#arbetasmartare

Ge medarbetarna verktyg för
att kunna jobba smartare

Mitel® | Mitel Customer
Experience Days 2020

Creating Differentiation Through Digitally Transformed Customer Journeys

Mitel MiContact Center
Portfolio Update

Matthew Clare

May 2020

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Agenda
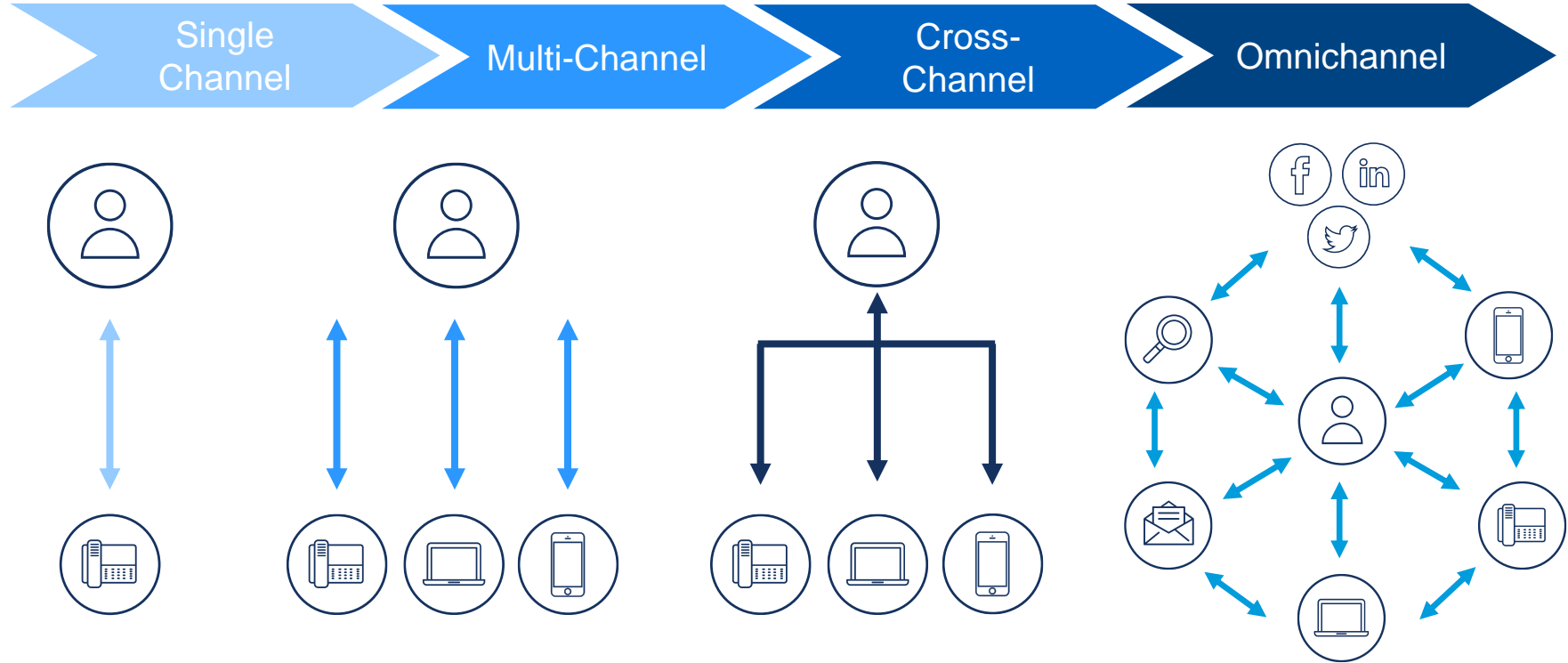
1. Market Trends Driving Our Strategy

2. Portfolio Strategy and Vision

3. Portfolio Overview and Positioning

4. What's New?

5. What's Next?
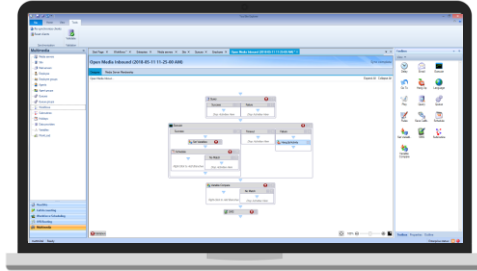
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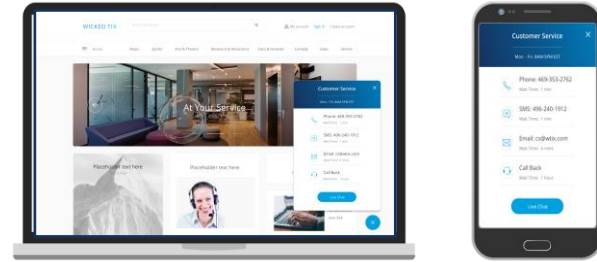# MARKET TRENDS GUIDING OUR STRATEGY

