



## The next generation Contact Centre

Samsung have developed a revolutionary new Contact Centre solution, the Samsung Contact Centre. This solution fully integrates with the OfficeServ 7000 series phone systems.

Give your agents the tools to bring your customers closer and watch your business performance soar. The Samsung Contact Centre solution can improve the customer experience faster than any other business initiative you might be considering.

Whether you have a simple helpdesk or a sophisticated multi-channel contact centre, customers will experience less waiting, less frustration and less dissatisfaction. Your agents will have what they need to be more helpful, more efficient and more motivated. It all adds up to a difference that will have a positive impact on your bottom line.

### Eradicate common pain points with the Samsung Contact Centre

Contact centres are an essential part of many businesses and can have a big impact on an organisation's profitability and how it is perceived by its customers. Samsung Contact Centre has been designed from the ground up to bring enterprise class functionality to small and medium sized businesses in a form that is easy to install and administer. When used in conjunction with a Samsung phone system it has the potential to raise productivity and transform a business's relationship with its customers at a lower price point than ever before.

#### Lower Business Cost

Designed for contact centres with 5-100 seats (but scalable beyond that should greater capacity be required), Samsung Contact Centre has a number of advantages over alternative solutions, be they resource hungry enterprise solutions or SME-focused options with limited functionality. This includes lower costs which is mainly the result of Samsung Contact Centre's use of browser based architecture.

This reduces the cost of software licences and the costs of maintaining, installation and administering the system.

#### Agent Mobility

As the Samsung Contact Centre is built around a web-based architecture, agents are not restricted to a PC with Windows. Instead they can use a PC, Mac, Citrix thin client, smartphone or tablet. It can deliver information to any device, anywhere as long as there is a browser, which means agents can work from home, resulting in a more flexible workforce.

## Accurate Resource Planning

The secret to accurate resource planning is to understand what is happening in your call centre. The comprehensive reporting suite included in Samsung Contact Centre gives supervisors the information needed to manage a contact centre or department more effectively for example by ensuring that break times and staffing levels reflect peaks and troughs in call volumes; or analysing the performance of individual agents. All of which helps to eradicate the problems of under and over resourcing and high call abandonment rates.

In addition to pre-defined reports, supervisors can create personalised reports by pulling in information from other sources for example the sales system or the internet.

## Customisable Displays

In more formal call centre environments, wallboards provide a visual display of key indicators, giving supervisors the information they need to run the department effectively and agents an incentive to improve their performance. Samsung Contact Centre lets you make the most of this capability by selecting what information you would like to display and in what size and format (graph, ticker tape etc.). If you choose to, you can specify different designs and data for every board.

## Saving Customer's Time

The skills-based routing of calls is another big differentiator from basic call centre offerings. The ability to automatically route calls to the best agent for the job or, if they are busy, to the next-best person cuts call times, prevents customers from being passed from person-to-person and reduces the need for callbacks, resulting in an excellent customer experience.

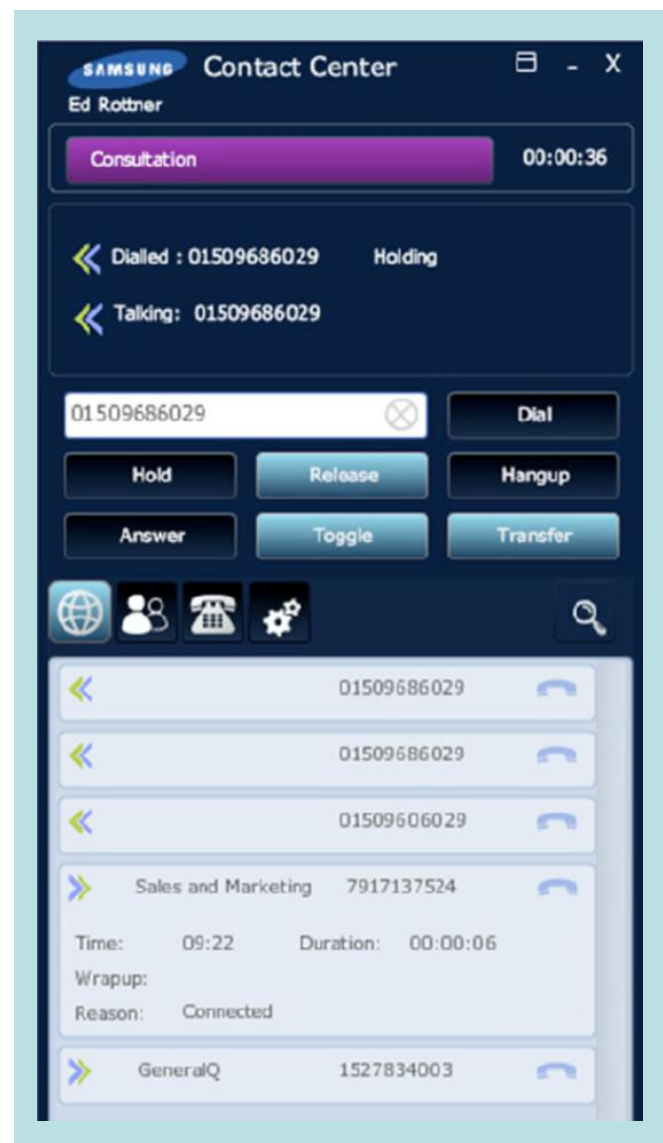
## Time and Resource Saving

The built-in Interactive Voice Response system enables calls to be processed more efficiently inside and outside office hours. It can be used as cover in busy periods; to enable callers to leave messages; to route calls to the appropriate agent/department; or for self-service applications.

