



WHITE PAPER

Presence All-in-One Suite and the Multichannel Contact Centre

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1. Customer (R)evolution

The Internet is rapidly changing the way customers do business with companies. Customers can let you know in real time if they are happy, or not happy with your business. With social media applications such as Twitter and Facebook, customers rule communications and businesses must learn to adapt to this new customer (r)evolution.

This new business environment also changed the way customer call centres, or contact centres, interact with customers in the most efficient way. Customers are demanding a number of ways to reach businesses – web, chat, email and phone – based upon their own convenience. In these times, it is critical for businesses to interact with customers how and when they want, and not only how the business chooses. It is also important to ensure that customer care representatives are empowered to handle customer concerns at first resolution instead of having to climb the chain of command to solve a customer issue.

To deliver efficient customer service through these internet channels and fulfill customer needs, call centres need to implement technologies which can deliver automatic multi-channel classification and prioritization, universal queuing, multichannel and multi-service blending, unify reporting, response templates and knowledge base as well as web collaboration.

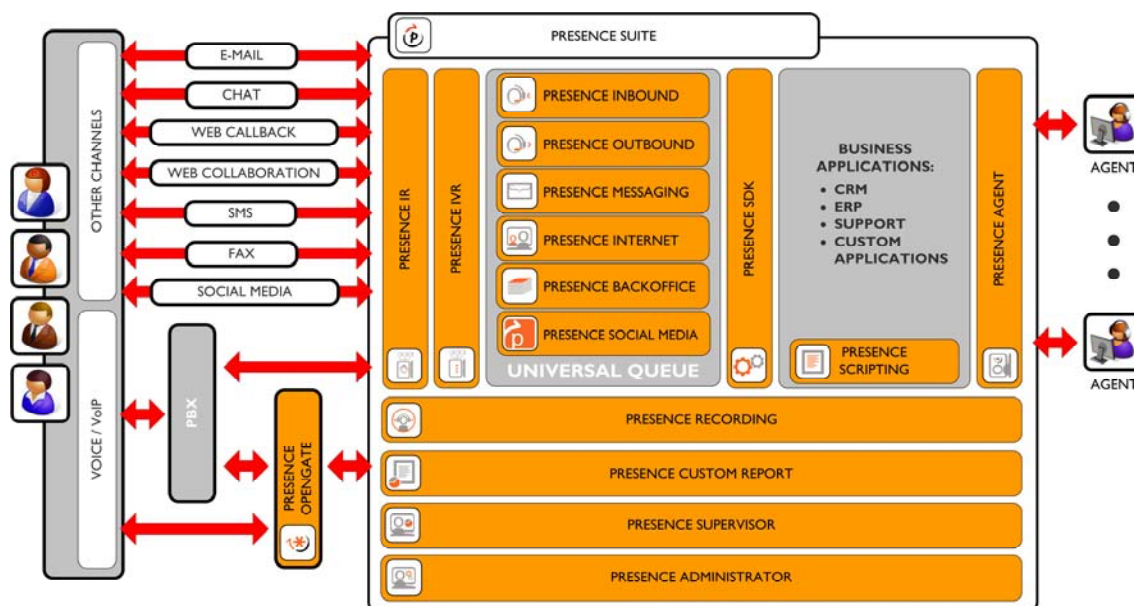
2. Presence All-in-One suite for Contact Centres

To respond to the customer (r)evolution, businesses must be able to find a one-stop technology solution that addresses this convergence of web, chat, email and phone to respond to, and resolve, customer needs.

Presence Technology was founded by contact centre industry experts after recognizing the unique needs of addressing all forms of customer communications. Our team used that experience and knowledge to develop an innovative all-in-one suite for contact centres that easily allows a company to bridge all methods of customer communication. We also understood the need for the solution to justify the investment with a strong return-on-value and a simplified deployment program that was easily scalable to the needs of the contact centre.

The Presence Technology All-in-One contact centre solution covers the automation, multi-channel, blending and quality recording requirements necessary in contact centre environments. The solution enables business rules to be embedded, thus simplifying the presentation and collection of data that may be required to handle the service. It also includes a powerful routing engine that takes into consideration business rules as well as service levels, so that the system can make the most appropriate decisions at all times. Finally, is easily administered through an extremely user-friendly graphical interface that allows managers to interact with the solution and quickly adapt new strategies tailored to the real needs required by the organization, market or clients.

The Presence Technology All-in-One solution is built upon an open standard and allows for easy customization and scalability based upon business and customer needs. It is a solution that can be used in all sized centres – from just a few seats to thousands of representatives. Its modularity means that the business can purchase the functionalities it currently needs and has additional scalability for future additions.



Overview of the Presence All-In-One Modular Suite

The value in any customer contact centre application is the ability to easily mine the data for business intelligence. Presence Technology has made this function a core element in its All-in-One suite. Each module generates standardized and consolidated data that is easily accessible by managers through an extensive list of real-time monitors and trend-line historical reports. The Presence All-in-One Suite furnishes managers with detailed results on the evolution of

each of their campaigns. Furthermore, the solution portfolio also includes a very intuitive and powerful, tailor-made custom reports designer that allows the Presence Technology Suite to deliver all the information needed for an in-depth analysis. This tool even allows the seamless integration of Presence Suite information with any external data source from one or many systems used on the Contact Centre, providing a complete 360 view to decision makers.

If your business requires even more detailed integration with your existing technology, Presence Technology also offers a complete Developer's Kit for integrating the Suite with other applications, e.g.: ticketing applications, CRM, Provisioning, ERP, etc. The SDK enables the event synchronization and information flow automation between the different existing application the organization might have and the Presence Suite.

