

Contact Centers: NEC's Solution to the Evolution

CCDesign™ is NEC America's suite of products and services that addresses the design and deployment of next-generation customer contact centers throughout their phases of evolution. CCDesign is geared to provide contact centers with a framework that closely corresponds to the way organizations build proficiency. In addition, CCDesign will encompass not only products, but also will include services offered through NEC's expanding Professional Services organization.

NEC has given its unique contact center solutions a distinct identity designated CCDesign. This designation underscores the commitment NEC has made to the contact center industry. The accompanying logo has been developed to promote these applications and services.



Abraham Maslow suggested that individuals have a common set of basic needs. These needs can be arranged by importance starting with physiological needs and eventually reaching self-actualization. As each need becomes satisfied, a new need appears. Contact centers also have a hierarchical set of needs: responsiveness, performance measurement, customer satisfaction, management effectiveness and customer loyalty. These needs define the tactical goals and strategic objectives of contact centers as they grow. Each phase describes a specific set of needs and tactical issues: responsiveness, performance measurement, customer satisfaction, management effectiveness and customer loyalty.

The first and primary objective is to create a framework that supports customer contact. The Responsiveness Phase is centered around the requirement to respond directly to customer contacts. Issues encompassed in this phase include selection of geographic location, physical facilities, communications solution, definition of operational procedures and application of human resources.

In order to answer questions about the business performance of a contact center, reliable statistical information is required: information on agent productivity, information on system performance and information on the performance of the contact center as a whole. Detailed data is required to perform real-time productivity management and to cost justify new applications. The Performance Measurement Phase establishes the ability to gather and analyze real time and historical data. Real-time data will help a contact center adjust to current conditions; historical data will allow a contact center to analyze their performance over a period of time and to plan for future operations.

Once a contact center has data to work with, that data can be used to improve the customer experience, from initial contact, through a transaction to completion and follow-up. Although technology may play a part in many places in the contact center, it can be argued that the most important role it plays is when impacting the critical first impression made by that contact center. Is the contact center easy to access? Do the options provided



immediately meet the customer's need? If the customer transaction achieved a less-than-desired outcome, is the problem understood and corrected? The Customer Satisfaction Phase is comprised of the requirements to increase customer access options and alternatives, streamline customer transactions and create a closed-loop system with contact follow-up.

Once the targeted level of customer satisfaction has been established, the next issue in the hierarchy is how to maintain the level of service provided, but to do so more efficiently and more cost effectively. This requirement to increase the effectiveness and efficiency of the contact center is explored in the Management Effectiveness Phase. Typical objectives include enhancing agent productivity; implementing workforce management for forecasting, scheduling and tracking schedule adherence; streamlining processes, procedures, and reporting through workflow management; and the use of performance supervision for evaluation, quality assurance, and training.

Choice with consistency is a key element of NEC's contact center applications. Maintaining consistent functionality for both customers and agents even across diverse mediums is imperative. Customers can, and should, expect quality of information and action and personalized service regardless of the technology involved. The Customer Loyalty phase is defined by the pinnacle requirement to establish long term customer relationships. Objectives encompassed in this stage include developing consistency of performance, response, and personalized service across multimedia access technologies, including telephone, web, fax and e-mail; and integration of the contact center with front office and back office applications to enable corporate practices to develop customer intimacy.



CCDesign includes contact center applications on the NEAX[®] 2000 and the NEAX 2400 PBX platforms. These applications, offered on two CallCenterWorX[®] platforms - Business and Enterprise, can be packaged to meet specific requirements. Applications under the heading of CCDesign are:

