Aastra Solidus eCare™

Multimedia Contact Center – customer service at its best

Multimedia Contact Center – customer service at its best

Today it is vital that your contact center delivers intelligent and personalized customer service. The key to retaining caller satisfaction is first-call resolution. In practice, this means that you need to accomplish more with less – using new technology – to enhance your customer satisfaction rates and lower costs while increasing agent efficiency.

Piece of cake?

Actually, yes – with the latest version of the Solidus eCare™ modular, multimedia contact center solution. This proven technology enables consistent, efficient and reliable customer service across all media. It now includes a complete suite of contact center applications that offer full flexibility, full scalability, full openness and high availability.

Its open architecture allows integration with existing infrastructures as well as with customer business processes and applications such as workforce management and customer relationship management applications. It also allows you to start on a small scale and evolve with your business needs in a cost-efficient manner.

In short, it includes all you need to make your customers more satisfied and your business more efficient.

Spend a few minutes with this brochure, and you will understand what's so special with Solidus eCare™ – and particularly on page 3, how the new version responds to the latest demands.

On page 4 you can study the benefits from different users' perspectives, and more precisely on page 5, from a business piont of view.

If by then you're still not convinced, turn to pages 6-7 for a descriptive overview of the elements that make up the solution.

Go ahead. Find out for yourself how Solidus eCare™ can provide you with the competitive edge!

Here's how Aastra Solidus eCare™ is good for your business

Better customer relations

We all know that the first impression is lasting. And a first-rate impression of a company will naturally reflect on its business. A sophisticated contact center can help any company make every customer feel as if he or she is being given special treatment. How? By providing individual service that gives customers value and that reinforces their loyalty.

We also know that it costs less to keep current customers satisfied than to acquire new ones. As the face of the company, an advanced contact center is a vital tool when it comes to cutting consumer defection. With a first-class contact center like Solidus eCare™ you can eliminate customer defection, improve customer relations and better your business results.

Incomparable availability

Then again, Solidus eCare™ is not just any contact center. It's the only contact center that offers true mobility and lets your customers send in a request and get an answer via their own choice of media – e-mail, SMS, chat, fax or call-back. No matter when, where or in which country an agent is located. Since the call can be routed to cell phones, agents can work from anywhere, and if needed, during peak periods only. And it is designed to cope with peak traffic of up to 400,000 calls per hour. Customers will soon notice that service is excellent regardless of when they initiate contact. You can even use the contact center for your mission-critical business operations.

Cost-efficient expansion

As you have probably already guessed, Solidus eCare™ is a wise investment. It not only integrates with your existing business processes and infrastructures, it evolves with your business needs. Solidus eCare™ is the only contact center that allows you to start small with a limited number of features and agents, and that then grows with your business. You maintain control of your costs even when expanding your contact center into a globally deployed service organization. And you can keep a specific level of local management and administration, while retaining centralized control of costs. Solidus eCare™ offers full scalability and allows for cost-efficient expansion beyond compare.

Customer- tailored -services

Today, tailored and unique services are necessary to acquire and retain customers, attract students or to serve the public. To build loyalty, enterprises need to communicate efficiently no matter how a contact is initiated. Aastra Solidus eCare™ therefore leverages Unified Communications to increase agent efficiency and productivity. As an example, specialists who thus far been serving as back-office support can – thanks to integrated technologies – now be included on contact center teams to answer customer enquiries and access corporate information, such as presence management.

"Aastra's solution enables us to increase operational efficiency, while providing our customers with better service."

Tomi Saari, IT Manager, Sunborn Oy

Integration with applications and hardware

Equally important is the ability to integrate your contact center with your existing infrastructure and business applications.

Consequently, Solidus eCare™ is both IP- and SIP-enabled. It is hardware independent and can be deployed in mixed hardware/PBX environments.

To put it simply, Solidus eCare™ offers agents the best possible support in order to provide customers with the most professional service – at all times.

3

Solidus eCare™ – for a superior customer experience

Solidus eCare™ is a modular, multimedia contact center allowing integration with existing infrastructures and business applications. It is IP-/SIP-enabled and offers outstanding, intelligent, skills-based routing. It allows you to start small and grow while retaining control of your costs. Above all, it leverages Unified Communications to increase agent productivity and efficiency for the benefit of customers, as well as the agents themselves, administrators, managers and other staff members.

Anytime, anywhere by any media

As customers grow accustomed to using new media, pressure is increasing on agents to deliver top-notch customer support around the clock. Solidus eCare™ allows you to incorporate your contact center with your company's overall Unified Communications strategy so that agents can access corporate information for improved customer service.