Another useful feature is the ability for callers to reserve their place in the queue, hang up and then take a call-back when they get to the front.

As well as the obvious benefits for the customer experience the built in IVR system is able to condense the number of agents tied up in routine tasks or answering the same query several time an hour and reduce human delays and errors.

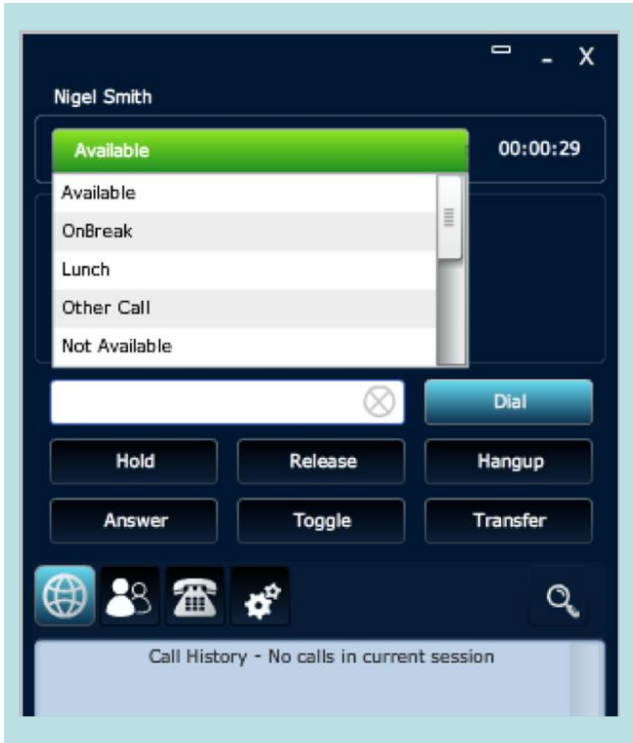
## Agent Application



**COMMUNICATIONS**  
Enterprise IP Solutions

[www.samcom.com.au](http://www.samcom.com.au)

