



## UC for Business

Fulfilling the promise of UNIVERGE®360

Empowered by Innovation

**NEC**



# *Taking a Unified Approach to Communications*

*NEC understands the important role communications play in building and maintaining your business relationships. How effectively you communicate with customers, resellers, key suppliers and business partners can be the difference between business won and business lost.*

But the measure of your responsiveness as an organization is not simply based on how well your contact center agents or console operator does their job. Satisfying customer needs relies on effective communications across the entire enterprise. A breakdown in communications between individuals, departments or locations could see your customer contacting your competitor instead.

Eliminate the barriers to successful interactions in your business. UC for Business (UCB) lets you take a unified approach to all the ways your organization communicates – externally and internally, desktop to desktop, by phone, e-mail, fax, mobile, chat and via your website.

# Many Needs, One Solution

*Organizations interact with many different people in many different ways every day. To be effective in your communications, you need to be able to exchange information quickly and easily with the people that matter most to your business. But every group or department in your organization has its own unique requirements.*

## Executives and Knowledge Workers

A significant proportion of their time is spent in meetings or away from the office, but the demand for their input into decisions is high. Executives and Knowledge Workers need to be able to access, prioritize and respond to their communications from anywhere, at anytime.

## Contact Center Agents

These personnel are expected to process large numbers of external requests as quickly as possible. These requests come in many forms - calls, faxes, e-mails, chats and via the company website. Contact center agents need to be able to answer and fulfill each of these requests in an accurate and timely manner.

## Operators

Operators also deal in high volume transactions but these can range from the most routine inquiry to VIP callers who demand immediate attention. Operators need to be able to manage peak times without compromising quality of service.

UCB from NEC offers a single solution to satisfy all your business communications needs. It unifies the entire organization, enabling individuals, departments and locations to work as one, ensuring efficient internal and external interactions.





# *The UCB Advantage*

*So how do you differentiate between Unified Communications (UC) solutions when virtually every vendor claims to have an offering to meet your needs?*

In fact, many of these solutions are made up of disparate applications, some which may be the vendor's own and others that have been developed by third-parties.

To create the appearance of a single UC solution, the vendor must force these separate applications to communicate with each other. In reality, each application could be on a separate server and is likely to have its own unique user and administrative interface. The result is a solution that is confusing to operate, difficult to support and expensive to maintain.

*So how do you provide all your staff with the ability to communicate easily and efficiently over a variety of devices and mediums without resorting to multiple appliances and applications?*

The solution is as simple as 1+1+1. UCB unifies all your communications on one appliance, using one application and one administrator without requiring you to replace your existing infrastructure.

*What are the benefits of 1+1+1 to your business?*

With UCB you only purchase and maintain one appliance, your staff uses one familiar Microsoft XP/Vista based user interface and there's one administration tool for managing all your UC applications. UCB means less infrastructure, less complexity and less drain on your limited resources.

With UCB, you can meet all your users' needs and minimize your total cost of ownership of an enterprise wide unified communications solution.



*The UCB solution advantages begin with a single UCB application that resides on a single appliance and integrates with your telephony platform. UCB offers a comprehensive suite of UC functionality that is managed within a single administration environment. Whether you require presence to enable more efficient communications across the entire enterprise or desktop telephony functionality to assist operators and contact center agents to provide exceptional customer service, UCB will improve your internal and external interactions.*

## Where Do I Begin?

At NEC, we'll work with you to explore how you communicate with your customers, resellers, business partners and suppliers and how they prefer to communicate with you. We look at how you communicate internally – with your colleagues, with other departments and between locations.

We help pinpoint the barriers to effective communication in your organization and demonstrate how a UC solution can deliver tangible benefits to your business.

We'll explain how you can connect the UCB solution with other business applications like your CRM, voice recording and workforce management tools. And we'll guide you on the journey from needs analysis through to solution design, system cutover and beyond.



# *Unified Communications*

# **Solutions for Executives**



Executives are busy, mobile and reliant on their managers and staff to supply them with the right information, at the right time. UCB puts executives in control of their availability by allowing them to screen, prioritize and respond to the people that are most important to their business.

