

Unified Communications Omnichannel



Expand your customer engagement across channels

Unified Communications Omnichannel overview

Customer engagement today is more multichannel than ever. While the phone remains popular, customers also want to connect to your agents using chat, web callbacks, email and Twitter. However, to be successful, multichannel customer engagement needs to be integrated and seamless. This makes it easy for customers to choose the channel that works best for them while also providing you with the tools required to manage the experience you deliver.

Unified Communications Omnichannel from Spectrum Enterprise is an add-on to your Unified Communications or Hosted Call Center solution that addresses this challenge.

Product highlights

- **Empower customer engagement:** Customers can easily connect to an agent from a range of channels, including voice, webchat, web callback, email or Twitter
- **Maximize agent resources:** Manage the distribution of incoming communications across agents to ensure a timely response and make the best use of resources
- **Gain insights into agent performance:** Get status of voice calls, web chats, web callbacks, email and tweets that have been answered, queued or missed
- **Improve customer response rates:** Connect to customers across all channels in a consistent and timely manner for faster customer response times
- **Accelerate deployment:** Take advantage of administrative tools and customization options to quickly get omnichannel capabilities fully operational

Key features

- Agents can easily escalate from a chat to a voice call to better assist customers
- Intelligent, flexible routing parameters and distribution policies ensure customers are connected to the right agent
- Unified interface displays all communications channels and simplifies handling of customer inquiries
- A directory of responses and links to resources help agents respond efficiently
- Customizable dashboard shows queue statistics and agent performance including average time spent and missed, received and answered conversations across channels
- Thresholds are managed by setting parameters to create visual alerts that enable agents to identify performance issues

Agent interface

The Hosted Call Center agent screen displays customer requests across multiple channels.

The screenshot displays the agent interface with various components:

- Top Bar:** A row of icons for user profile, mute, hold, call, chat, and settings.
- My Statistics:** A table showing performance metrics for different channels.

Name	Tweets Received	Tweets Answered	Total Calls	Answered Calls	Missed Calls	Total Talk Time	Emails Received	Average Talk Time	Callbacks Answered	Web Chats Received	Email Average Answer
Production Streams	0	0	-	-	-	-	0	-	0	0	00:00:...
ABC, Co. Live Streams	0	0	-	-	-	-	0	-	1	2	00:00:...
Holiday Cruises	-	-	0	0	0	00:00:...	-	00:00	-	-	-
ABC, Co. Sales	-	-	2	1	1	00:00:...	-	00:12	-	-	-
	0	0	2	1	1	00:00:00	0	00:06	1	2	00:00:00
- Activity Log:** A table showing recent customer activities.

Activity	From	To	Duration
Web callback	John Smith (Zoho CRM Contact)	ABC, Co. Live Streams	19:03:04
Web chat	Sandy Sanchez (Zoho CRM Contact)	ABC, Co. Live Streams (Sales)	07:50
Call	David Jackson (Zoho CRM Contact)	ABC, Co. Sales	00:00
- Contacts:** A search bar with "David" entered. Below it, a list of contacts is shown.

Name	Phone	ACD State
John Smith (Zoho CRM Contact)	475-651-7834	CT
David Jackson	845-965-3257	NY

Annotations in the image point to specific features:

- "List of customer activities for all channels" points to the Activity Log table.
- "Statistics for customer activities" points to the My Statistics table.
- "Open CRM contact record" points to the "Show CRM contact" button in the contact list.

Channels

- **Web chat:** Visitors have the option to connect using chat and then easily transition from a chat to a voice call. Customize the chat widget with your brand. Learn the web page of customer chat origination. Use prepopulated responses and save and review chat transcripts.
- **Web callback:** Give the option to instantly request a callback from the most appropriate agent instead of requiring customers to wait on hold.
- **Twitter:** Respond to tweets quickly and easily while keeping within Twitter's character limits. Send public or private tweets. Take advantage of preapproved responses and links for quick and consistent replies.
- **Email:** Manage emails through the same intuitive interface used for web chat, web callbacks, voice calls and tweets. A directory of email responses, links to resources and email signatures help agents respond consistently and in alignment with your brand.

Omnichannel is sold per user and includes customer relationship management (CRM) solution. Media streams/channels (web chat, web callback, email, Twitter) are sold separately.

Learn more

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About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.