2.1. Presence All-in-One Suite and the Multichannel Contact Centre

The advanced All-in-One contact centre solution from Presence Technology was designed to help contact centres manage the convergence in customer communications, including phone, VoIP, email, fax, SMS, chat, web and even social media. It also provides key support to administrative personnel.

All interactions and tasks are always managed by the ACD indistinctively using the architecture implemented (integrated natively with the Avaya ACD or with Presence OpenGate ACD). That means the system is continuously aware of agent status, their skills, the interactions queued, and the queue priorities. The ACD is converted into a universal queue engine, which can manage any communication channel.

Also all of the All-in-One suite modules are designed to share data. This feature built into the product provides the ability to "attach" extended information to any interaction such as event related data (phone number of the caller, DDI dialled, email of the sender) or business related data (name and last name of customer, VIP status, contract number, selections done on the IVR, etc.)

All of the related data is collected and used even before the interaction is queued or assigned to an agent, allowing business decisions and workflows to be applied to the interaction at

routing level. In that way the system can identify what has to be done with that specific interaction without human intervention – such as collect more information automatically, queue it with a higher priority, route to an specific agent or group of agents displaying all the information collected autonomously or automate the interaction end-to-end, etc.

All of this information collected is not only used for routing purposes. It can also be presented to the agent or synched to business applications integrated with the Presence All-in-One suite avoiding the need for the agents to ask and collect information already automatically gathered by the system. Furthermore, this key customer information travels along with the interaction, so if a customer has to be managed by many agents, they do not need to ask the customer for the same information every time the interaction is transferred to a new agent. As a result agent productivity is increased while human error and customer annoyance is reduced.

The following diagram demonstrates the Presence All-in-One suite architecture built around an ACD Multi-Media engine providing different functional layers. Some of the visible layers are interfaces with different communication channels, unified front end for the agents indistinctive of the channel, workflow automation at multiple levels, easy but complete integration options with business tools and a full set of tools which allows the organization complete control over the contact centre.



Presence Suite functional layers and ACD multi-media Core

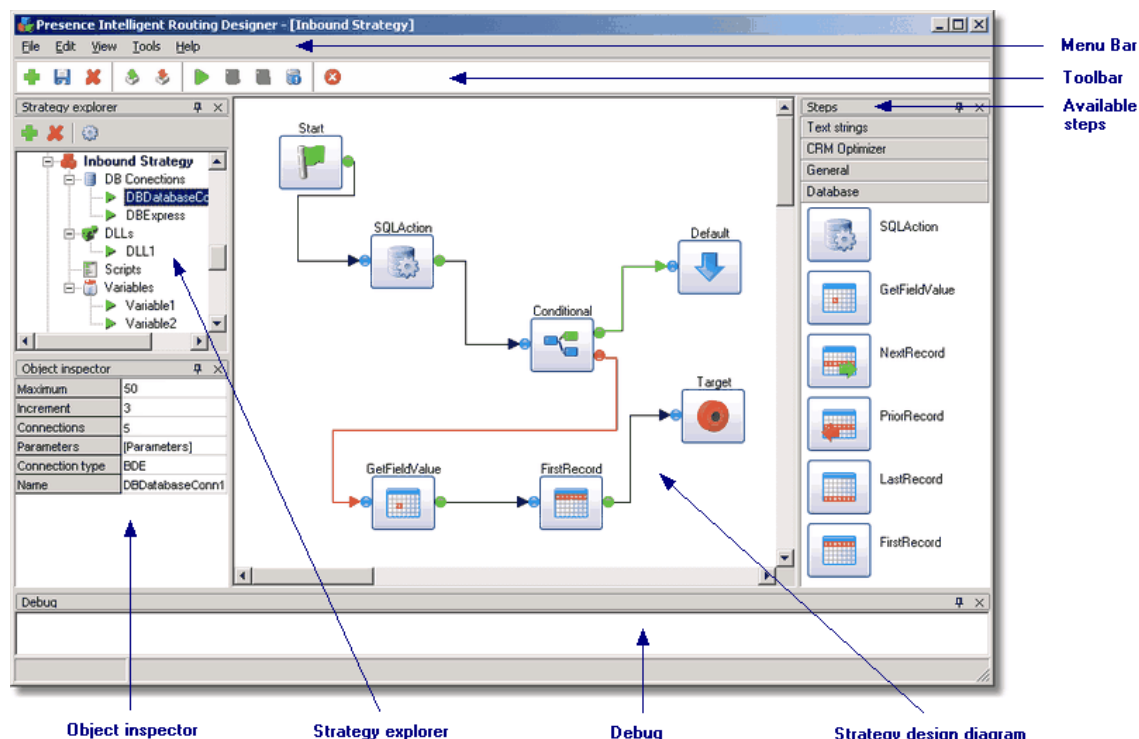
All these elements guarantee highest efficiencies on a multi-channel contact centre environment, while simplifying the operation and maximizing customer satisfaction.

The Presence Technology All-in-One contact centre solution also supports the following business-specific modules: Presence Intelligent Routing, Presence Voice Inbound, Presence Messaging, Presence Internet and Presence Social Media.

2.1.1. Presence Intelligent Routing (or IR)

In today's competitive marketplace, customers want to be serviced efficiently and effectively by customer contact centres enabled to handle their concerns in a timely fashion.

Presence Intelligent Routing module enables contact centres to route any customer interaction to the most appropriate agent. Every interaction that arrives at the contact centre is routed according to a set of business rules (strategies) determined by the contact centre supervisor or administrator through an intuitive and easy to use workflow designer.