## *How do I prioritize my communications to maximize my efficiency and effectiveness?*

- Manage all your calls, voice messages, faxes and e-mails from within Microsoft Outlook
- Access the most important calls, voice messages, e-mail and faxes first
- Give your most important callers priority routing based on their calling line ID



## *How can I communicate more efficiently with my managers and staff?*

- Use presence to view the availability of staff (i.e. 'on the phone', 'away from my desk')
- Be alerted when the person you want to talk to gets off the phone or returns to his/her office
- View the Outlook Calendar appointment and scheduled return time for the person

*Note: Presence is automatically detected when the staff member uses the mouse, keyboard or phone*

## *How do I ensure that I can respond to requests, no matter where I am?*

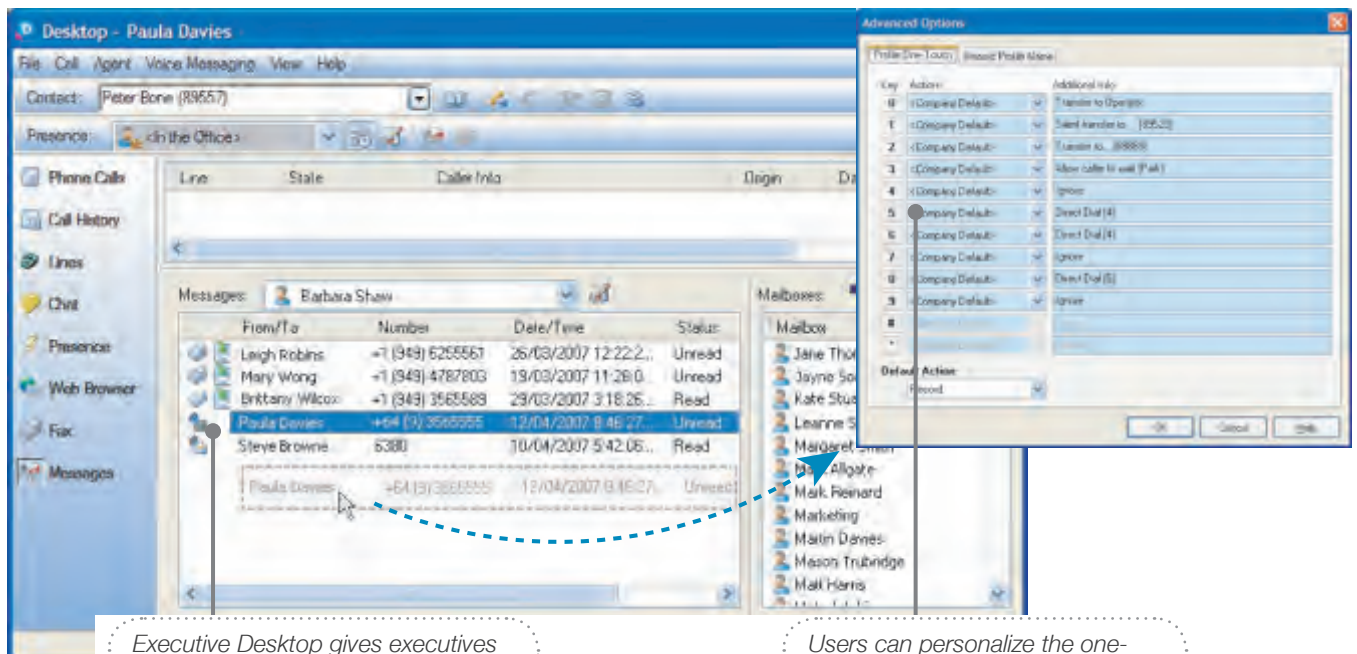
- Anytime, anywhere availability thanks to mobility
- One number to reach you regardless of your location
- Pre-configured greetings or routing to handle any event or caller
- One place to access all your messages
- Phone and web access to messages

