



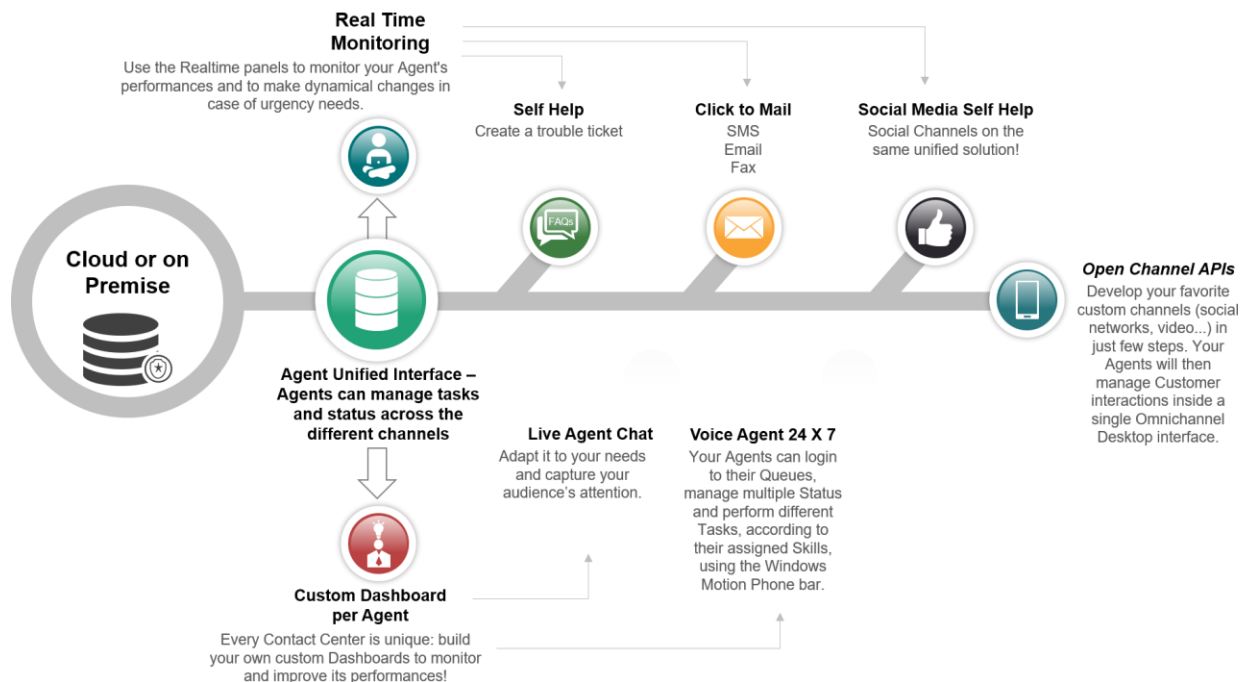
Omnichannel  
Contact Centre and  
CRM

# Omnichannel Contact Centre and CRM

## 1.2. System Models

- 1- **Basic:** Voice, IVR System, Call Recording, Analytics and Reports and Whisper, Barge-in
- 2- **Omnichannel:** Voice, SMS, Email, Web Chat, Fax, Open Channel, Contact Management, IVR System, Call Recording, Analytics and Reports, Whisper, Barge-in and API
- 3- **Dialer:** Voice, Contact Management, Predictive Dialer, Jscript, IVR System, Call Recording, Analytics and Reports, Whisper, Barge-in and API
- 4- **Ultimate:** Voice, SMS, Email, Web Chat, Fax, Open Channel, Contact Management, JScript, Predictive Dialer, IVR System, Call Recording, Analytics and Reports, Whisper, Barge-in and API

