

IBM CUSTOMER FACING SOLUTIONS



# +INTERACTIVE COMMUNICATIONS



## Contact Management Practice

Contact centres often serve as a customer's initial impression of the enterprise. Across multiple channels, such as voice, e-mail, web, fax and workflow, there are numerous ways your business can leverage and manage your contact centres to interact effectively with a diverse number of audiences.

### What We Do

IBM's Interactive Communications Practice provides a full life-cycle of services - from consulting to implementation and support. We are focused on improving our clients contact centre effectiveness and driving results.

Our services span three areas of specialization:

#### » Contact Centre Virtualization

Virtualizing a call centre allows the client to create an enterprise view of the contact centre and take advantage of resources regardless of their location. IBM can help customers lower costs, while enhancing services taking advantage of:

- Physical consolidation
- Advanced Routing/Queuing from the edge
- Remote workers
- Ad—hoc agents
  - Branch locations
  - Expert Advisors

#### » Self-service Optimization

Providing a personalized, secure experience can help drive your customers to self-service and free up agents for revenue generating calls. IBM can help ensure interactions are consistent, no matter how your customers choose to access their information, by using:

- Enhanced Interactive Voice Response (IVR) and speech recognition
- Personalized service
- Intelligent search / FAQ

#### » Technology transformation

IBM can assist you in the creation of a roadmap that will optimize the appropriate infrastructure and utilizes the right channels to provide the customer with choice and control with how they interact with your organization.

- Multi-channel contact centre
  - E-mail, fax, proactive outbound, voicemail, Web chat / web collaboration
- IP Telephony
- Infrastructure optimization
- Desktop Consolidation



## Effective!

Eliminate communications complexity and reach the right resource the first time

## Collaboration!

Applications that enable user controlled productivity anywhere, anytime with any device

## Open!

Standards-based, secure systems, built into the intelligent information network

### Benefits to Your Business

Effectively designed and executed contact centres can have a dramatic and positive impact on your business. For example, it can:

#### » Improve your customer experience

- Flexible communication options that best suit the customers
- Video, messaging, chat and “virtual hold” call back
- Agent exploitation of “presence” to include conferencing / consulting with third-party specialists
- Desktop Optimization provides a flexible user interface to accelerate customer care processes

#### » Reduce the cost of each customer interaction

- Enhanced routing to balance availability, workload, skills and expenses
- Location independence
- Integration of web-services and telephony to leverage existing IT telephony investments
- Desktop automations to reduce the number of applications and screens accessed by agents

#### » Increase revenue per agent

- Cross-sell / up-sell opportunity
- Enterprise-wide customer profiles
- Single point of contact for bundled products
- Anticipate customers needs

#### » Support flexible growth and simplified maintenance and support

- Contact centres can grow at any pace
- One network to support and maintain

### Why IBM

IBM has been delivering Contact Centre solutions since the early 1980's. Our certified Interactive Communications team is experienced in successfully helping customers fuse business insight with technology.

Our practice brings together Canadian and global professionals and implementation capabilities and expertise who have deep call centre

experience and proven, re-usable methodologies and assets.

We have unmatched integration experience with back office systems and associated call centre applications.

To ensure best of breed solutions and technology, IBM has established major alliances with Cisco, Avaya, Genesys, Interactive Intelligence and Verint. Our strong partnerships allow us to provide our clients with highly flexible customization capabilities, while leveraging key re-usable assets.

### For More Information

To learn more about the IBM's Contact Centre Solutions, please contact:

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