## Can my Personal Assistant manage my communications for me when I'm too busy or not available?

- PAs can handle voice and fax messages on behalf of their managers from their own desktop
- PAs can change their voice messaging greeting from their own desktop or phone
- PAs can view the status of their managers using Presence
- PAs can use screenpops to personalize the way they answer phone calls on behalf of their managers

## How can I increase my productivity while ensuring a seamless communication experience?

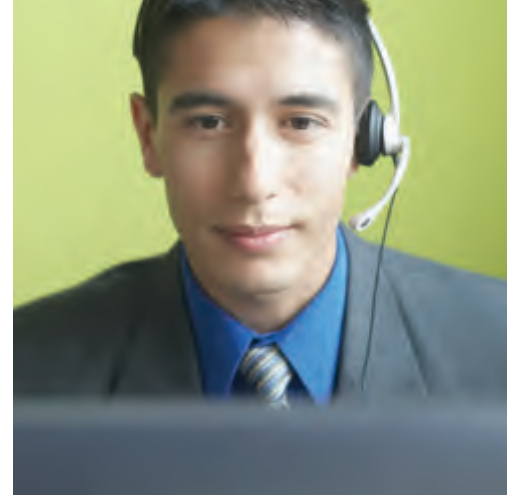
- Use “drag and drop” to move voice and fax messages into someone else’s mailbox for follow-up
- Send and receive faxes from your PC
- Customize the greetings and options you offer from your voice messaging based on a caller’s ID
- Require callers to announce themselves before deciding to take the call or forward them to voice messaging



Executive Desktop gives executives the ability to drag and drop voice messages and faxes into another person's mailbox for follow up.

Users can personalize the one-touch options they offer from their voice messaging.

# *Unified Communications* **Solutions for Knowledge Workers**



The frustrations of phone tag, constant interruptions and an overloaded inbox are well known to most knowledge workers. UCB increases the efficiency and productivity of knowledge workers by allowing them to streamline and intelligently manage all their communications using a single desktop application.

## *How do I collaborate more effectively with colleagues?*

- Presence gives you an immediate view of the current status and availability of all staff
- Presence helps you avoid phone tag, it alerts you when the person you require gets off the phone or returns to his/her desk
- Presence lets you view a person's Outlook Calendar appointment and scheduled return time

## *How do I take control of who I speak to and when?*

- Take advantage of new call alert with option to answer, display details or redirect to voice messaging
- Customize how you redirect specific callers that reach your voice messaging
- Benefit from mobility with one number to reach you anywhere, anytime, when you choose
- See who has called even if they don't leave a message and return missed calls

## *How do I ensure that I always communicate in a professional manner?*

- Your incoming calls have screenpop caller details
- Your greeting can automatically change based on your Outlook Calendar appointments
- Pre-recorded voice messaging greetings handle every scenario
- Customize your greetings based on who's calling you