Presence Intelligent Routing, drag & drop designer (no programming language required)

Presence Intelligent Routing is multichannel in nature, extending the ACD's and the capabilities of other Presence Suite modules, though business strategies fed by embedded interaction information (ANI, DNIS, email sender, subject, body, etc.) customer provided data (customer ID, contract number, etc.), stored data on corporate back office systems (customer scoring, previous ticket open, last time reached the Contact Centre, etc.) or special situations determined by the Contact Centre management. Therefore, all interactions enter a dynamic universal queue and are intelligently routed to the most appropriate available agent.

No matter which means of communication a customer uses to contact an organization, Presence Intelligent Routing ensures that every interaction is handled in a consistent manner and by the most adequate personnel providing first contact resolution increase while reducing overall handling time.

2.1.1.1. Benefits and Highlights

- Ensures the efficient delivery of consistent customer service by optimizing routing of customers across an integrated pool of resources
- Automated Call Back if Contact Centre is experiencing longer than expected waiting times and customer does not want to wait on queue
- Reduces operational costs through improved enterprise efficiencies utilizing all resources, while optimally matching the task, the priority, and the person
- Leverages data from throughout the enterprise to ensure optimal customer service
- Delivers each interaction to the appropriate agent along with key customer information
- Allows for proper customer segmentation based on customer profile and past experience. Helps to maintain the desired service levels for all customer tiers
- Allows for up-selling and cross-selling opportunities
- Allows for partly or fully automated customer interactions. Can also provide higher automation activating Presence IVR module, which enables ASR and TTS capabilities on top of this module.
- Multichannel capabilities: can handle any channel supported by the Presence All-in-One with specific "steps" that can operate, collect, push or record, intrinsic information to an specific channel (voice: ANI, email: sender, subject, body, etc, Chat: fill out form data, etc.).

- Extensive set of reports that provide strategy performance and detail information of the process flow.
- Acts as a Broadcast Dialler when Integrated with Presence Voice Outbound predictive dialler

2.1.2. Presence Voice Inbound

Live calls represents, as an average, 65 % of the interactions handled by a contact centre. Even with this fact, customers are evolving their contacts to customer contact centres to more technology advanced methods such as email or chat. However, voice communications will continue to represent a significant volume because it has some characteristics not covered with any other channel – such as the demand for natural communication methods, availability for low-tech households, real time issue resolution, ability to react to voice tone prompts and the need for more humanized and personal touches.

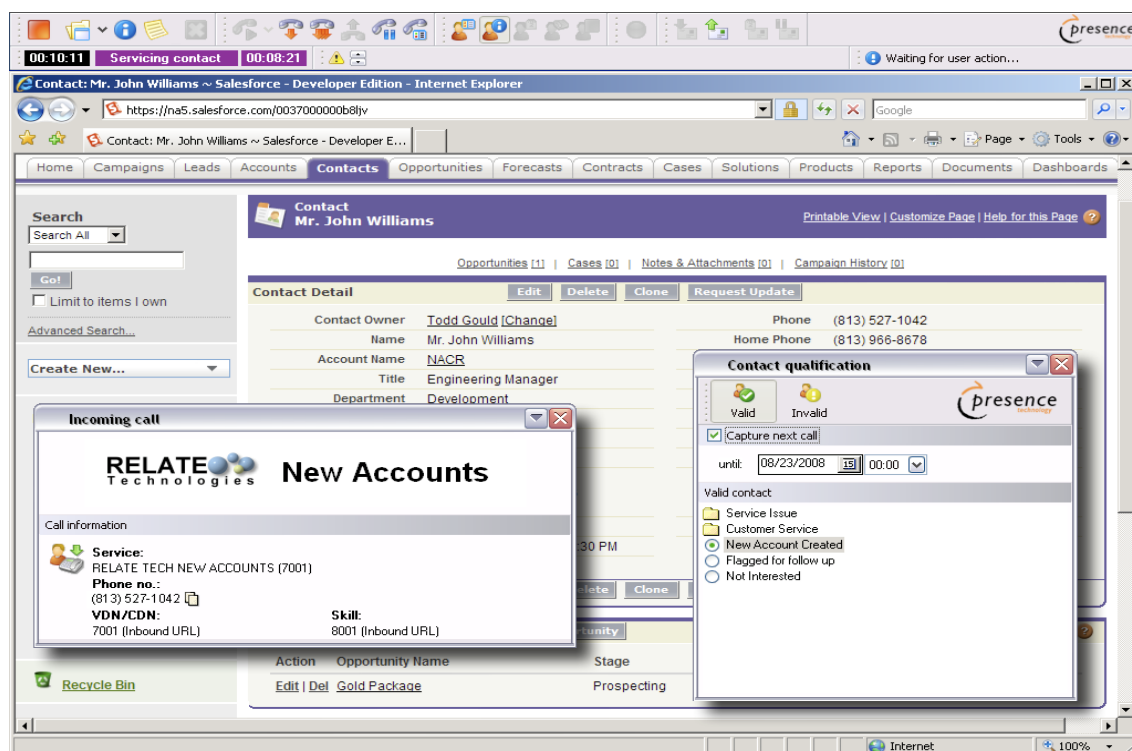
For the business, the utilization of voice customer contact is the most expensive method to resolve customer issues due to the labor costs involved including:

- Service Levels are measured in seconds (peak time personnel dimensioning might represent idle agents on off-peak)
- Agents can only handle one client at a time (with live chat an agent can handle multiple chat sessions simultaneously)
- It is more time consuming than other interactions (with email an agent can respond to up to four emails in the same time as one voice call)

If we consider the interaction volume associated to this channel as well as its drain on resources, we might question what more the ACD can implement to improve its efficiency.

Simplifying agents work, automating pieces of the transaction and delivering the information needed along with the interaction, can improve significantly the productivity of this channel. If we go a step forward, blending these agents with outbound campaigns allows them to convert their waste idle off peak inbound time into valuable work time and delivering a cost reduction.