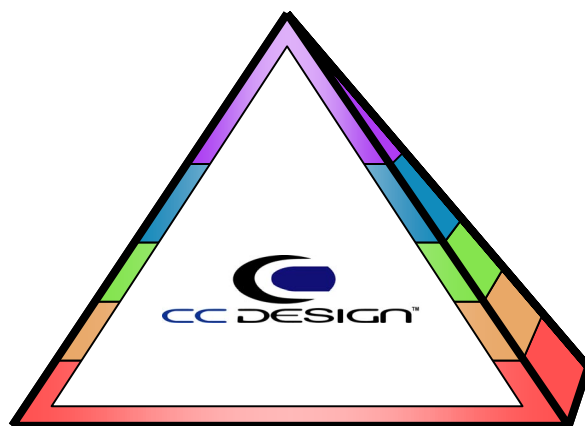
- CallCenterWorX includes tools for enhancing accurate call direction, maximizing and measuring performance, and efficiencies for cutting time and costs – in other words, for building a contact center that not only “works” hard for you, but responds efficiently and quickly to the customer. In this respect, CallCenterWorX can help business streamline call flow and work flow tasks, to deliver business and customer advantages. CallCenterWorX includes NEC's TCP/IP Infolink, which provides a gateway to other applications for productivity- and service-enhancing Computer Telephony Integration.
- CallCenterWorX-Business for the NEAX 2000 product family is comprised of Automatic Call Distribution (ACD) and Management Information System (MIS) modules that provide a flexible and customizable feature set for meeting specific

- business needs. The ACD module enables the customer to define call handling to process and route calls to designated agents. The MIS module offers access to real-time and historical data for maximizing agent productivity and assuring quality performance.
- CallCenterWorX-Enterprise for the NEAX 2400 provides enhanced contact center management in a single system or networked environment. Customized call handling allows customers to improve service by adapting to rapidly changing conditions and fluctuating traffic patterns.
- ContactWorX™ integrates with CallCenterWorX to enable creation of true multimedia agents - agents that can handle any media type or any combination of media types including web chat, e-mail and traditional voice calls. And, just as important, ContactWorX delivers choice with consistency: capabilities found within other CCDesign applications such as caller / contact prioritization, queue time announcements and queue depth announcements will work with any type of contact. So priority customers can receive priority treatment regardless of whether they call, e-mail or chat with an agent.
- QueWorX® is a suite of customer service and productivity-oriented applications. Applications include Automated Attendant, Callback (immediate or scheduled), Web Callback, Queue Depth Announcement, Estimated Time to Answer, Screen Pop, Advanced Routing and Multi-lingual Announcements. These applications integrate the flexibility of Interactive Voice Response with the power of NEC's contact center technology.
- Global Navigator is a complete turn-key monitoring solution for tracking call activity and agent performance across single or multiple contact center operations. This application delivers enterprise-wide contact center management and control either for a single contact center location or on a multi-site network level. Global Navigator integrates with either CallCenterWorX-Business or CallCenterWorX-Enterprise.
- CallCenterWorX-MIS is a fully functional entry level management and information system that delivers real time and historical information to the contact center manager. It is ideal for the compact or departmental size customer contact center that needs to monitor multiple levels of caller and agent activity, but does not require a more sophisticated MIS solution. CallCenterWorX-MIS integrates with either CallCenterWorX-Business or CallCenterWorX-Enterprise.
- Network ACD routes call traffic across a network of NEAX systems, allowing organizations to standardize contact center operations across multiple satellite locations. Network ACD can utilize private or public facilities to queue, route and reroute calls. Regardless of distance or location, routing is always transparent to the caller, while enabling the contact center to expand coverage.
- Agent Anywhere enables agents to be spread across a FUSION™ networked environment of NEAX 2400 systems and still be connected. Agent Anywhere meets networking needs more affordably by uniquely addressing small groups of agents that might reside in departmental or campus environments, using FUSION call control to connect these remote agents as if they were all at one location. The result is networked contact center agents without redundant costs.



Customers searching for contact center solutions must form partnerships with solutions providers who have insight and vision in the market; who understand the technology and can provide the tools required to support contact center customers, agents, supervisors, administrators and managers; and who can provide professional services and support throughout the life-cycle of the contact center. With the advent of CCDesign, NEC America lays the foundation for such a partnership.

NEC Corporation, with its affiliates worldwide, is a \$43 billion global leader whose 150,000 employees are dedicated to providing leading-edge computer, communications and semiconductor products and services. NEC America, Inc. Corporate Networks Group develops, manufactures and markets a complete line of advanced communications products and software for enterprise networks. For more information, please visit www.cng.nec.com or e-mail marketing@necam.com.



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