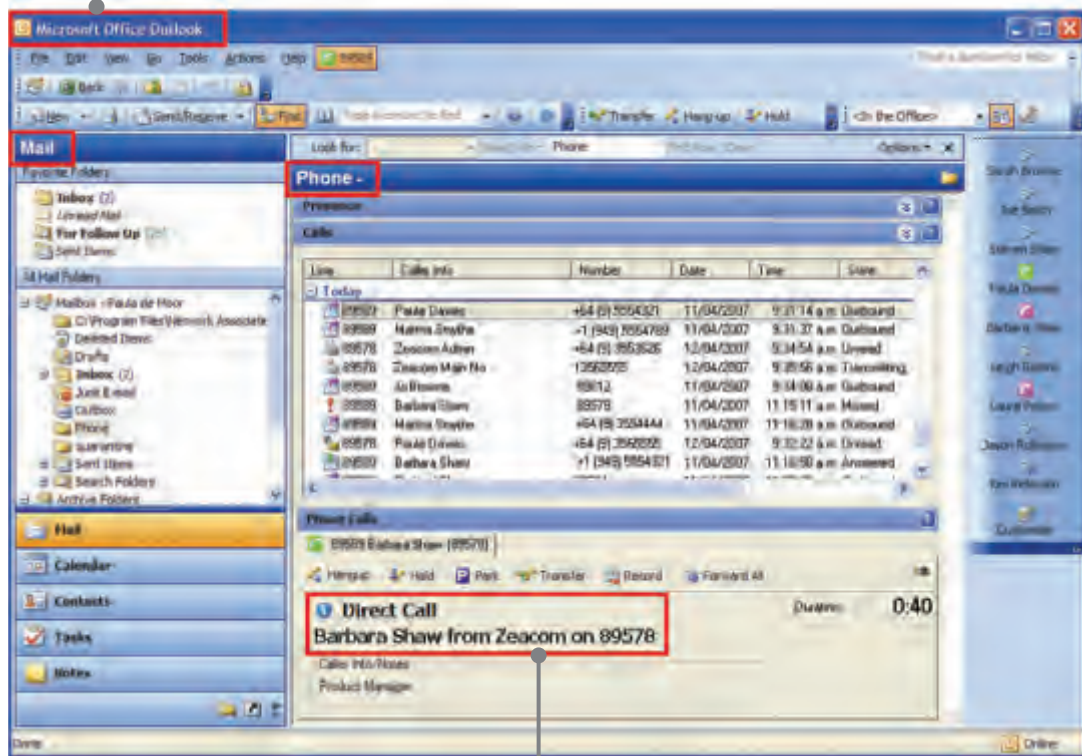
## *How do I work smarter and more productively?*

- Access voice messaging, e-mail, fax and telephony functions all from within Microsoft Outlook
- Send and receive faxes from your PC
- Use the telephony toolbar to make advanced functions faster and easier to use
- One-touch access to global, personal and Microsoft Outlook contacts directories





Executive Outlook gives knowledge workers the ability to manage all of their contacts from within Microsoft Outlook.



Screenpops of caller details allow you to prioritize and personalize your communications.



# *Unified Communications* **Solutions for Contact Center Agents**

Contact center agents handle the majority of contacts coming into any business. Regardless of their function, customer service, help desk or new business inquiries - most contact centers struggle to balance customer expectations and demand with the available resources. UCB gives contact centers the tools they need to perform this difficult juggling act, and do an excellent job.

## *How do we ensure that we deliver consistently high service levels to our customers?*

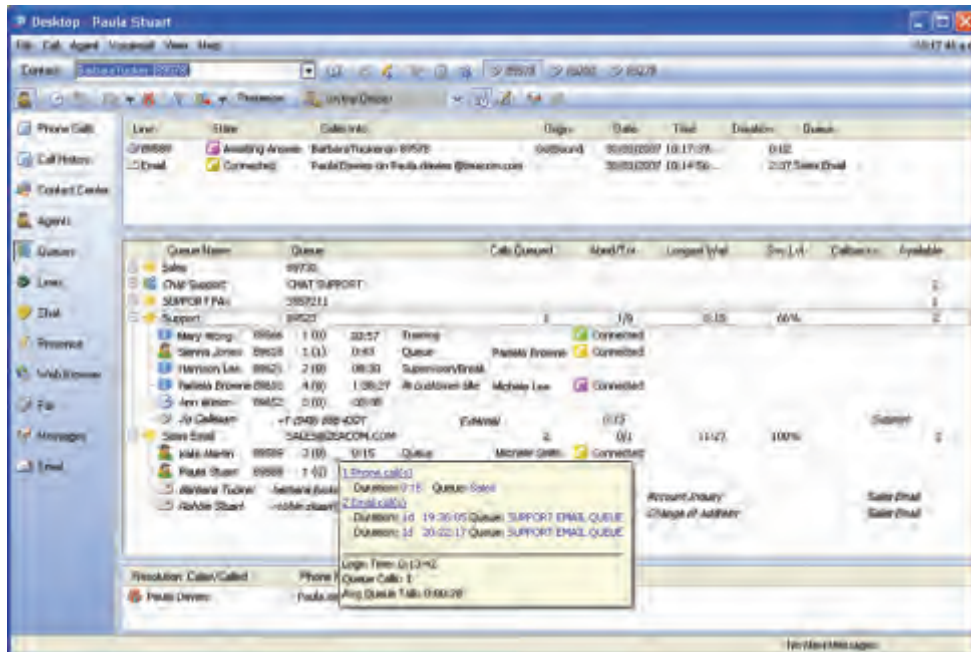
- Apply standard contact handling methods to all media types
- Pre-configure safety nets for emergency or high volume situations
- Deliver to backup agents when thresholds are reached
- Take action based on the real-time status of agents and queues
- Use standard and customized reporting to measure your performance