Presence Voice Inbound helps Contact Centres to manage their incoming call flows. Agents are able to take phone calls with professionalism, personalization and speed thanks to the ability of easily integrating with corporate tools, such as CRM systems and other customer or product databases all presented on one screen. This gives agents the resources to review the customer's information through a pop-up window as the call is transferred to them allowing for the smoothest call management possible. It also reduces the time it takes to identify a client and presents a call history screen so that the agent can be more productive faster.



Inbound Service: Presence Agent Toolbar integrated with Salesforce.com. Presence Toolbar's Call Information window and Call Qualification window also displayed

This module also interoperates natively with any other presence module, so:

- In conjunction of Presence Intelligent Routing and Presence IVR, presents valuable information collected or processed by the routing engine. It can involve Presence Intelligent Routing at the before, during or after the call is handled by the agent.
- In conjunction of Presence Voice Outbound, it can blend inbound services with outbound campaigns using preview, progressive or predictive algorithms

- In conjunction of Presence Messaging, Presence Internet, Presence Social Media or Presence Back Office, it can blend inbound calls with: email, fax, SMS, Live Chat, Web Call Back, Web Collaboration, Social Media or Back office tasks
- In conjunction of Presence Scripting, it can associate a script to the interaction, to presence and collect information, driving the agent through all the customer support process.
- In conjunction with recording, allows recording agents conversation or agent screen based on a recording plan or on-demand.

2.1.2.1. Benefits and Highlights

- Cost reduction: Increases agent productivity automating some manual tasks. It also delivers the agent much more customer information minimizing human error or time needed to manage the call.
- Integrates with other Presence modules: its functionality can be expanded along with the business needs.
- Capture call: allows agent to request the system instantly direct a return call from the customer. Very useful for those scenarios which might require multiple calls to complete a transaction or the customer had incomplete information and needs to call again and provide it. This feature improves customer satisfaction.
- Phone Book per service or per agent: No more papers or strikers on the tables with extension of departments, or team members to transfer the calls to. The Presence Toolbar incorporates the option to provide a phone book per service or even per agent. Entries of these phonebooks can be changed centrally and synched automatically to all agents.
- Transfer voice and Data: allows for data attachment to a call, so if transferred between agents the data also travels with it. This feature reduces the time needed to ask for the information from the customer. It also increases the customer satisfaction because does the customer does not have to answer the same question over and over again.
- SDK integration with 3rd party applications. All the information collected by Presence Voice Inbound or any other Presence Suite Module can be passed along to any application. Presence has been integrated successfully with an important variety of business applications such as: Salesforce.com, Siebel, Clarify, AS400 apps, MS CRM, etc.

- **Qualification Codes:** All interactions, including voice must be qualified by the agents. Qualification codes can be configured based on business or reporting needs. Agents do not need to memorize codes. Qualification can be also automated, based on how a case has been closed on the Business application or Presence Scripting, minimizing agent's efforts and ensuring better accuracy of business intelligence data.
- **Unified reporting:** Presence Suite provides a complete set of historical reports and monitors which delivers extensive set of information needed by supervisors to properly manage their teams. The set of reports is extended by adding new channels or modules. Also tailor made reports can be designed with Presence Custom Reports.

2.1.3. Presence Messaging



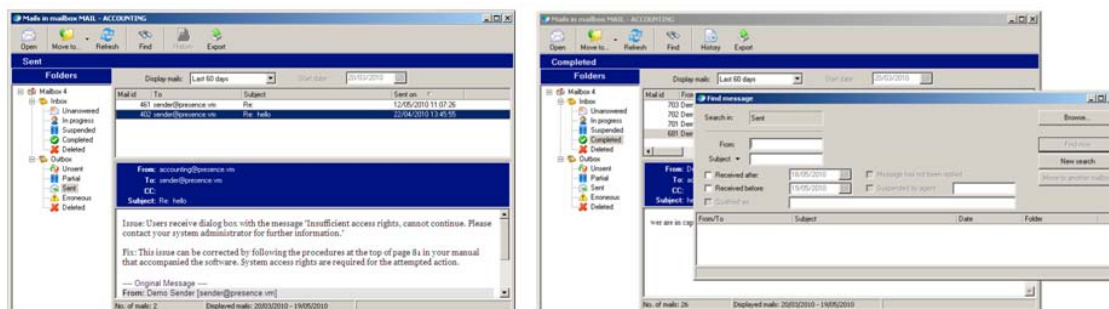
Email is increasingly used by society for professional and personal communication. Its content richness, ease of use, reduced cost and communication agility are the main factors why this channel is adopted for B2B, B2C and personal communications.

Email is becoming also an alternative to the phone channel, because in some scenarios it is better: it can provide more detail (ability to attach files or provide URLs), an email can be sent any time, it is much cheaper (no per minute rates), and provides a key paper trail (what I sent, when I sent it, to whom, and what I received as an answer). On today's Internet embraced society, this channel is becoming even more accepted. It is easier, cheaper and faster to click the email link and type an email, than dial manually the phone number, wait on a queue listening music, and talk with someone in a call centre.

Some firms might consider just implementing a standard email solution (MS Outlook, IBM Lotus Notes, etc.) for their contact centre. However, these tools are not good enough because important contact elements such as email classification, distribution, reporting, channel blending and control are not provided with these solutions.