The Omnichannel Evolution

Extensibility is Key

Visual Workflow Interface

End Customer Experience Interfaces

MiContact Center Solutions

API   API   API   API   API   API

Existing Systems and Databases

CRM   ERP

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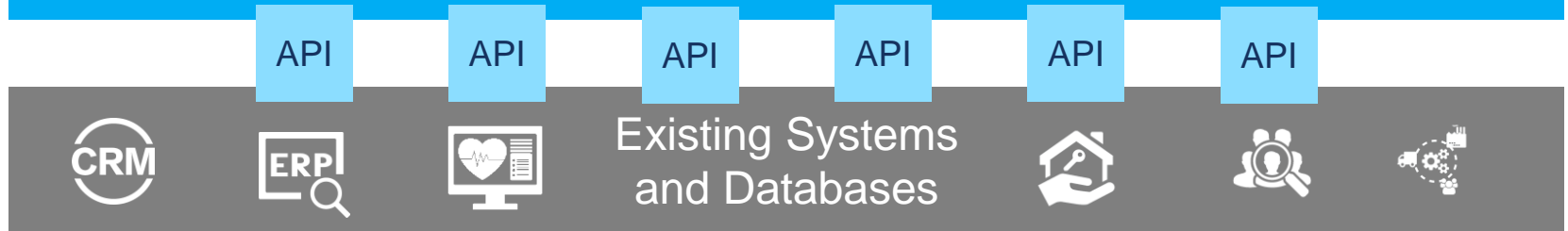
Making the Case for AI

Self-service

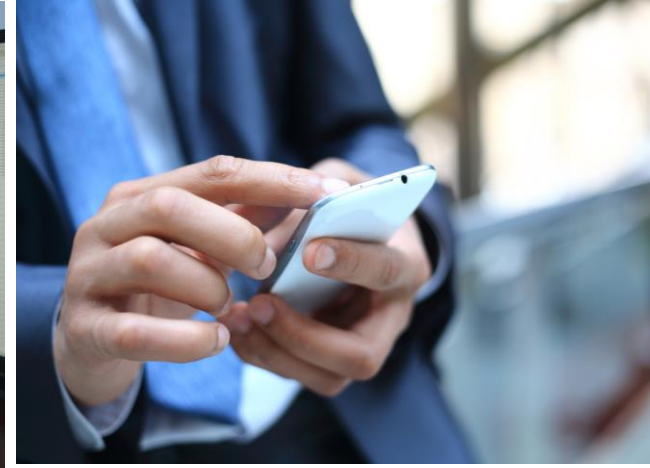**85%** of relationships managed without interacting with a human by 2020

(Gartner)

Interfaces

Agents typically using **3x** screens to do their jobs

(Aberdeen)

Efficiencies

14% of an agent's time is spent looking for data to answer inquiries

(Aberdeen)

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Will bots replace customer experience agents?

?

Both **yes** and **no**

Automate the typical "generalist agent" type experiences

- Not human replacement, rather human assist
- Contact center becomes exception handling

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North Yorkshire County Council

Business Challenge

The internal service desk at the County Council has just eight agents to field a variety of calls, from laptop requests to software assistance, from over 4,000 users.

Mitel Solution

- Omnichannel CX management solution

- Integration with Google Cloud Platform and Contact Center AI, Virtual Agent and Agent Assist technology

- Centrally managed UC platform with consistent communications and collaboration across core locations

Impact

- Employees get immediate responses to questions via chat or live agents
- Agents are freed to focus on complex service requests
- County can no offer 24/7 service, cost effectively
- IT equipment requests are addressed more rapidly

PORTFOLIO STRATEGY AND VISION

Contact Center Strategy 2020 & Beyond

Power great customer experience solutions

- Easy add-on to any Mitel business communications system
- Voice to digital
- Advanced AI integrations
- Automation to live care

Lead the digital transformation of customer engagement

- Mobile-first customer experiences
- Seamlessly connect digital tools
- Integrated application workflows
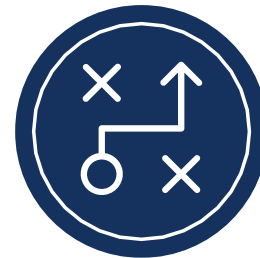
Provide the best path to the future