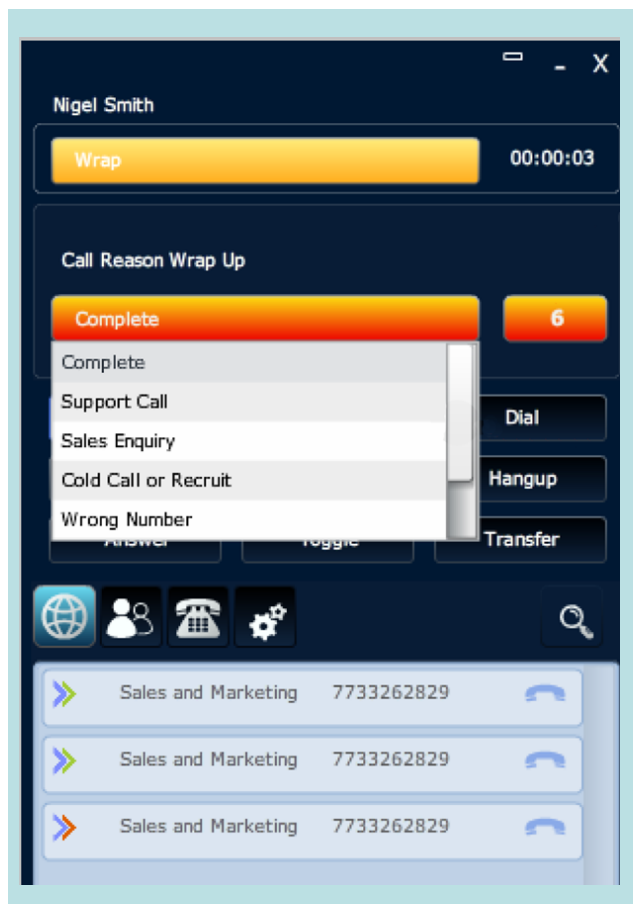
## Agent Status



## Features & Functionality

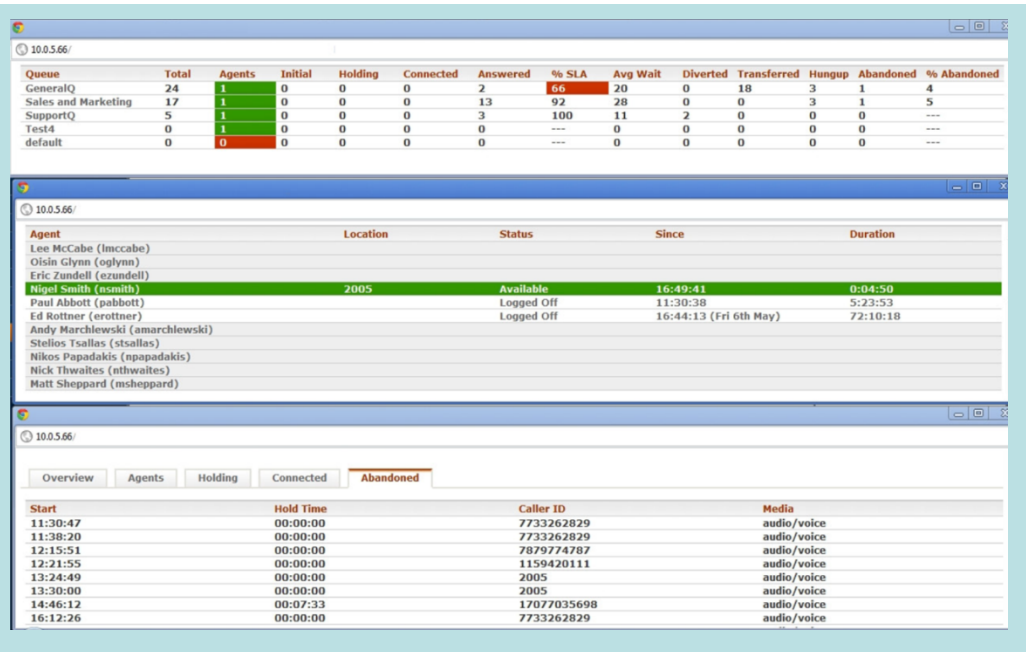
- Multiple ACD call routing modes with customised overflows and routing
- Skills / priority based routing with 9999 skill levels
- Supports 100 Queues, 200 agents and/or supervisors
- Cross platform web based desktop agent application
- User friendly IVR design & programming application
- IVR engine fully scriptable using SMXML
- Real time agent & queue information delivered directly into reports and screens
- Historical reports
- Intuitive web based administration interface requires no operating system knowledge
- Simple installation from ISO image
- Application Protocol Interface (API) / Software Developers Kit (SDK) for user management and configuration
- Directory services integration and Simple Network Management Protocol (SNMP) monitoring
- Configuration and administration accessed by web browser interface
- Reporting deliverable as Windows application or via web browser
- Multi device application working, PC, Tablet, Smartphone.
- Multi operating system working, Windows PC, Citrix, MAC, Linux
- Real time 'live' configuration and modification
- Voicemail queuing

## Agent Wrap-up



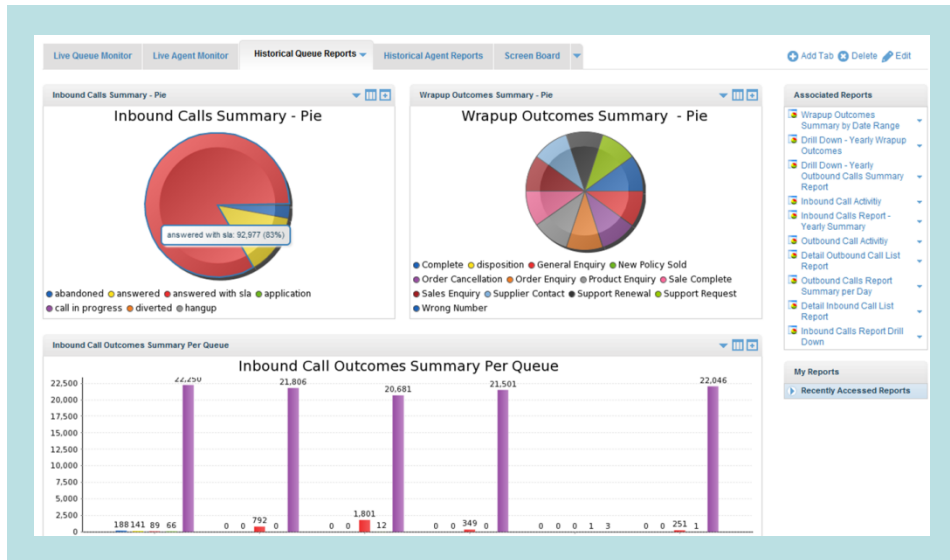
## Real-time Dashboard

Provides a summary of current activity status allowing you to easily monitor performance, identify issues, trends and opportunities to make rapid business critical decisions.



## Historical Reports

Flexible reporting (including graphs and tables via web browser) allows you to track key performance indicators to maximise customer service and business efficiencies.



## IVR Flow Designer

The 'Drag and Drop' IVR call flow design and configuration enables contact centre staff to be more productive whilst delivering superior service to callers. Callers get through to the right agents more quickly and agents are deployed efficiently and based on skills.