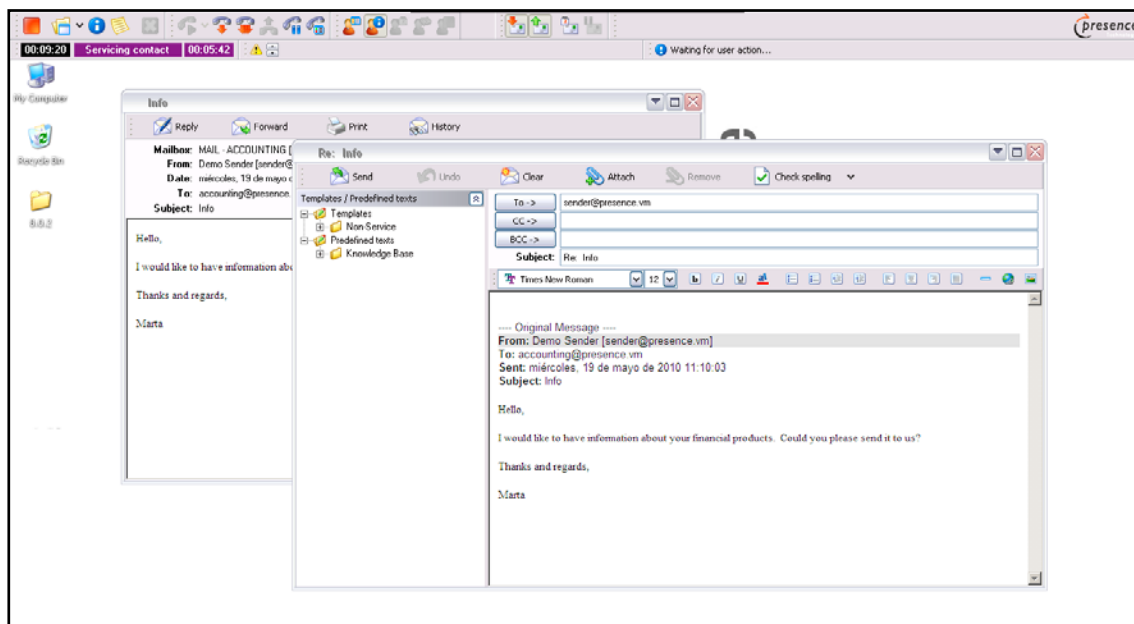
Presence Messaging is the Presence All-in-One Suite module which allows customer interaction with the Contact Centre via e-mail. Its tight integration with the ACD and Presence Intelligent routing delivers a complete ERMS (Email Response Management System), which is vital to manage this channel efficiently by the Contact Centre. Presence Suite multimedia

capabilities allows blending through all the channels supported base on priorities, skills, and business rules - guaranteeing firms the highest productivity and customer satisfaction.



Presence Supervisor: mailbox management screens

Presence Messaging integrates with any existing email server or platform through standard protocols, such as POP3 and SMTP, so no changes need to be done on the corporate email infrastructure. On the other hand it can also support any other channel which can act as the gateway through email, such as SMS and FAX, delivering the same intelligence and control as delivered with the email channel.



Consistent agent front-end: The agent just needs to use and learn one application to manage all the channels supported by the Contact Centre, on this screenshot, handling an email

2.1.3.1. Benefits and Highlights

- **Cost reduction:** email, fax and SMS SLAs are measured in hours while other channels are measured on seconds (such as voice and chat). Blending and prioritization product capabilities guarantees each interaction is managed along with their SLA, converting non-productive time of agents (voice off-peak time) productive work time answering emails, fax or SMS.
- **Minimizes complexity and human error:** embedded features such as Predefined Text, email templates with fill out fields, address book, and multilingual spell checker minimizes the time needed to answer email while guaranteeing consistent responses.
- **Channel Efficiency:** Some contact centres have managed to respond to up to 4 emails in the same amount of time for one voice call.
- **Quality and Control:** response tracking per contact for follow-up and management purposes. Embeds channel specific real time and historical reports to properly manage the contact centre operation through these channels.
- **Out-of-the-box integration with Presence Suite:** just configure the module and you are ready to go. Nothing new required to be installed on Agents workstations (same tools used, minimum training needed, easy to maintain and use). Compatible with other modules: Presence Intelligent Routing, Presence Scripting, Presence Voice Inbound, Presence Internet, etc.
- **Agent Consistent Look and Feel:** one interface and tool for the agent manages all channels
- **Rich graphical content messages** can be received, composed and sent – including attachments
- **Qualification Codes:** Each contact must be qualified before ending the interaction. Qualification codes can be defined and personalized per campaign. They can also be changed any time if needed. Q. Codes are grouped by: “Valid: customer contact”, “Invalid: problem with the e-mail Server”, “Suspend : parked e-mails”, “Move: move to another mailbox”
- **Suspended E-mails:** E-mails might not require real time processing compared to other blended channels managed by the Presence Suite. Suspended e-mails consist on a feature which allows parking e-mails when other more urgent interactions are waiting on the queues. After handling these more urgent interactions, e-mails could be recovered exactly at the same point or status left when parked.

- Business driven Routing and Automation: Presence Messaging combined with Presence Intelligent Routing offers automated routing and workflow strategies based on business rules (EMRS).
- Attached Data to Interaction: Customer Related Information can be retrieved from Intelligent Routing/IVR or any other 3rd party application. Attached Business and Customer information can be visualized by the Agent, reducing the interaction handling time and improving customer satisfaction.
- Address Book: Presence Messaging address book allows managers to create and handle mail addresses and distribution groups. Agents have a unified address book they can use to drastically reduce the time needed to find an “up to date” contact list. They just need to select the contact to route the message.
- Message Templates: Presence Messaging message template feature allows the creation of full text documents embedding variables which will automatically filled out with information attached to the interaction or provided manually by the agent. This feature reduces drastically agent response time and human error. They only need to fill out variables values instead of the full message content.
- Predefined texts: Presence Messaging predefined text feature allows firms to create an organized knowledge base with text sections which can be used by agents to standardize answers of emails, faxes or SMSes. Different predefined texts knowledge bases can be assigned to each mailbox or campaign.
- Blending with all the Presence Channels: Presence Messaging is fully integrated out of the box with Presence Suite Core which handles all interactions indistinctively of the channel through a Universal Queue which embeds blending support. This feature allows agents to handle interactions based on defined business rules and priorities which involves Outbound, Inbound, Messaging, Internet and BackOffice campaigns, channels or tasks, boosting Contact Centres productivity
- Historical Reports and Real Time Monitors: More than 50 pre-build historical reports and monitors. Unlimited number of tailor made reports can be designed with Presence Custom Reports