## *How do we control costs in our contact center?*

- A single desktop interface for handling multimedia contacts ensures optimum utilization of agent time
- Simple, intuitive user interface increases agent efficiency
- Skills-based routing reduces talk time and transfers between agents
- Blend inbound and outbound calling increases agent utilization
- Self-service options offered via an integrated IVR option can reduce the number of agents required

## How do we increase the revenues generated by our contact center?

- Answer calls faster and reduce call abandonment
- Give high-value customers or transactions priority handling
- Cross-sell and up-sell using customized announcements
- Measure campaign success by reporting on wrapup data
- Run outbound campaigns to generate new business or farm your base
- Capture more calls by offering alternatives to waiting or hanging up



Agent Desktop gives agents a complete picture of contact center activity. Agents can view the status of queues and agents, waiting calls, CLI information on contacts and much more.

# *Unified Communications* **Solutions for Console Operators**

Your operator is often the first point of contact that a caller has with your organization – leaving a lasting impression of your business. But operators face a unique set of communications challenges. They are expected to efficiently handle a large volume of calls that range from time-consuming routine inquiries to urgent high-value transactions. UCB gives your operator superior call-handling abilities - ensuring that every caller's first impression of your organization is a positive one.

## *How do we process calls faster and more efficiently?*

- Operators can see how many calls are waiting and who the callers are
- Calls can be sent to backup operators based on call wait time and priority
- Operators can log on from any PC anywhere in the organization
- 'Point and click' telephony functionality speeds up call processing
- 'Drag and drop' recognized calls to extensions without having to answer them

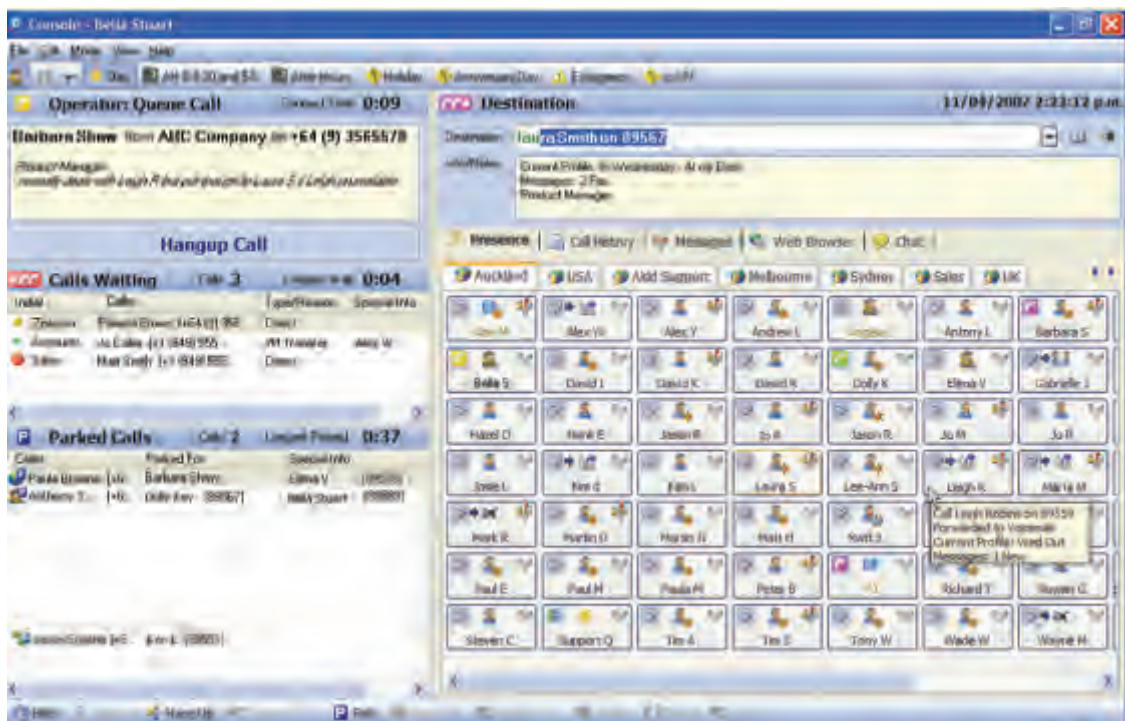
## *How do we personalize the service we give to our callers?*

