CONTACT CENTRE

On-demand capability.

Contact centre resources when and where you need them.

Call centres are as much about business process, information sharing and data capture as they are about technology. Optus On-demand Contact Centre can offer you advanced contact centre capabilities in a highly scalable hosted solution that leaves you free to focus on people, process and outcomes rather than managing expensive technology investments.

With Optus On-demand Contact Centre you can deploy contact centre resources when and where you need them. All that is required for agents to connect is a phone and a PC with Internet connectivity*, so you can get started quickly and begin taking calls. Together with Optus Inbound Voice services and Network Interactive Response (NIVR), Optus On-demand Contact Centre can provide a comprehensive solution for organisations seeking a highly flexible and scalable contact centre offering on a pay-as-you-use model.

BENEFITS

Rapidly deploy or expand your contact centre

It's fast and easy to deploy home based workers, set up a new contact centre or extend your in-house contact centre as all you need to get started is a PC with Internet connectivity and a phone*. You can rapidly scale your agent licenses up and down, assisting you to provide superior customer service during times of high demand while not paying for excessive capacity when it is not required.

Enhance your customers' experience with an all in one solution

Our telephony, people and data capabilities assist you to provide exceptional customer service, with an advanced contact centre solution offering a range of business-grade functionality such as sophisticated agent scripting, outbound campaign management, contact recording, quality management and workforce scheduling.

Reduce the hassle of maintaining complex equipment

Being independent of your existing telephony investments, there is no need to buy, integrate or maintain any additional on-premises equipment.

Stay in control

You remain in full control of your contact centre, with sophisticated real time and historical online reporting to monitor the performance of your contact centre, and online control to respond quickly to changing conditions and customer needs.

Simple, cost effective pricing

A pay-as-you-use hosted 'in the cloud' model with low upfront costs. There is no need for you to invest in expensive capital equipment. All feature components are included in one price.
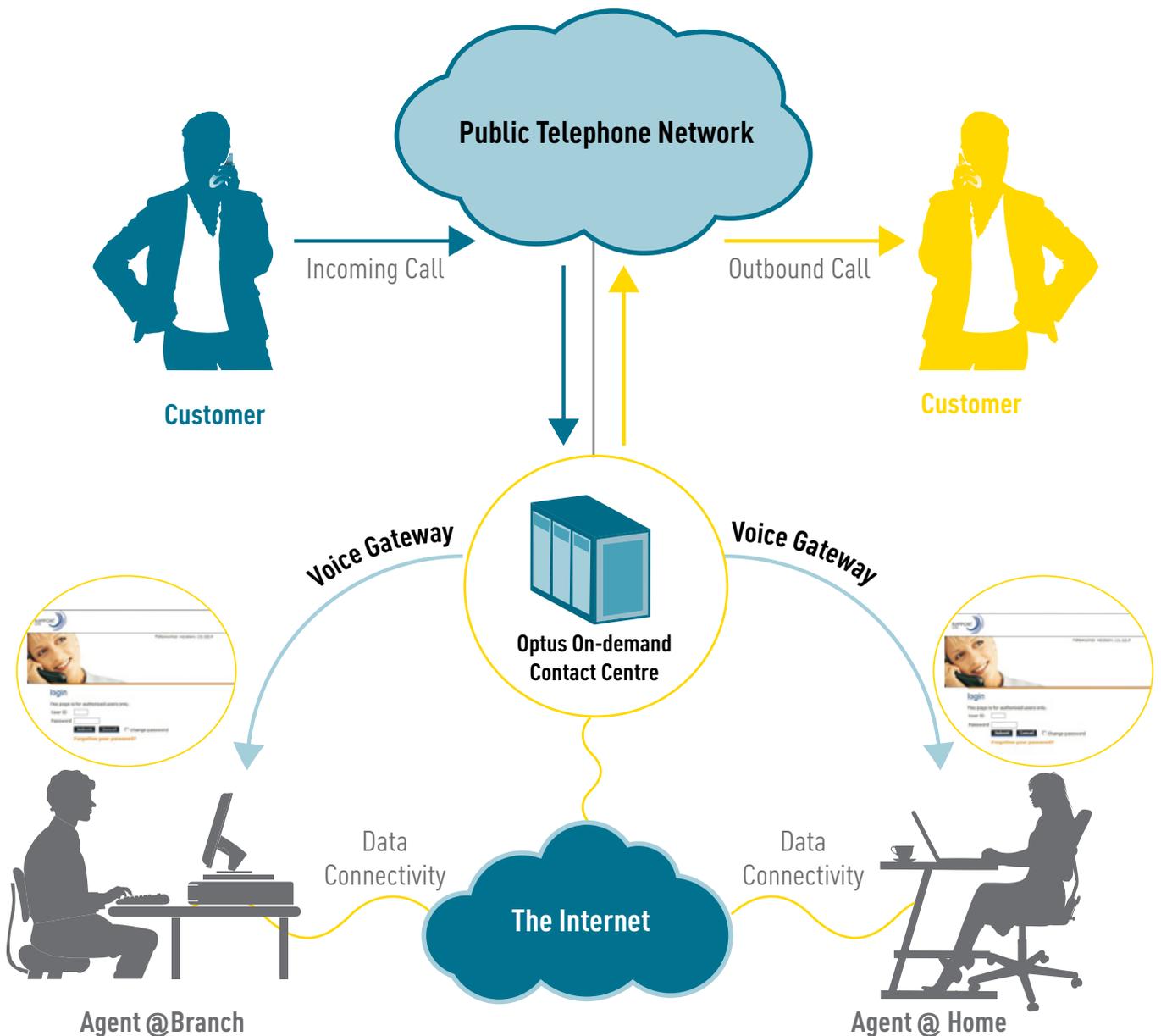
Protect your business from unexpected events

Can be used as a resiliency option to help maintain customer service during natural disasters or other unforeseen circumstances that may impact your main contact centre.