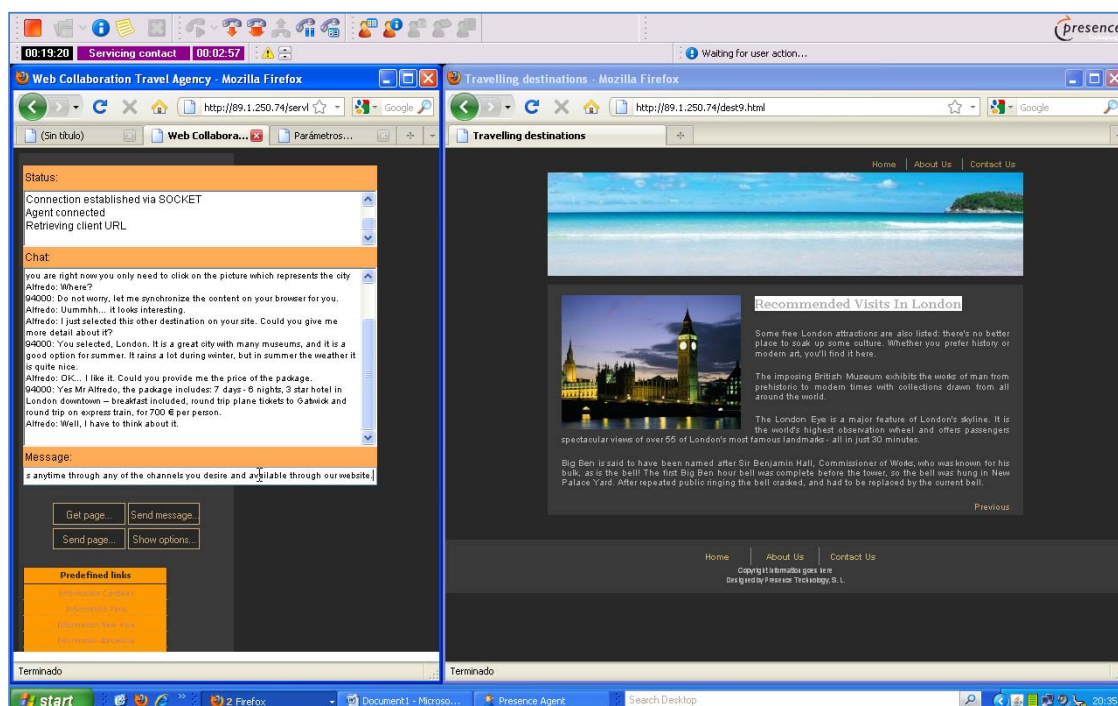


2.1.4. Presence Internet

Most web sites only have three options to interact with the organization: sending an email, fill out a web form (which is sent via email) and making a phone call. These channels are not adequate to handle inquiries originating when customer is interacting with a corporate web site or on-line shopping cart, because:

- They require too much effort for the user – finding the information on a website is difficult at best.
- The communication via web form or e-mail is not live, so if the user is in the middle of an on-line transaction, it will require stopping it (or cancelling it) and starting all over again once answer is received (and understood).
- The phone call option is awkward. The user might not have a phone nearby and it is not a “natural” communication option when using a keyboard with both hands.

With the Presence Internet module, agents are now able to engage on-line communication with customers using commonly accepted channels for this media, such as On-line Chat or Voice. This communication can be enriched using Web Collaboration which helps the contact centre agent also watch what the customer is looking at on the corporate web site and guide the customer to the right place or provide visual support which will resolve the inquiry.



Presence Internet Agent's front end: Presence Agent Toolbar launching Web on-line Chat and Web Collaboration windows

This channel is also natively integrated to Presence Suite core and shares the same ACD engine used by any other channel, thus can be blended.

In order to support highest security and quality demands, all communication is secured via SSL and the transcript is stored on Presence Suite Database just in case it is required for quality purposes, proof of transaction or complaint verification.

2.1.4.1. Benefits and Highlights

- **Cost reduction:** Your Contact Centre will be able to manage these new channels through one centralized tool that is fully blended with other channels. Chat has been demonstrated to be more productive than the phone, because one agent is able to handle multiple chat sessions simultaneously
- **Improve sales:** internet users are very dynamic, if they have a question and it is not resolved easily and quickly they might end up jumping to a competitor's site. Make your Contact Centre much more accessible to your customers: actual or potential.
- **Consolidated and unified Information:** It offers all the information related to each interaction and each customer on one platform. Just one system to maintain and just one solution to integrate with your business applications. Keeps track of customer / prospect / user independently of channel used
- **Low TCO cost:** fully compatible with other Suite Modules, such as Presence Scripting, which allows firms to create complete contact centre applications without any development skills
- **Increases customer satisfaction:** provide the customer a variety of channels and allow the customer to select the one preferred.
- **Better support handicapped customers:** your contact centre will be able to communicate with hearing impaired customers who may not be comfortable or able to use the telephone. Also your firm will be able to hire hearing impaired agents.
- **Chat and web-call-back can be blended with any other channel already implemented on the contact centre and handled by the presence suite, boosting Contact Centre productivity:**