- Operators can prioritize waiting calls based on caller ID or number dialed
- Screenpops allow operators to view caller details before answering
- Presence keeps operators informed on staff whereabouts, availability and expected time of return



## Are there other ways we can optimize the level of service we provide?

- Play customized announcements to callers on hold
- Change call forwards and voice messaging greetings from the console
- Distribute fax and voice messages to individual staff for follow up via centralized control
- Transfer callers to a user's voice messaging even when the user's extension is not forwarded to Voice Messaging.
- Send and receive faxes from operators' desktops
- Distribute faxes and voice messages efficiently to individual staff for follow up



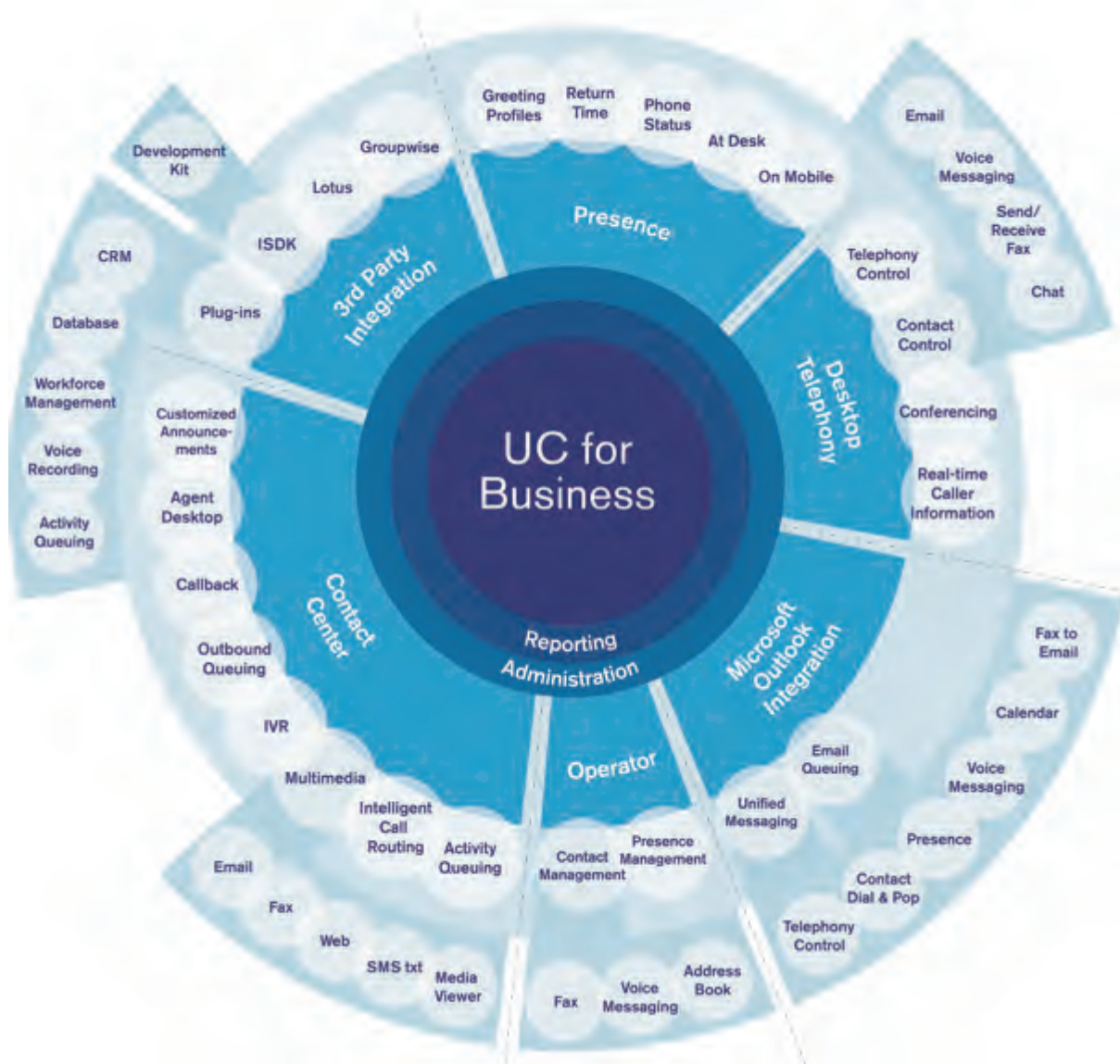
Console gives operators all the information they need at a glance. View current calls, calls waiting, parked calls and Presence information for all staff.