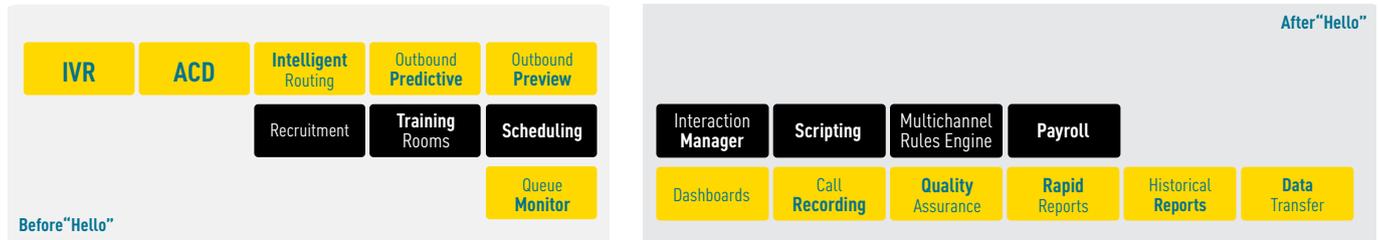**alphawest**® | **'yes' OPTUS**

OVERVIEW

Optus on-demand contact centre is provided as a cloud-based hosted solution using RapportCMS, a leading provider of contact centre technology. The agent simply logs on using the Teleworker (downloadable .NET application) user interface on their Internet connected PC* and enters their externally accessible phone number. The system will establish and maintain a 'voice gateway' call over which all inbound and outbound call traffic will subsequently pass. The Teleworker user interface facilitates the presentation of customer data (screen pop) with incoming calls, as well as detailed agent scripting, outbound call information and call data capture functions.

Public Telephone Network

Customer — Incoming Call — Outbound Call — Customer

Voice Gateway — Optus On-demand Contact Centre — Voice Gateway

Agent @ Branch — Data Connectivity — The Internet — Data Connectivity — Agent @ Home

ADVANCED CUSTOMER INTERACTION CAPABILITIES

Optus On-demand Contact Centre is an all-in-one solution that offers a broad range of business-grade contact centre features and functionality. By focussing on the customer experience at all stages of the engagement, our telephony, people and data capabilities assist you to provide exceptional customer service.

IVR	**ACD**	**Intelligent** Routing	Outbound **Predictive**	Outbound **Preview**
		Recruitment	**Training** Rooms	**Scheduling**
				Queue **Monitor**

Before "Hello"

After "Hello"

Interaction **Manager**	**Scripting**	Multichannel Rules Engine	**Payroll**	
Dashboards	Call **Recording**	**Quality** Assurance	**Rapid** Reports	Historical **Reports**	Data Transfer

FEATURE DETAILS

Telephony Features	
Interactive Voice Response (IVR)	Supports custom queues, on-hold messaging, or call screening and more advanced functionality such as automated order taking and surveys.
Automatic Call Distribution (ACD)	Inbound call queuing, skills based routing and call management distributing calls to agents in the cloud.
Intelligent Routing	Data driven 'smart' routing to help ensure the customer is answered by the most suitable agent in the virtual contact centre.
Outbound Predictive	An intuitive predictive dialler with self pacing algorithms that helps deliver the speed and intelligence your outbound campaign needs.
Outbound Preview	A dynamic agent preview dialler for smaller outbound volumes with flexible list creation, management and scripting.
People (Agent and Management) Features	
Recruitment	An online tool that enables complete in-house management and measurement of screening and recruiting processes.
Training Rooms	Allows for effective and comprehensive training to be delivered in a virtual online environment.
Scheduling	Workforce rostering with schedule adherence capability that allows agents to nominate shift preferences and availability.
Interaction Management	A powerful interaction engine that allows you to manage complex processes, collect and use customer data, view interaction histories and personalise the customer experience.
Scripting	An advanced dynamic scripting tool that helps to assist agents through complex, decision based transactions.
Multi-Channel Rules Engine	A powerful rules engine that can manage back-end processes involving email, SMS and fax within your campaigns.
Payroll	Tracks and exports accounting information needed to pay your agents.
Data Features	
Queue Monitor	Real time monitoring allows you to instantly access vital inbound queue information and outbound campaign metrics from anywhere with an internet connection.
Dashboard	Integrated reporting that allows blend of telephony and business data such as cost per sale and sales per agent hour, in addition to traditional call handling data.
Call Recording	All inbound and outbound calls can be recorded with real-time retrieval available via web access. All data collected during the call is also associated with the recording allowing specific call types to be searched, retrieved and analysed.
Quality Assurance	Supervisors can listen to calls in progress (silent monitor) as well rank individual agents and teams using Qualitative and Quantitative Management System (QQMS) scorecards. Agents can also conference supervisors into a call if assistance required, or use chat sessions.
Rapid Reports	Supports the ability to quickly create reports that include customer calculations in an ad-hoc manner, accessing information from all data areas, whenever you need them.
Historical Reports	All routing and interaction information is stored and available online in a comprehensive suite of customisable historical reports. All reports are available online and no additional proprietary reporting software or licenses are required.
Data Transfer	Any data gathered from your campaigns can be exported back to your legacy systems using SQL database exports to ODBC compliant systems, alternatively real time XML feeds are available.

Further information.

Call the **Optus Business** hotline
1800 555 937 or contact your
Optus Account Manager

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Blog - http://yesopt.us/blog