SIEMENS

Siemens HiPath™ ProCenter® Advanced Suite

Siemens Customer Interaction Solutions

Transform your call center into a true multimedia contact center.

As recently as 1997, over 95 percent of all customer contacts took place on the telephone. By 1999, this figure had fallen to 60 percent. And by 2003, it's estimated that the share of Web-based interaction will be 56 percent.* Not only that, but instead of reaching for the nearest landline phone, more and more people are carrying out their business using wireless application protocol (WAP) mobile phones.

Despite all the new methods they use to contact you, your customers expect the same first-class service and individualized support that you offer them on the telephone. And they expect you to have real-time knowledge of all their previous contacts — regardless of the media used.

How do you integrate all these diverse communication channels into a unified contact center infrastructure? The answer is Siemens HiPath™ ProCenter® Advanced Suite.

- Direct customers to the most skilled resource using any media
- Utilize resources more effectively across all customer interaction channels
- Integrate contact center, e-business and CRM business applications

HiPath ProCenter Advanced Suite was created specifically to help you integrate new media into your contact center operation so you can speak to customers with one voice, and deliver a uniform quality of service whether they contact you by phone, fax, e-mail, Web or WAP. This multimedia integration, in turn, gives your company the ability to conduct true electronic customer relationship management (eCRM) — developing, managing and measuring customer relationships better than ever before, thereby increasing your overall profitability.

*Forrester Research, October 1999

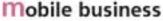### Direct customers to the best-matched resource.

Siemens HiPath ProCenter Advanced Suite includes our most robust version of the industry's leading intelligent routing application, HiPath ProCenter RésuméRouting®, to handle the unique demands of a multimedia contact center. RésuméRouting Advanced automatically creates a virtual and customized group of fully qualified agents to meet the needs of each of your customers using a defined customer profile, agent resume database and virtual group capabilities. In addition, all of this sophistication is applied to each form of media your customer's use to contact your business. The result is not only greater customer satisfaction but also the most efficient use of your most precious and expensive resource — your agents.

Customer Profile
Up to 100 criteria can be identified for each contact. These can be from any source including calling party information (ANI), dialed numbers (DNIS), voice prompting selections, interactive voice response system data inputs and customer database information. You could include information from your customer database, such as demographics, product/service mix, specific service arrangements, previous contacts, accounts receivable status and account activity. This information is then used to build a profile that helps identify the best agents to meet the customer's needs.

Agent Resume Database
The resume database identifies each representative's skill set as well as their preference for exercising each skill. Each unique resume is used to match the defined customer profile to the most appropriate agent. Any specific knowledge, capability, media type or transaction proficiency that the agent possesses can be defined as a skill. The agent can also be rated as to their proficiency level on each and every skill in that resume.

mobile business

Skill proficiency levels can be used to reinforce training goals by updating an agent resume to reflect a strong preference for a certain type of transaction, and to reflect the media choice that each agent should be utilized for.

Agent resumes can also be used to help your agents' transition from voice-only transactions to multimedia interactions with your customers, at the pace best suited to your business practices. Resumes can be easily modified to reflect the agent's expanded knowledge and skills as they learn from each transaction—all from a single point of administration.

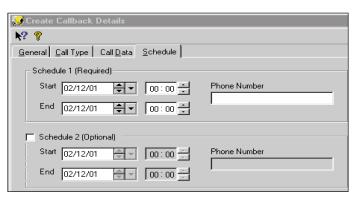**Multimedia Virtual Group Routing**
To match the contact to the best agent, a "virtual group" is automatically created on a contact-by-contact basis. The agents assigned to this virtual group are all fully qualified to handle the specific customer's unique needs and medium. The virtual group can be redefined as a contact ages in queue or as the real-time performance of the contact center dictates, to ensure optimum service levels. Priority levels can also be associated with each transaction and unique media type, so you can give your most valued and profitable customers superior attention and service.

With HiPath™ ProCenter® RésuméRouting® Advanced, routing decisions can also include a variety of your specified importance criteria. This design flexibility gives you virtually unlimited intelligent routing abilities — including such factors as extra skills and wait-time – as a basis for providing the best match between each customer contact and the agents available to handle each transaction.

The benefits of call blending.

HiPath ProCenter Advanced Suite includes optional features such as Callback, Outbound and Internet integration. With these features, HiPath ProCenter Advanced RésuméRouting lets you define virtually every type of business transaction in a unique way — blending inbound calls with other transaction types such as callbacks, outbound, e-mails, and Web chats.

By using your existing resources to handle the blended queue requirements, you maximize agent productivity and provide a consistent contact volume throughout the day. When incoming call volumes are low and agents are being under-utilized, the agents can be given outbound calls to handle or they can be used for salvaging abandoned calls by proactively calling your customers back.

In addition, the Callback and Outbound features are fully blended with the HiPath ProCenter Agent application. Agent includes features such as personal performance statistics for all contacts, an on-line telephone, plus a standard screen pop when callbacks, outbound, and e-mail contacts are routed to each agent, as well as for voice contacts and more.

These features improve agent productivity by giving each agent a multimedia productivity tool with a consistent user interface no matter what type of transaction they have been selected to handle or method of access your customer has chosen.

Spend less time managing your contact center.

HiPath ProCenter Advanced Suite includes an entire set of user-centric applications and capabilities designed to provide you with improved insight into contact center activities while improving your overall efficiency. All of these applications are expanded in the Advanced Suite to reflect multimedia interactions. These include:

HiPath ProCenter Administrator: This administration and configuration tool lets managers and supervisors easily adjust routing rules, as well as agent profiles, in real time. This single application is used for all media types and system administration.