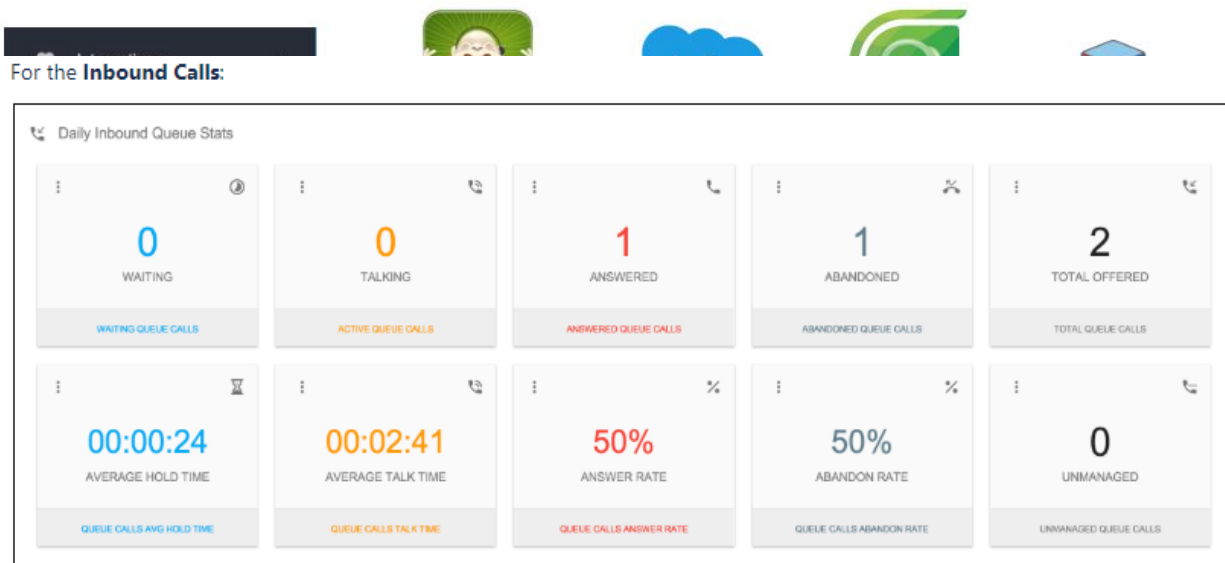
## 1.3. Omnichannel Telephony System



## 1.4. Omnichannel -Features

- **MULTICHANNEL:** Enjoy Voice, SMS, Web Chat, E-mail, Fax and Social Channels on the same unified solution!
- **CONTACT MANAGEMENT:** Manage your customers' information and keep track of their interactions across multiple Channels!
- **API OPEN CHANNEL:** Develop your favorite custom channels (social networks, video...) in just few steps. Your Agents will then manage Customer interactions inside a single Omnichannel Desktop interface.
- **AGENT SOFT PHONE:** Your Agents can login to their Queues, manage multiple Status and perform different Tasks, according to their assigned Skills, using the Windows Motion Phone bar.
- **REAL TIME MONITORING:** Use the Real time panels to monitor your Agent's performances and to make dynamical changes in case of urgency needs.
- **ANALYTICS AND REPORTING:** Analyze data and performances through our ready-to-use Reports or build your own Reports tailored to your business goals.
- **CUSTOM DASHBOARDS:** Every Contact Center is unique: build your own custom Dashboards to monitor and improve its performances!
- **AUTOMATION & TRIGGERS:** Make things automatically happen, according to previously defined timing and actions.
- **AUTODIALER:** Maximize your Agents talk time using the Preview, Power, Progressive or Predictive dialing.
- **IVR SYSTEM:** Easily design your IVR projects - Auto-attendant, Customer Satisfaction surveys, Call back etc.
- **WEBRTC:** Handle calls using the Motion Web Real Time Communication Bar (WebRTC) embedded in the Omni Desktop Agent Interface!

## 1.5. Omnichannel Telephony System



- Agent Unified Interface –CRM integrated with the telephony system.
- Agents can manage tasks and status across the different channels.

## **CRM Core Functions of CRM**

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- Reminders- & Schedule Tasks
- KPI- Automation
- Forecasting
- Finance
- App Integrations
- Reports and insights
- Manage multiple business processes
- Automate routine tasks
- Multichannel
- Customizable
- Accessible anywhere
- Feature-rich
- Ease of use

## **1.6. Omnichannel Telephony System**

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- **Waiting Queue Calls:** total number of waiting queue calls
- **Active Queue Calls:** total number of active queue calls
- **Answered Queue Calls:** total number of completed queue calls
- **Abandoned Queue Calls:** total number of queue calls abandoned by callers
- **Total Queue Calls:** sum of completed, abandoned and unmanaged queue calls (IVR calls that did not enter a queue are not considered)
- **Queue Calls Average Hold Time:** average time the calls spent waiting for an agent to answer
- **Queue Calls Talk Time:** average time calls spent in conversations
- **Queue Calls Answer Rate:** percentage of calls answered out of the total offered
- **Queue Calls Abandon Rate:** percentage of calls abandoned before an agent answered
- **Unmanaged Queue calls:** total number of unmanaged queue calls (because of timeout, *join empty*, *leave when empty* and *exit with key*).

