

# Interchange Unified Communications Solution

Improve Customer Satisfaction

Increase Revenue Opportunity

Minimize Customer Response Time



IVR

Call Center

unified messaging

**COMDIAL**<sup>®</sup>

# Solution

## Call Center

There has been a shift in the business model recently, from a supplier-driven to a customer-driven market. Advances in technology such as the Internet, have caused many markets to become "commoditized", and your competition is now just a "click" away. Customer service has evolved as the primary differentiator, and quality of service determines whether a business will thrive or even survive. Your front line in this battle for customers is your call center. Interchange Enhanced Customer Service (ECS)<sup>®</sup>, provides you with a solution to today's call center needs.

- Flexible automatic call distribution ensures that your customer's call gets to the right agent with the right information, minimizing customer response time and maximizing customer satisfaction.
- Advanced queuing enables customers to wait for an available agent, gives them their "position" in the queue, and provides options for them to leave the queue if desired.
- Customers control the way they wish to communicate - enter the queue, leave a message, or be directed to another extension or even another queue.
- ECS Reports<sup>®</sup> provide a real time view into your call center which enables dynamic allocation of resources to meet changes in demand, as well as historical reports which are critical to workforce management planning.

## Unified Messaging

With productivity demands on the rise despite a possible decrease in resources, organizations must maximize their communications efficiency. By utilizing the Interchange Unified Messaging application, employees minimize the effort spent on communications and maximize output, achieving corporate objectives more efficiently.

- Combines voice, e-mail and fax\* messages into a single application with a single point of administration, significantly reducing communications "logistics" while maximizing productivity.
- Enables users to choose the access method that works for them, for management and retrieval of messages by either the telephone or PC.
- Using your existing data infrastructure, your e-mail inbox becomes a comprehensive message center, enabling you to view faxes\* and e-mails, and listen to voice messages.
- Users can "mix" media if necessary - sending, responding to and forwarding messages in the media of choice, maximizing communications efficiency and effectiveness.



*Today's growing enterprises are faced with numerous business challenges: an increasingly competitive marketplace, improving productivity in the face of reduced workforces, enhancing customer service while reducing costs, retaining good customers and good employees, and driving revenues and profits upward with fewer resources.*

*Interchange, a unified communications platform from Comdial, addresses these business challenges in five critical areas: call center, unified messaging, mobility, self-service and administration, in one tightly integrated solution.*

*Interchange enables you to solve current business problems and lowers your total cost of ownership, which allows you to focus more effort on growing your business.*



## Mobility

The percentage of business conducted and concluded outside the office is on the rise. The Internet and wireless applications have enabled users to make any place their office – a car, the airport, even the home. Interchange provides mobile users with all the tools necessary to make business communications on the run a reality.

- Users can send, retrieve and manage voice and e-mail messages remotely from any telephone – wired or wireless, reducing interaction time and costs.
- The Find Me/Follow me feature can route calls to ten different alternate contact numbers guaranteeing that important calls will never be missed – no matter where you are.
- Remote users can “hear” e-mail messages when using Interchange’s built-in text-to-speech conversion.
- The Pager Notification/Message Delivery feature notifies you when an important message arrives, and enables you to retrieve that message from wherever, at any time, maximizing user effectiveness.

## Self Service

As increased competition drives prices downward, an effective defense against eroding margins is to reduce the cost of servicing customers. This must be achieved without lowering the level of service customers receive, and without altering the customer’s perception of the quality of that service. Comdial’s optional application modules empower the customer to move toward “self service,” significantly reducing sales and service costs.

- *Interactive Voice Response (IVR)* enables organizations to automate day-to-day inquiries from customers, as well as capturing and providing real-time information from and to customers, without the intervention of a human resource.
- *Fax\* Mail* allows organizations to implement fax-on-demand or fax broadcasting, which enables customers to request and respond to information in fax-intensive applications.

- *Talking Classifieds* automates the way in which customers receive product or service information by “asking” callers to input touch-tone answers to questions and then “matches” the request to a database, providing “customized” information to the caller.
- *Outbound Telemarketing* initiates calls from a database of phone numbers, and upon answer presents the customer or potential customer with a live agent, a recorded message, or a list of options on how to proceed with the call, increasing agent “hit-rates” and reducing costs.

## Administration

Management decisions are based on accurate real-time and historical information, and the management of that information must be efficient, easy to administer, yet comprehensive and concise. Interchange provides administrative tools that centralize the information flow and provides it to users on demand.

- Interchange administration is performed by using tools within your existing infrastructure - Microsoft® Exchange Administrator (Ver. 5.5 or above), which means that training costs are lowered and integration is quick and painless.
- Management of the entire solution is administered from a single point, ensuring accurate information gathering and centralizing operational requirements.

# Customer Service



# Interchange



Optimize the customer's experience with reduced response times and automatic routing to the right resources. Empower the customer to choose how to do business with you, with self-service and "full" serve options. Lower your total cost of ownership and increase your revenue opportunity, while improving customer satisfaction levels.

Dramatically reduce the time your employees spend dealing with the communications infrastructure, and radically increase their productivity, enabling them to reach business objectives sooner and with less stress.

Centralize your business communications processes, data flow and human resources under a single point of administration, allowing for quicker informed decisions, more accurate forward-looking planning, more efficient use of resources, and the ability to enhance the business environment in real time.



## Features

### Advanced Features & Options

LAN-based Configuration & Management  
Windows-based System Administration  
Windows-based Call Control  
Windows-based Personal Mailbox Administration  
Enhanced Customer Service Call Center Application  
Unified Voice, Fax\* & Email Messaging  
Enhanced Customer Service Reports Option  
Interactive Voice Response Option  
Talking Classifieds Option  
Outbound Telemarketing Option



### Voicemail Auto Attendant Features

Customizable System Prompts  
Greetings Based on Port/Trunk  
Scheduled Greetings by Time of Day  
Directories & Dial-By-Name  
Multilingual Capability  
Fax Tone Transfer  
PA Announcement Support  
Call Queuing  
Call Blocking  
Call Screening  
Call Forwarding  
Auto Message Forward to Alternate Extension  
Personal Distribution Lists  
Future Message Delivery Scheduling  
Message Rewind/Pause/Fast Forward  
Message Waiting Lights

New User Tutorial  
Pager Notification  
Reply to Sender  
Send a Message Copy  
Recover Accidentally Deleted Messages  
Message Recall  
Skip Greeting Option  
Outbound Calling Through Voicemail  
Urgent Messages  
Private Messages

### Supervisory Features

Broadcast Message Capabilities  
Call Log & Monitor  
Class of Service Programming  
Context-Sensitive Help Screens  
Database Lookup  
Mailbox Setup Duplication

## Conclusion

*Interchange provides a suite of powerful tools that can address the challenges that you face in today's business environment. It combines advanced customer care, unified messaging and voice mail applications to minimize customer response time. In doing so, customer satisfaction is improved and revenue opportunity is increased.*



†ECS Reports is an optional feature.

††Comdial FX II™ system is required for ECS feature.

\*Requires 3rd party fax solution.

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