- On-site, cloud and hybrid
- Microservices
- CloudLink applications

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Strategic Plan: Roadmap Priorities

UC/CC Integration

SIP Scale & Resiliency

Public Cloud Deployment, Security, and Availability

Supervisor & Reporting

CloudLink Applications

Chat
SMS & Social

AI
Machine Learning

Workflow & Admin

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PORTFOLIO OVERVIEW
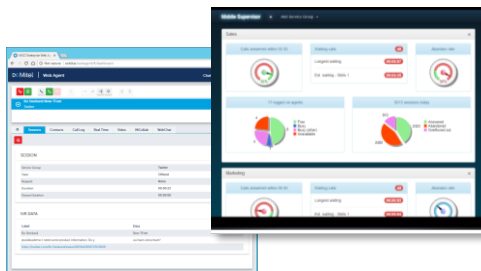
MiContact Center Portfolio

MiContact Center Business

- Tightly integrated with Mitel UC platforms: MiVoice Business, MiCloud Flex, MiVoice Office 400, MiVoice 5000, MiVoice Connect, and MiVoice MX-ONE (coming soon!)
- Mitel's flagship single-instance, onsite/private cloud contact center platform
- AI self service, omnichannel, highly customizable
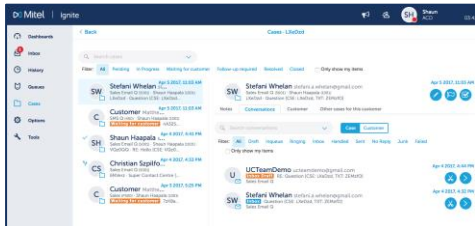
MiContact Center Enterprise

- Tightly integrated with Mitel UC platforms: MX-ONE, MiCloud Office/Telepo, and Cisco CM
- Flexible, scalable customer experience management
- Open ecosystem that fits existing systems, from turnkey solutions to robust API toolbox capabilities required for extensibility

Workforce Optimization

- Tightly integrated with Mitel UC platforms: MiVoice Business, MiCloud Flex, MiVoice 5000, and MiVoice MX-ONE
- Interaction Recording
- Coaching & eLearning
- Speech Analytics
- Workforce Management
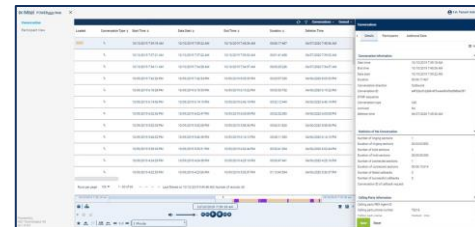
Ideal Customer Profiles

MiContact Center Business

- Customer wants an onsite/private cloud contact center with inbound, outbound, AI, self-service, and omnichannel functionality

- Customer wants a Mitel UC and CC solution tightly integrated between agent and back-office employee experiences

- **Use Cases:** Health Care, Community Banking & Insurance, Government, Hospitality, Retail, Education

MiContact Center Enterprise

- Customer wants an onsite/private cloud or hosted multi-tenanted contact center solution with inbound, outbound, self-service, and omnichannel capabilities

- Customer requires attendant agent capabilities to enable employees to handle both operator/attendant and queued customer interactions

- Customer is running a large enterprise-scale operation, with 1,000s of agents

- Customer requires a large amount of customization and integration

- **Use Cases:** Large enterprise, Government, Banking & Finance,

Workforce Optimization

- Customer requires interaction recording and archiving to comply with compliance and legal regulations

- Customer needs a solution to optimize customer experiences, enhancing service quality and increasing staff productivity

- Customer is responsible for public safety, protecting people and property and needs to reconstruct incidents and provide optimal response in case of emergency

- **Use Cases:** Customer experience, compliance and security, public safety

Integrations and Technology Partner Ecosystem

CRM
salesforce · Microsoft Dynamics · SAP · ORACLE SIEBEL · sage · SUGARCRM · MAXIMIZER CRM · Pivotal CRM

WFO
ASC · TELEOPTI A CALABRIO COMPANY · Red Box · VERINT · NICE · Netcall

Service Management
zendesk · bmc · PCI · semafone · **Video & Cobrowse** Talkative · twilio · Surfly

Social
smooch · trackur · Bizvu · **Platform** Google Cloud · amazon web services

Outbound
Noetica · **AI** Google Cloud · **Speech** NUANCE · Google Cloud

Dashboards
SJS Solutions · fiftynine · SPECTRUM REAL-TIME VISUAL SOLUTIONS

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WHAT'S NEW?