The new applications based on Unified Communications will reduce both the number of interactions and the amount of time agents spend finding answers to customer inquiries. And when customers can reach the right agent directly, much higher first-call resolution can be achieved. Aastra offers complete PBX feature transparency to mobile users. Consequently, Solidus eCare™ is the only contact center solution that lets agents work remotely or to be truly mobile and still have access to all the corporate facilities and support they require. Since it provides more flexible ways of working for agents, it offers more dynamic communications for customers, wherever they are and whatever device they happen to be using.

A customer can call, send e-mail, text, chat, or fax messages and receive an answer via any desired media. The complete convergence between fixed and mobile calls, between voice and data modes and between private and public networks ensures optimal accessibility.

Make your agents the expert

Solidus eCare's™ sophisticated feature – skills based routing – is unique. It offers intelligent routing of all incoming communications across locations, organizations and business functions.It outperforms the competition by simply ensuring that your call always goes to the right agent. Moreover, Solidus eCare™ Unified Communications applications offer agents and back-office users instant access to specialists, key staff members and essential information, regardless of location.

And with access to corporate information such as integrated presence and activity status, agents save time and can work more efficiently. Finally, Solidus eCare™ advanced self-service applications ensure that agents have more time to spend on complex and high-priority customer inquiries.

"We could pick and choose any application on the market. Solidus eCare™ was chosen since it could provide the best production environment, high flexibility and dynamics and a great future potential"

Magnus Larsson, CIO, H1 Communication

Bring your knowledge workers - and their expertise- into the picture

Solidus eCare™ is the first contact center to integrate all employees and expertise into a contact center solution – not just agents. Thanks to the Unified Communications client Aastra InTouch, your knowledge workers are also allowed instant access to specialists, key staff members and back-office workers. InTouch gives these workers a communications tool that will improve internal efficiency due to its integration with Solidus eCare™ Contact Center, as well as the Contact Management suite (CMG) from Aastra.

Benefits management & administration through dynamic, proactive operations

With a Solidus eCare™ contact center, managers can dynamically and proactively manage all aspects of contact center activity and integrate them with external business applications.

The Solidus eCare™ comprehensive configuration, reporting and information tools – along with the enhanced graphical user interface and new web-based wall display – provide concise, practical and effective real time information.

Managers can view and obtain reports on contact center performance in real-time and queues can be easily managed. After Agent Handling is another feature that increases efficiency and improves customer service.

More flexible agent management lets you easily adapt resources to suit revised business strategies or temporary business needs.

From the business point of view

Adaptable to the needs of the company

Solidus eCare™ comes with increased integration capabilities, allowing you to set up your contact center in a mixed IT hardware environment. With its open SIP architecture, including the new SIP Agent feature, you can easily run your contact center on top of your existing IT infrastructure, as long as it supports SIP trunks and extensions. Even if this means integration with a foreign PBX.

Excellent integration with existing solutions

The open architecture also lets Solidus eCare™ incorporate your existing business process tools, such as CRM applications. In fact, the suite of applications is designed to protect previous investments by easily integrating with the telephony infrastructure and evolving with your business needs.

Grows with your business

Solidus eCare™ offers you full scalability for expanding into a full-feature, globally deployed contact center while at the same time maintaining control of your costs. With Solidus eCare™ Lite, it only takes an upgrade of your software license to grow from a small call center onto a large-scale network and multimedia solution with up to 10,000 agents.

Because no "forklifts" are required – only a software license upgrade – you can easily expand your contact center into a globally deployed service organization.

Reliable and secure

When it comes to availability, Solidus eCare™ is a contact center that can handle your mission-critical business operations through its documented high performance. It can be configured to peak traffic of up to 400,000 calls per hour. Security and redundancy to ensure access even during unforeseen incidents, is making Solidus eCare™ the ideal virtual and remote contact center solution. The Solidus eCare™ high-availability solution makes certain that enterprises can perform with minimal downtime.

Makes your multinational act like one site

Finally, your Solidus eCare™ contact center can be segmented to host and manage several contact centers or tenants. This is practical for enterprises that use different contact centers for different departments, sections or even companies. By configuring and managing the contact center as one system (although it contains many), it can be adapted to different loyalty strategies and customer care programs.

Solidus eCare™ multimedia contact center - overview

Welcome to an overview of the Solidus eCare™ application suite. The suite is built as a fully integrated solution made up of several core applications providing you with all your contact center needs. These core applications are divided into three fundamental categories: agent applications, management and administration applications and self-service applications.