- Chat: the customer can request, just clicking a button on the web site, to be assisted via an on-line chat session. This chat session will be assigned to the best agent following the business rules defined on Presence Suite.
 - Web Call Back: in case the customer prefers to be assisted using a more traditional channel (phone) the solution also provides a click to call me back feature. The minimum information requested is the Name and Customer phone number. This session, although it uses the telephone as the communication path way, uses the same skill base routing engine to properly assign the session to the best suitable agent.
 - Collaboration Web: indistinctly of the communication channel requested by the customer (click to chat or click to talk) the experience between the customers is improved via a web collaboration which provides visual reference for agents and customers, simplifying any assistance via Chat or Voice.
- Many chat sessions supported per agent: fully configurable.
 - Automatic bidirectional chat translation: web sites are accessible worldwide, so any organization could support customers from any country and any language. Bidirectional translation can be configured, not requiring personnel with knowledge on many languages.
 - Session initiation fill out form: the system can request information from the customer as part of the session initialization to gather enough information about the customer and the request which will help routing the interaction to the right agent and provide enough information to the agent or application integrated to the Presence Suite.
 - Secured transaction (SSL)
 - Session recorded: for quality purposes or required as proof of transaction
 - Response and Link Database: Agent does not need to type, just select the standard response or URL link stored on the database. Reduces effort from agent to respond.
 - Personalization: front-end can be easily configured for corporate colors and fonts.
 - Does not need new tools for administrators, supervisor or agents: just new options or buttons are shown on the tools already available. Minimum training needed.
 - Consolidated Contact Centre Reporting with specific monitors and historical reports added to manage properly the overall operations as well as specific Internet services.

- Out of the box integration with Presence Suite: Any other Presence Technology module is seamlessly integrated with this module through Presence Suite “unified core”. Also no changes required on integrations already done between Presence Suite and any third party applications (such as CRM) to support this module. The Presence SDK integrates with the Presence Suite “unified core” not with the module itself.

2.1.5. Presence Social Media



Presence Social media is our answer for Contact Centres that need to adapt their resources to the latest Internet communication trend: Social Networking. This solution connects Contact Centres and clients via new communication media available in web 2.0 (such as Twitter, Facebook, Google Buzz), unifying interactions among these channels and traditional Contact Centre channels.

Social Networks have changed the way we talk to people worldwide. Often company product reviews are shared, posted, commented and discussed over the Internet in real time. In most cases, pertinent information is never seen by companies and their lack of response causes them to miss opportunities to interact with actual and potential customers. Additionally, companies could use the customer information to redesign the organization’s strategies and to improve its products and services.

How can organizations interact in a more instant and flexible way with their users through these networks? Presence Social Media extends enables the Contact Centre to tweet, post messages, answer messages and even to manage instant messaging in real time with the traditional channels in Presence All-in-One Suite. Presence Social Media integrates, via a single interface, a variety of tasks, such as blending, automation, sorting, management, interactions, back-office task control and reporting, as well as any communication through social networks.

With Presence Technology, companies are able to integrate new channels with current features available in their Contact Centre, with no operation cost increase and easy integration.

2.1.5.1. Benefits and Highlights

- **Cost Reduction:** Your Contact Centre will be able to manage these new channels through one centralized tool
- **Minimal infrastructure requirements:** You only need Internet Access, corporate accounts in Twitter, Facebook, Google Buzz, etc and sufficient bandwidth.
- **Help with Search Engine Optimization:** Social Networks expands Contact Centre knowledge and labor force exposure on the Internet and Web 2.0.
- **Consolidated and unified Information:** It offers all the information related to each customer interaction through single consolidated interface. Companies can make decisions based on real time record information.
- **Blending Social Media and other common channels:** It allows combining Contact Centre services with social network interactions, with or without synchronization, which maximizes Contact Centre productivity.
- **It guides agent and agents interactions at all times:** Presence allows intelligent routing or even complete automation of each interaction or established communication.
- **Creates an interface between the social media network and Presence Suite,** any interaction is processed as part of the Suite.
- **Presence Suite treats the social network interaction the same way it treats other tasks.** This allows the Suite to assign the task to the most qualified agent, controlling the work flow from end to end.

2.2. Other Presence Suite modules which completes the Contact Centre

Although the modules already presented covers the technical needs of many Contact Centres, Presence Technology delivers many more native modules for the Presence Suite to ensure any possible need the Contact Centre might have in the future. These modules are:

Dialler / Broadcast Dialler:

Presence Voice Outbound:

Presence Voice Outbound provides a flexible outbound dialling platform that focuses on operational efficiency and empowers business users to easily adapt to changing requirements. The Presence Outbound solution is part of our multi-channel Inbound and Outbound Contact Centre suite. Presence Voice Outbound provides Contact Centres with the ability to contact their customers and prospects effectively while maximizing contact centre resources.

Presence utilizes an advanced algorithm to maximize the number of contacts dialled versus agent productivity to ensure that only live contacts are delivered to agents, avoiding busy signals, answering machines, fax tones, unobtainable numbers, etc. This robust dialler offers three different automated dialling modes: preview, progressive and predictive



Presence Robodialler:

Presence RoboDialler is a broadcast dialler, utilizing both the **Presence Voice Outbound** and **Presence IVR** modules. RoboDialler allows you to create campaigns to target customers with your broadcast message about a new product or service, provide relevant information related to a product or service or remind them about an upcoming meeting or event, all the while helping you capture valuable data.

With Presence RoboDialler your customers will also have the option to connect to a live agent at any point during the message. You can also use the RoboDialler for multi-question surveys about your company's products or services. Once the surveys are completed, all information can be passed along to the appropriate people within your organization so that they can use that feedback to improve processes or products.