# UCB Functionality

UCB offers a comprehensive suite of Unified Communications functionality that improves the way your organization manages all its business communications.

Presence gives staff and operators valuable information on people's whereabouts and availability. Desktop telephony and Microsoft Outlook Integration simplifies call handling and gives users the ability to manage all their communications from their desktop. Sophisticated contact center and operator functionality address the unique requirements of these important customer touch points; while third party integration allows organizations to easily and effectively connect UCB with their other business applications.

*UCB is a single solution for enabling UC on one appliance, using one application and one administration interface.*



# Professional Services

## *Integration Services*

UCB can significantly improve service levels and reduce operating costs within your contact center by enabling advanced features and functionality such as CRM screenpops, dialing from CRM, enhanced database routing, interactive voice response (IVR) and other telephony functionality embedded in third-party applications.

NEC has taken a proactive approach to connecting with these third-party applications by developing an extensive range of off-the-shelf plug-in modules that integrate your UCB contact center solution with the most popular databases, CRM, help desk, voice recording and workforce management applications on the market.

If customization is required, NEC's Integration Software Development Kit (ISDK) has been designed for easy integration with most database contact management applications, help desk software packages and Microsoft Windows®-based applications.

NEC Integration Services has the solutions, methodologies and experience to deliver bottom line business benefits in your contact center environment.

## *Implementation & Training*

From design through to implementation and training, NEC has the expertise to deliver the exact UCB solution you require on time and on budget.

A project manager will work with you every step of the way, creating a detailed project plan, coordinating installation dates, arranging for the training of your staff and ensuring a smooth transition to the new solution.

Our experienced training specialists provide hands-on training to your users and system administrators, making certain that your staff can take advantage of the valuable new functionality available to them.

## *Customer Support & Technical Assistance*

NEC understands that the maintenance and ongoing support of your solution is as important as the initial decision to purchase.

NEC provides 24x7 support and technical assistance through its offices in the US, UK, Australia and New Zealand. Whether you require a standard service package or prefer a customized service-level agreement, NEC and its reseller partners are committed to ensuring that your UCB solution continues to meet your business needs by providing rapid response and resolution to all reported issues.

NEC also includes free software upgrades in all its maintenance programs. Whether you purchased your solution last week or last year, your organization will continue to benefit from NEC's latest software developments.

## *Unified Communications in Action*

A UCB demonstration brings UC to life by showing you the tangible benefits of enterprise-wide communications. You can do this at any time by viewing the online screencast demonstrations available via our website, Webinar sessions or downloadable podcasts.

To arrange for a personal demonstration, contact your local NEC office or reseller. For more information on UCB, visit [www.necunified.com](http://www.necunified.com).



UNIVERGE360 is NEC's approach to unifying business communications. It places people at the center of communications and delivers on an organization's needs by uniting infrastructure, communications and business.

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