CONTACT CENTER MESSENGER

Next-gen cloud chat platform for:

- MiContact Center Business
- MiCloud Flex Contact Center

Rich customer self-service and live assisted interactions, leveraging Google Contact Center AI for Virtual Agent and Agent Assist

2019 Portfolio Enhancements – Google Contact Center AI

Virtual Agent

- Empower customers to self serve using an intelligent chatbot

- Natural language processing to identify customer intent and automatically respond accurately

- Seamlessly pivot with context/transcripts to live agent assist

Agent Assist

- AI stays active in the conversation after escalation to a live agent for real-time coaching

- Prompt agents with the most relevant, accurate information to ensure consistent communications

AI Analytics

- Leverages natural language processing to identify the reasons customers are contacting your business

- Provides trend analysis on areas for improving products, interfaces, and available information
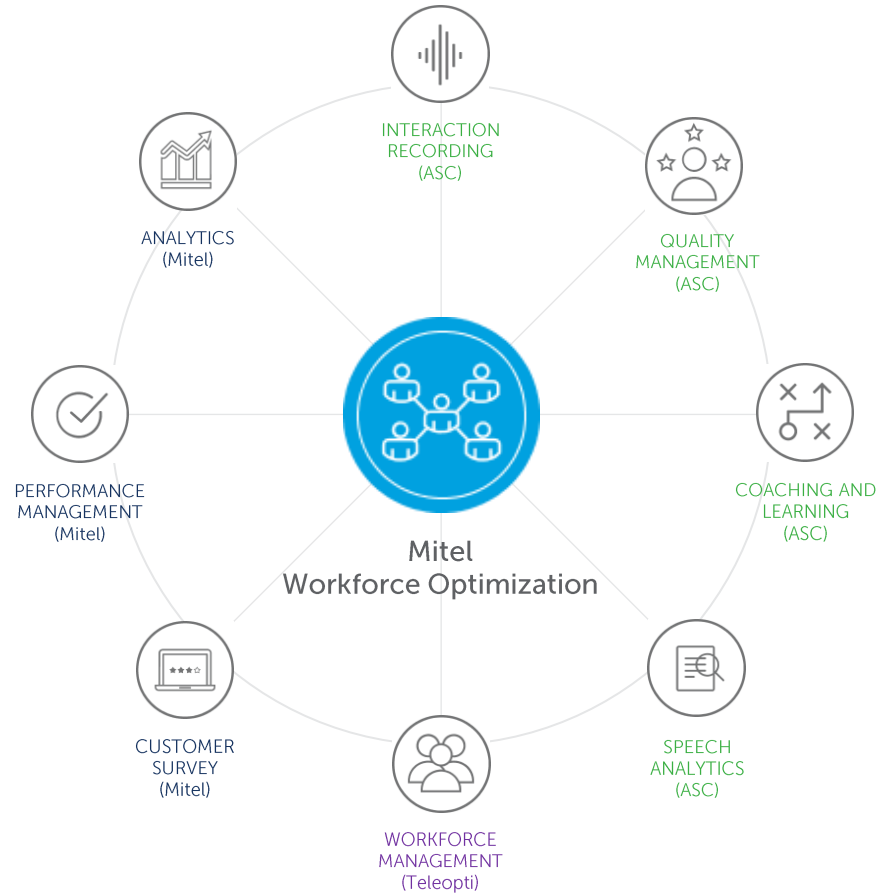
- Continuously improve CX

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Why Contact Center Messenger & Google CCAI?

Why Contact Center Messenger?

- CloudLink delivered Public cloud solution allows for our most advanced sophisticated messaging solution to be leveraged by cloud and on-site customers

- Delivers compelling new functionality like file sharing and Google Contact Center AI Virtual Agent and Agent Assist

- Simplifies deployment and configuration complexity associated with legacy chat solutions

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2019 Portfolio Enhancements – Workforce Optimization

INTERACTION RECORDING (ASC)

QUALITY MANAGEMENT (ASC)

COACHING AND LEARNING (ASC)

SPEECH ANALYTICS (ASC)

WORKFORCE MANAGEMENT (Teleopti)

CUSTOMER SURVEY (Mitel)

PERFORMANCE MANAGEMENT (Mitel)

ANALYTICS (Mitel)

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Workforce Optimization

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Why Mitel Workforce Optimization?

Why Workforce Optimization?

