple formats	Yes	Yes	Yes
Add / remove report columns	No	Yes	Yes
Custom formulas	No	Optional	Yes
Agent performance reports	Yes	Yes	Yes
Group performance reports	Yes	Yes	Yes
ACD call distribution reports	Yes	Yes	Yes
Abandoned call reports	No	Yes	Yes
Wrap-up code reports	No	Yes	Yes
<b>Wall Board Director</b>			
Free text messages	No	Optional	Yes
Real-time statistics messages	Queue Monitor	Optional	Yes
System alarms	Queue Monitor	Optional	Yes



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