Workflow:

Presence BackOffice:

Presence Back Office Solution integrates back office tasks with an agent's daily tasks and with a complete set of metrics so that you can gauge the productivity of your staff. Contact Centre administrative tasks can generate a vast amount of work for agents, affecting their efficiency. Presence Back Office allows agents or back office personnel to manage administrative tasks in the same way they manage Contact Centre calls.

Presence Back Office interacts with any CRM application, IVR or administrative tool, so that any administrative task generated by a voice call, e-mail, Fax, SMS, etc., can be completed during off-peak hours or depending on your SLAs. All these back office tasks can then be tracked, providing management with a complete holistic view of the productivity of each agent or staff member.

Self Service:



Presence IVR:

Presence IVR is a sophisticated voice tool intended to generate intelligent interactive strategies for the Contact Centre. This solution assists with handling the ever increasing number of everyday interactions between the customer and the company while helping to improve quality, efficiency, and performance with each interaction.

The Presence IVR module is integrated with Presence Intelligent Routing to maximize synergy between routing strategies and business rules. This integration converts Presence IR routing strategies into interactive strategies, such as information provided or requested by Voice Recognition, Touch Tone Dialling (DTMF), Voice Synthesis and Vocal Audio.

None of these require agent interaction, because Presence IVR works as an access portal for Contact Centres, automating processes and lowering operational costs.

Quality and Recording:



Presence Recording:

Presence Recording integrates with the Presence Suite to provide two different methods for recording phone calls:

- Pre-defined plan: Presence Recording validates the recording plan when each call goes through the ACD. Once the call meets the relevant parameters, it is recorded from beginning to end. Based on a request
- On-Request: Presence Recording can be activated or deactivated based on business rules or steps or when driven by an application (for example: start recording when the application sales screen is reached). This mode also can be configured so the agent can “manually” start or stop the recording by clicking the button on the Toolbar.

Presence Scripting, quality evaluation forms can be created. Scripts can be associated with

Presence recording providing a flexible solution for quality departments.

Fast Application / Scripting Creation and Integration with Third Party Applications:



Presence Scripting:

The Presence Scripting module is a powerful visual tool that is focused on script development for teleservices, product sales and data collection. Although predominantly used with the Outbound Voice module, it can be used with other modules such as Inbound Voice, Messaging or Back office to ensure that your internal processes are adhered to and your corporate governance is followed. In other cases, the scripting tool can be used to minimize agent training and ramp up time.

The tool provides the Supervisor with a powerful development platform that is also easy to use. This enables complex campaigns to be deployed in record time. With no programming knowledge, supervisors can create and parameterize new campaigns, implement arguments and service scripts.

Among other functions in Presence Scripting, the supervisor can also set operational rules such as managing required fields, automated validation, creating parameters, and adding information from different databases. Reports can then be developed to monitor agent responses made within the scripts providing management with useful business data.



Presence SDK:

A complete development kit for software developers that can be used to integrate any other business software tool used in the contact centre with the Presence Suite.

Tailor Made Reporting and Data Analysis:



Presence Custom Reports:

Presence Custom Reports is a powerful report generator that can be driven by the Contact Centre personnel without the need for IT involvement. It includes a wizard to guide the user step-by-step through the creation and design of custom reports, making report building quick and easy. In addition to this, operating reports and other business-related information may be combined to obtain key business indicators to improve the strategy and management of your

Contact Centre.

TDM - VoIP Gateway and independent ACD:



Presence OpenGate:

Presence OpenGate is a VoIP and middleware platform that, when combined with the Presence Suite, offers an alternative to Contact Centres that want to keep their current PBX infrastructure, yet gain access to the latest state of the art applications.

OpenGate provides the flexibility to install leading edge technology and upsize it or downsize it with a minimum investment. OpenGate is designed to meet CTI requirements, regardless of previous telephony ownership or out-of-date systems.

Presence OpenGate operates as either a stand-alone solution or a gateway between the Contact Centre and PSTN, through either E1 interfaces or SIP trunk lines for VoIP. Presence OpenGate allows companies to extend an existing PBX/ACD system to include ACD and CTI capabilities even if the existing switch does not have an ACD or CTI package in place.

Front-ends:



Presence Administrator:

The handy management tool that enables the system administrator to configure the more technical parameters of the Presence Suite, as well as to grant different levels of access and assign profiles for the various system users.



Presence Supervisor:

This is the management tool designed specifically for service managers which makes business rules quick and easy to implement in the Presence Suite. From this tool, all Presence Suite modules can be managed. It is operated entirely through a highly intuitive and easy-to-use GUI. The tool incorporates a wide range of real-time and historical reports providing total management control over the contact centre.



Presence Agent:

Front end, in toolbar format, that the agent uses to interact with the system. The module can be installed on the agent's workstation or run entirely through an online web interface. The Presence Suite also includes an automatic software update service.

3. About Presence Technology

Presence Technology is a software company with a high value-added technology proposition for Contact Centres.

Our industry specific knowledge and dedication to serving clients has led us to develop solutions that adapt to each user's specific needs. Our focus is on solving each case's special challenges. The Presence All-in-One Suite affords great flexibility to a contact centre's dynamics and directly contributes to improved productivity margins for services, providing an unrivalled return on investment in the customer contact industry.

The Presence All-in-One Suite is the most comprehensive collection of contact centre tools on the market and has been developed to improve contact centre management while achieving the highest levels of quality and customer satisfaction. It is also highly scalable according to business needs and perfect for customer contact centres with tens or thousands of seats.

For more information, visit the Presence Technology website at www.presenceco.com.

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