HiPath ProCenter Reporter: A comprehensive call-by-call historical reporting application, Reporter provides a complete array of standard and customizable reports for the multimedia contact center. Reports in HiPath ProCenter Advanced Suite also include information such as how many and what type of contacts each agent has handled, their performance statistics on each—all from a single application.

Other applications in the HiPath™ ProCenter® Advanced Suite include **HiPath ProCenter IT Monitor, HiPath ProCenter Simulator,** and **HiPath ProCenter Supervisor,** which reside on the user's desktop. These tools let administrators, managers and supervisors monitor system performance, agent and contact center activity in real time.

Smooth integration with your existing technology.

There is often a tremendous investment in existing call routing and reporting systems. That's why we designed our customer interaction solutions to work seamlessly with your current technology. The HiPath ProCenter Advanced Suite is a CTI platform based on industry-leading CSTA standards, so you can you easily integrate CRM application solutions such as databases, computer applications, interactive voice response (IVR) and management reporting information.

HiPath ProCenter Advanced Suite is also scalable. Windows NT-based architecture lets you house different elements on separate NT servers, so you no longer have to choose between monitoring a large number of agents or maintaining a high level of detail in your reports. This modular design also makes it easy to add additional features as your needs change.

Let the Siemens consulting team help you implement your solution.

To get the most out of your contact center, you need more than just technology. You need the expertise to put that technology to work for you. That's why Siemens offers a full range of professional services to complement your in-house technology staff, including consulting, project management, systems integration and vendor coordination.

Call today and get more value out of your customer relationships.

Siemens HiPath ProCenter Advanced Suite can help you turn today's multimedia challenge into a powerful tool for meeting your eCRM objectives. For more information, call 1-800-765-6123 or visit www.siemenscrm.com.

HiPath ProCenter Advanced Suite – Basic Components

HiPath ProCenter RésuméRouting®

- Intelligent skills-based routing application
- Defined customer profile: 100 requirements per contact
- Agent resume database
- Virtual group created on a call-by-call basis
- Algorithms based on agent skill proficiency levels, agent preferences and customer-specified important criteria
- CTI integration platform that includes Custom Routing, DLL, DDE and Application Programming Interfaces (APIs) for CRM integration
- HiPath ProCenter Prompt Response™ IVR integration APIs standard

HiPath ProCenter Administrator

- Distributed management tool
- User-friendly wizards
- Dynamic moves and changes

HiPath ProCenter Supervisor

- Custom on-screen reports and views
- Real-time and near-real-time monitoring
- Third-party call control, reserve and divert functions

HiPath ProCenter IT Monitor

- Contact center-wide service and reliability monitoring tool for IT professionals

HiPath ProCenter Reporter

- 30+ standard templates
- Automatic report scheduling
- User-friendly wizard
- Life of Call data analysis tool

HiPath ProCenter Agent

- Desktop CTI and ACD Telephony functions
- Customizable launch pad for quick access to applications
- On-line telephone and standard screen pop
- Real-time personal performance statistics at the desktop

HiPath ProCenter Simulator

- Simulate and forecast contact center activity
- Agent schedule validation and integration with industry leading workforce management solutions

HiPath™ ProCenter® Advanced Suite – Options

HiPath ProCenter Call-by-Call Reporting

- Call-by-call detailed reporting and call record storage
- Additional pre-built graphical report templates
- Open database access for custom reporting and blending data with other ODBC-compliant applications

HiPath ProCenter Call Director

- Integrated voice call processing and call prompting solution
- 4-, 8- and 12-port analog or 24-port digital options
- Custom announcement and script configuration tool standard

HiPath ProCenter MessageStream

- Message board support and desktop client for PC-based message banners
- Displays real-time statistics by call type, including service level reporting, custom messages, scheduled displays, eligible agents, etc.

HiPath ProCenter Networking

- Skills-based load balancing between sites with Siemens Hicom platforms
- Enterprise Manager desktop client for overall network traffic and performance real-time views

HiPath ProCenter Callback/Outbound

- Blends callbacks and outbound calls with inbound voice, Internet and e-mail traffic
- Fully integrated with HiPath ProCenter Agent
- Outbound allows import of outbound dialing campaigns from external applications

HiPath ProCenter MX E-mail Integration

- Blends e-mail transactions with inbound and outbound voice skills-based routing
- Fully integrated with HiPath ProCenter Agent
- Expands HiPath ProCenter Reporter and HiPath ProCenter Supervisor for historical and real-time reporting of e-mail transactions

System Capacity

Item	Limit
Active Agents Per Site	750
Configured Agents	2,000
Skills Per Agent Resume	100
Preference Level Per Skill	1-9
Routing Criteria Per Call	100
Routing Entries	15,000
Skills Per System	15,000
Number Of Supervisor Stations	Can be all users

Software Platform

- Windows NT 4.0 Server
- Desktop/Clients - Windows NT Workstation, Windows 95/98, Windows 2000 (32 bit)
- CallBridge for Workgroups - CSTA (Windows NT); CTI Link included
- Informix with ODBC (Open Data Base Connectivity) and Crystal Driver included
- Offered as software only or turn-key with hardware preload services

Server Hardware

- SMP Server Class Machine
- Min. Dual CPU PentiumPro, 500 MHz
- Min. 512 MB RAM
- 3-4 UltraWide Fast SCSI Drives
- SVGA, PCI Network & Video Cards, Tape Backup
- All Desktop Client applications run on separate PCs (not included)