



## CallCentreAnywhere™

hosted multi-contact channel services on demand

### deliver more

Your customers are demanding multi-channel access, easy self-service, and 24x7 availability. Defining a cost-effective contact strategy can be difficult in today's rapidly changing technology, business and consumer environments.

TELUS can help. TELUS CallCentreAnywhere is a cost-effective hosted contact centre solution offering integrated multi-channel services – on-demand, anywhere. Our services include weighted skills-based routing across all communication channels, speech and self-service, co-browsing, outbound dialling and agent coaching tools like call monitoring and recording.

TELUS CallCentreAnywhere is part of our suite of Managed Contact Centre solutions – providing secure, stable, low-cost and scalable infrastructures for multi-channel contact centres. This set of solutions belongs to our collaboration portfolio, which is designed to help you work and collaborate more effectively both within your company and externally with customers, suppliers and partners.

### do more

As a hosted service, CallCentreAnywhere enables a more flexible, rapid response approach to implementing evolving business strategies. It grows with you to extend your customer reach and provide global service, at a fraction of the cost associated with a conventional ownership model.

TELUS CallCentreAnywhere empowers you to do more:

**Exceed customer expectations.** Our solution handles interactions of every media type including Web chat sessions, Web collaboration and form sharing. You will raise the bar on your competition through increased customer responsiveness over a variety of media channels.

**Control costs.** CallCentreAnywhere is a hosted solution. Instead of having to purchase, maintain and support complex systems, TELUS provides these services for an easy-to budget monthly charge. As documented by Dr. Jon Anton (Purdue University's Center For Customer-Driven Quality), menu-driven hosted contact centre services can reduce contact centre costs by up to 90% for greenfield deployments and by 40-80% for companies with legacy investments.

**Focus on strategic issues.** Teaming with TELUS enables you to get back to basics, confident that our experts are handling your communication needs. Your IT staff can focus on strategic projects with the highest business value.

**Gain access to world-class capabilities.** TELUS offers a full range of services covering the complete solution life-cycle – design, implementation, management, technology enhancements.

**Enhance flexibility.** Deploy the latest contact centre functionality on demand. Quickly scale up or down, based on business opportunities. Dynamically locate agents anywhere – home office, branch offices, wherever you need them.

**Reduce the risk of business interruption.** Compared to conventional solutions, CallCentreAnywhere provides greater stability of resource deployment and improved disaster recovery and business continuity. TELUS Internet Data Centres are up and monitored 24x7.

TELUS CallCentreAnywhere allows you to gain access to the wide array of contact centre tools generally affordable only by larger corporations. Industry analysts estimate that CallCentreAnywhere users can realize across-the-board call centre cost reductions of 55%, while increasing access to software functionality by 36%. For growth-oriented companies, this means the ability to provide better service to twice the customer or prospect base, while holding costs flat.

## comprehensive features

**Weighted skills-based routing.** The dynamic, multi-channel routing capabilities of CallCentreAnywhere queues client interactions – such as calls, e-mails, faxes, callbacks, Web chats and voice mail – to agents according to specific business rules, while matching the skill-level attributes of available agents, anywhere. Client Web chat sessions are easily and efficiently distributed to agents based on the established criteria.

**Co-browsing and Web collaboration.** Through integrated push technology, clients directly interact with agents who guide them effortlessly to online forms, URLs, special offers or general information. Clients and agents may simultaneously share forms or engage in live, interactive collaboration sessions.

**Interaction management with inbound/outbound cross-media blending.** Clients come first. Regardless of the media, agents can seamlessly manage all inbound and outbound media interactions from a single, browser-based user interface. As new client interactions arrive, agents receive Computer Telephony Integration (CTI) screen pops from ODBC-compliant data sources to quickly identify the inquiry and guide them to a quick and accurate resolution.

**Client care.** Providing clients easy and flexible ways to contact your company is a key competitive advantage. Enabling clients on the Web to request an automatic call back, immediately or at a specified time, increases client satisfaction. Offering clients the ability to leave voice messages, extends their interaction capabilities and improves your message handling response times as you easily and intelligently route e-mail, voice mail and faxes to agents in appropriate workgroups as they become available.

**Interactive Voice Response (IVR).** Anywhere, anytime self-service is great for clients on the run. Greet your clients with customized, automated voice menus that gather critical routing information, such as client IDs or deliver pre-recorded announcements – instantly and without programming – to quickly send them on their way.

**Agent empowerment.** CallCentreAnywhere provides agents advanced tools to efficiently and effectively serve clients. To expedite Web interactions, e-mail analysis is conducted to intelligently and automatically respond to inquires or direct them with suggested responses to agents for handling. A unified messaging interface enables remote message retrieval of voice mail, e-mail and faxes over the Internet from any e-mail client.

**Agents anywhere.** Agents are linked to inbound voice calls through a traditional hard-wired extension with a Direct Inward Dial (DID) number off a PBX, a regular analog telephone line like the kind you have at home or, through Voice over IP (VoIP). There's no need to have all your agents using the same method because CallCentreAnywhere allows you to seamlessly mix and match both traditional and VoIP technologies.

**Advanced supervision and coaching capabilities.** Web access to all supervision functions is a keystroke away. Supervisors play a vital role as manager and coach, supporting their agents in providing superior customer service. CallCentreAnywhere offers the ability to listen in on calls without detection and whisper coach agents if required. Supervisors may join calls and view agents' screens, providing them the ability to monitor Web chats or e-mail responses, and even take over agent screens.

**Automated and on-demand call logging.** To assist them with coaching or for quality monitoring initiatives, supervisors can record a percentage of calls or execute call recordings on demand. Agents can also record calls at random or whenever they desire.

**Integrated and blended predictive/preview dialing options.** Easily adhere to telemarketing legislation by deploying CallCentreAnywhere's preview and predictive dialing functionality. Deliver a variety of successful outbound voice or fax campaigns and apply the same weighted skills-based routing methodology for a consistent call handling and reporting strategy.

**Administration and instant report generation via browser menu selections.** Ease of customization and configuration of a multifaceted contact centre application is an essential prerequisite of all contact centre administrators. CallCentreAnywhere accelerates time-to-market initiatives or plans and guarantees a lower cost of deployment since all technologies are integrated-by-design. Implementation takes just hours using parameter-based configuration and includes the ability to create complex routing and business rules based on customer priorities and agents skills.

## stay on top with TELUS

TELUS CallCentreAnywhere is designed for organizations that require effective customer collaboration tools. Our solution enables you to achieve a significantly higher quality of customer service. You can easily scale up capacity for peak seasons and avoid the cost of over building.

You can raise the bar on your competition through increased responsiveness to customers over a variety of media channels.

You can count on the TELUS team to help you select the appropriate features and design the TELUS CallCentreAnywhere solution that supports your business needs.