- Flexible software license bundles deliver excellent value with no stranded investment

- Increase employee productivity by finding inefficiencies and teaching to correct them

- Use the "voice-of-the-customer" to find deficiencies and increase service quality

- Workforce forecasting and scheduling ensures you have the right people with the right skills at the right time

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MiContact Center Enterprise – Release 9.4
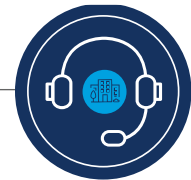
Now Available!

Customer Journey 360

- Customer database (searchable directory)
- Omnichannel customer history
- Media pivoting

Telepo directory enhancements for Attendant Agent

- Line-state and Presence
- Improved and flexible search

Multi-TAS support for capacity and redundancy and load balancing

Neverfail application high availability

Nuance 11 support for OAS systems

Minor features and enhancements based on user group, partner and customer feed-back

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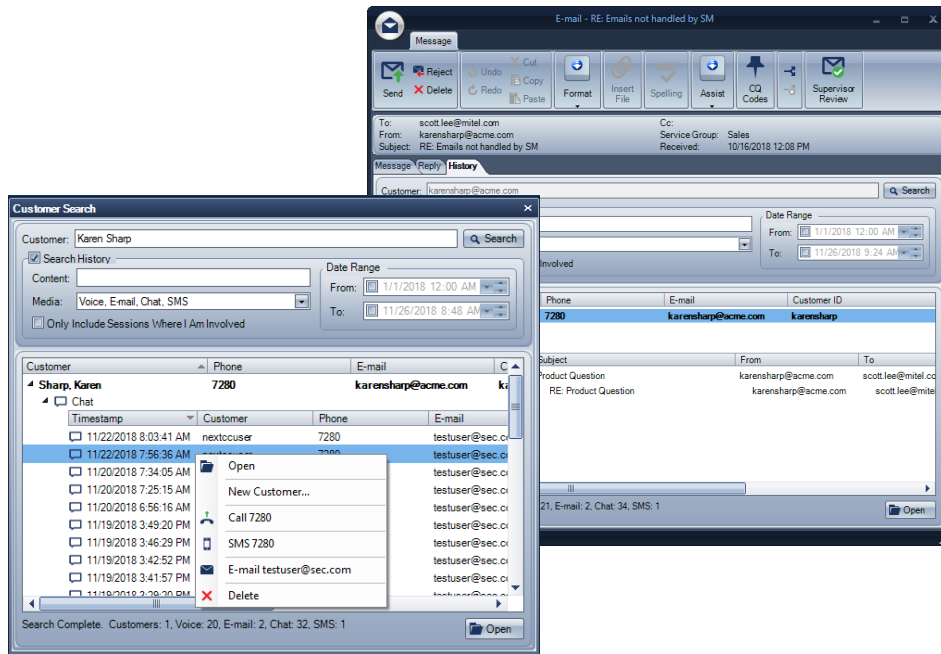
Why MiContact Center Enterprise?

Why Release 9.4?

- Consolidated customer history of all interactions and media types presented at every customer interaction

- Searchable customer directory and history across all media types

- Seamlessly pivot interactions from while media type to another while maintaining customer context

- Enterprise class, application level high availability, security, and scalability

- Enhanced attendant agent experiences, supporting call qualification codes for service groups, attendant SMS functionality, and more

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WHAT'S NEXT?

MiContact Center Portfolio - Roadmap

1H2020

MiContact Center Business

- Consolidated report stream and data dictionary
- MX-ONE support
- Smart Suggestions
- GCP support

MiContact Center Enterprise

- Customer journey 360 / omnichannel
- Multi-TAS capacity, redundancy, and load balancing
- Neverfail High Availability

Workforce Optimization

- GCP support
- SIP trunk recording
- Subscription parts and pricing

2H2020

MiContact Center Business

- Modernized analytics for dashboards and reporting
- Embedded UC: chat, directory, and softphone
- SIP scalability and resiliency

MiContact Center Enterprise

- Azure deployments
- Azure AD and SSO support
- Ongoing bid commitments

Workforce Optimization

- MiVoice Connect support
- Deeper integration with MiContact Center Business

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Things to Know About MiCC Business on MX-ONE!

1   MiContact Center Enterprise will continue with a roadmap and there are no plans to end of life the product

2   MiContact Center Business being positioned based on requirements for new, modern and sophisticated functionality like Contact Center Messenger and AI Chatbot/Voicebot when MX-ONE is the UC platform

3   Leverage new CX innovations from MiContact Center Business in mixed environments by using standalone IVR and multimedia deployment options in conjunction with MiContact Center Enterprise

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