Agent Applications

These applications are the focal point of the customer interaction center and therefore constitute Aastra's most extensive category of applications. Desktop Manager is at the heart of these applications. It is a sophisticated tool designed to enhance call control and contact center functions.

By providing agents and supervisors with a diversity of features, Desktop Manager facilitates efficient call handling and seamless integration of several different types of media. Licensing for advanced features is available on an individual basis, allowing for total customization and scalability of each contact center package. Features in Desktop Manager include call handling (for inbound and outbound calls), media handling, IP or SIP, integration with third-party applications for on-screen pop-up features, recording of voice calls, directory search, team leader and supervisor features, skill-based assistance and more. Call handling includes chat, e-mail, fax, SMS, voice mail and instant messaging.

Applications for Management and Administration

This module contains applications and interfaces that provide centralized control and management of an existing contact center infrastructure. The applications and interfaces include:

The applications and interfaces include:

- Configuration Manager
- Information Manager
- Report manager
- Campaign Manager
- Internet Suite Creator
  (also known as Knowledge Base Manager)
- Centralized management
- Clustering
- Real time interface

Self-Service applications

Self-service applications automate and provide advanced self-services for customers, making it possible for agents to focus on urgent and complicated inquiries.

"Solidus eCare™ enabled us to streamline our processes and save money. The good thing about Solidus is that it's modular, so you can just add components as you go along. As we enhance our services elsewhere, Solidus will follow."

Robert Thomas, Telecommunications Manager,

The applications let you reduce costs while providing a high level of customer satisfaction, allowing your customers 24-hour access to your business services. They also reduce the cost per customer interaction by providing more self-service options, which increase business efficiency.

The suite consists of:

Script Manager – An IP-based IVR (Interactive Voice Response) application that automatically manages incoming calls and provides answers to common customer requests without human interaction

Virtual Agent Interactive Web Response – Enables customers to type in their queries from any website. Virtual Agent uses a customized knowledge database for automated customer self-service.

Auto E-mail Response and Auto SMS Response – For ensuring that customer inquiries are responded to immediately.

The Aastra Solidus eCare™ multimedia contact center also comes with an add-on application called Aastra InTouch, a Unified Messaging client that is integrated into the contact center. Aastra InTouch lets you extend your contacts beyond the contact center.

The Solidus eCare™ Lite version offers the alternative of starting small and growing when your company is ready.

Aastra InTouch

InTouch is more than a soft phone, it is a Unified Communications client that enables users, including contact center agents and corporate users, instant access to available colleagues and information.

With InTouch, your enterprise is at the cutting edge of communications technologies, and the application enables your company to provide customer service at its best. If you have Solidus eCare™ Contact Center and CMG, InTouch will make the most out of the two on the user's desktop.

Besides offering basic soft phone features such as for placing and receiving calls, InTouch enables presence status management, conferencing, instant messaging and corporate directory searches.

Solidus eCare™ Lite

Solidus eCare™ Lite lets you start with a small contact center and expand into a full-feature multimedia contact center, in line with the growth of your business and its needs. And all this, while retaining control of your costs.

Solidus eCare™ Lite is based on the same skills-based routing functionality as Aastra's multimedia contact center solution. Solidus eCare™ Lite includes voice agent functionality with desktop integration and soft phones.

For administration and management of your call center, it includes Report Manager for reports,

Information Manager for real-time data to permit real-time supervision and wall display management, and Configuration Manager for user administration. This package supports a maximum of 50 agents and 950 InTouch users. The solution is installed on one server along with an Open Application Server.

If you want to migrate to a Solidus eCare™ multimedia contact center, only the migration license is needed – no additional hardware is necessary.

To support your corporate users and back-office workers you can include Aastra InTouch users in Solidus eCare™ Lite.

"We've more than tripled our business, and to enable us to grow with that, we needed to have more sophisticated equipment. The Aastra Solidus eCare™ solution offered us full scalability with the possibility to expand our contact center in line with our business growth, while at the same time retaining control of our costs. Other advantages of the solution are the modular approach to adding functionality, the management of remote agents, the ease of adding agents and the integration of e-mail, fax and voicemail."

Lance Smith, Executive Director, Avis, South Africa

About Aastra

Aastra Technologies Limited is a global company at the forefront of the Enterprise Communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative and integrated solutions that address the communication needs of businesses, small and large, around the world.

Aastra enables enterprises to communicate and collaborate more efficiently and effectively by offering customers a full range of open standard IP based and traditional communications networking products, including terminals, systems, and applications. "Aastra" is a registered trademark of Aastra Technologies Limited.

For additional information on Aastra, visit our website at : www.aastra.com

AASTRA