## **Omnichannel Telephony System**

**The CTI & Unified Agent's Desktop provides one single environment for all channels interactions (not only voice!), whose**

**main advantages are the following:**

- Simple Agent's login: you don't need to configure complex SIP settings (as usually done with SIP Clients)
- The Agent's Profile is not linked to the seat: all your teamwork can share work positions
- Skill level management of your Agents in the Teamwork
- Status Setting and easy switching from one queue to the other according to Administrator's management
- Pop-up screens providing value added information about the customers on-line
- Embedded WebRTC functions to manage voice calls
- Auto-adapting and always-on-top Phonebar: you don't need to iconize it to use other applications
- New version available alert for Phonebar: it's very easy to download and install it (no manual configuration required)
- Phonebar integrated with other applications (like Zendesk, Salesforce, Sugar CRM, and more)
- The Supervisor can track the Agent's KPI using either Realtime and Offline Reports

## **Key Benefits with Omni Pro**

- *Scope of work can be changed as per your suitability*
- *Team can be scaled up/down based on requirement which will impact project timelines*
- *Cost savings, with Free & Trail solutions*
- *No formalities required before starting a project which saves ample amount of time*

## **1.7. CALL-CENTER SERVICES**

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### **INBOUND SERVICES:**

- Lead Qualification Services
- 800 Answering / Toll Free Services
- Phone Answering Services
- Order Taking Services
- Virtual Receptionist Services
- Up-selling and Cross-selling Services
- Medical Answering Services
- Claims Processing
- Product Information Requests
- Product Recall Management
- IVR Services
- Billing Query Services
- Reservation Booking Services

### **OUTBOUND SERVICES:**

- Database Development and Management
- Debt Collection Services
- Disaster Recovery
- Database selling services
- Direct mail follow-up services
- Customer Follow-up Services
- Market intelligence services
- Customer Satisfaction Surveys
- Customer Acquisition Services
- Subscription Renewal Services

### **TELEMARKETING SERVICES:**

- Real Estate Cold Calling
- Cold Calling Services
- B2B Cold Calling Services
- B2C Cold Calling Services
- Lead Generation Services
- Appointment Setting Services
- Database Selling Services
- Customer Satisfaction Surveys

## **LEAD GENERATION SERVICES:**

- Insurance Lead Generation
- Local Lead Generation
- B2C Lead Generation Services
- B2B Lead Generation Services
- Lead Generation for IT Companies
- Lead Generation for Education Sector
- e-Commerce Lead Generation Services
- Lead Generation for Startups
- Real Estate Lead Generation Services
- Mortgage Lead Generation
- Appointment Setting Services
- Outbound Lead Generation
- B2B Appointment Setting Services
- B2C Appointment Setting
- Enquiry Handling Services
- Telemarketing sales leads

## **1.8. DATA ENTRY SERVICES**

### **DATA ENTRY SERVICES:**

- Online Data Entry Services
- Offline Data Entry Services
- eBook Data Entry Service
- Image Tagging Data Entry Services
- Catalog Data Entry Services
- Data Entry for e-commerce
- Data Entry from Dictionaries and Manuals
- Data Entry for Restaurant Menu Digitization
- Data Entry of Business Surveys
- Data Entry of Questionnaires
- Data Entry of Company Reports
- Foreign Language Data entry

### **DATA CONVERSION SERVICES:**

- Electronic Document Management (EDM)
- Document Conversion Services
- INDEXING SERVICES
- Optical Character Recognition -OCR Cleanup services.

- Document Scanning Services
- Document Digitizing Services

### **ONLINE CATALOG SERVICES:**

- Online Catalog Conversion
- Catalog Building and Indexing
- Catalog Updating Services
- Catalog Processing Services
- Content Management Systems
- e-commerce product data entry
- e-commerce Order Processing

### **DATA PROCESSING SERVICES:**

- Forms Processing Services
- Order Processing Services
- Image Processing Services
- Survey Processing Services
- Data Cleansing Services
- Data Mining
- Text and Web Mining
- Data Deduplication
- Market Research Forms Processing
- Mailing List Compilation Services
- Database Creation Services
- Data Abstraction Services
- Transaction Processing Services
- Student Loan Processing Services
- Tagging and Annotation Services
- Image Annotation Services

### **INDUSTRIES WE SERVE:**

- Logistics Support Services
- Pre-arrival Review System Entry Services
- Freight Payment and Post-Audit
- Customer Relationship Management
- Freight Payment Processing
- Freight Payment and Pre-Audit
- Data Entry - Real Estate Industry
- Data Entry - Manufacturing Industry



- Data Entry - Healthcare Industry
- Data Entry - Architecture Industry
- Data Entry - Government Agencies
- Data Entry - Publishing Industry
- Data Entry - Accounting Firms
- Data Entry - Legal Organizations
- Data Entry - Educational Institutions

## 1.9. EMS-Seven Elements in Linear Manner

