

MITEL

## Contact Center Screen Pop

### Customer Relationship Management Screen Pop

Mitel® Contact Center Screen Pop provides instant access to information, delivering caller and account details to employees as they receive calls. Employees can immediately identify customers, view and update database information, and provide prompt service.

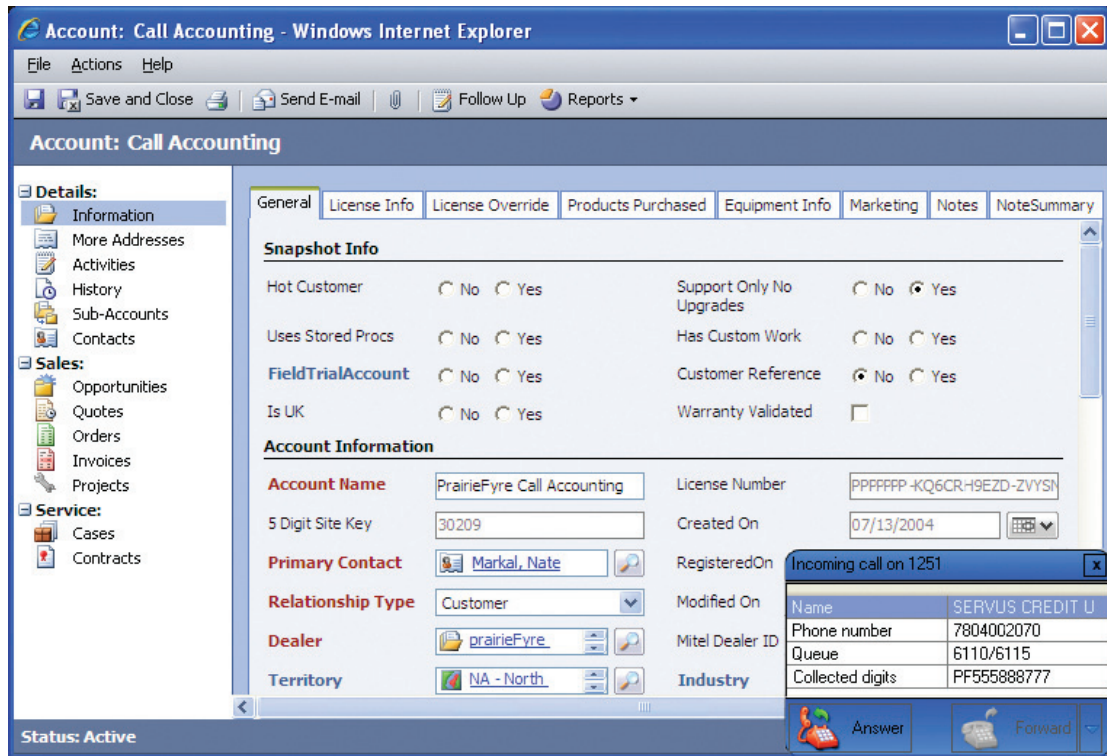
#### Providing Efficient Service

To serve customers efficiently, a contact center employee needs to know which customer is calling, their call history, and pertinent account details. When an employee receives a call, Contact Center Screen Pop immediately displays the caller's name and number (ANI), and the toll free number the caller dialed (DNIS). It can also display a trace report that indicates the frequency the caller had called in the previous week, whom the caller spoke with, and the duration of each call. With Contact Center Screen Pop, employees can quickly identify customers and the services they are requesting, and view and update database records.

With Mitel Intelligent Queue verified collected digits, Contact Center Screen Pop can also display caller entered digits, such as account numbers. Callers avoid having to repeat information, and employees have pertinent information at hand to provide efficient service. When integrated with a third-party application or Web page, Contact Center Screen Pop can launch database information and forms, so employees can readily verify and update records. This reduces the cost per interaction and improves service levels.



it's about **YOU**



Launching your in-house CRM application

## Deployment Options

Contact Center Screen Pop can launch contact information, caller history, and other applications or Web pages when calls arrive.

- Microsoft® Outlook®:** Use caller data to automatically display Outlook contact information based on phone numbers or names. Contact Center Screen Pop also creates a journal entry in Outlook for each call received.
- Web Page:** Launch a Web page that provides employees with pertinent information to share with callers, such as information on new products, promotions, or company policies. Contact Center Screen Pop includes a caller history Web page that details the dates and times callers have contacted your business.
- Your Own Applications:** Integrate Contact Center Screen Pop with your own applications. Build an executable file to automate the use of ANI, DNIS, or caller collected digits to perform virtually any operation in your business. Quickly and easily integrate Contact Center Screen Pop with your in-house CRM application.
- CRM Connectors:** Integrate Contact Center Screen Pop with Microsoft Dynamics™ and Salesforce.com™ using ready-to-install connectors. These connectors include a day of support from professional services to get you up and running. Use the ANI, DNIS, and collected digits captured by Mitel Intelligent Queue to launch a CRM form, such as a customer account page, when a call is answered on the employee desktop.
- Advanced Requirements:** Leverage professional services to integrate Contact Center Screen Pop with other industry-leading CRM databases, such as SAP®, NetSuite®, iCarol, Athena, and Pivotal CRM. Contact Center Screen Pop also supports personal information managers, such as ACT! by Sage® and GoldMine®.

Customize your CRM to perform advanced operations:

- Launch multiple account windows.
- Automatically attach call records or voice recordings to CRM account profiles as part of your business workflow.
- Integrate screen pop capabilities with email, chat, fax, and SMS communications. Create a central repository for all customer-employee communications and build a unified history.
- Enhance employee efficiency with integrated CRM workflow click-to-dial functionality. Readily call, fax, or email customers from within your CRM.

### Return on Investment

Customer satisfaction is the main goal of every company. Contact Center Screen Pop enables employees to assist customers immediately upon call arrival to ensure effective service. When an employee answers a customer inquiry in a single transaction, this significantly reduces call handling time and costs. When you receive 1,000 calls and save 30 seconds off of each call, the total time saved equals eight hours or one employee work day. Prompt, efficient service results in greater customer satisfaction and loyalty.

### Features

Contact Center Screen Pop requires Intelligent Queue, Mitel Contact Center Management, and Mitel Contact Center PhoneSet Manager. Contact Center Screen Pop delivers customer information to employee desktops so employees can:

- Identify callers by their names, ANI , DNIS, and by digits they enter, such as account numbers\*
- Retain caller identification information when calls are transferred between employees
- View a trace report Web page that details customer call history for the past week
- Leverage their existing CRM database
- View records in a CRM database upon call arrival
- Create an Outlook contact journal entry

\*Requires Mitel Intelligent Queue collect caller entered digits

### Benefits

Contact Center Screen Pop provides contact centers with the tools to:

- Provide prompt, informed service
- Surpass service-level goals and increase customer satisfaction
- Tap into the knowledge of employees who have previously assisted particular callers
- Optimize their return on investment
- Provide a unified ACD employee desktop experience

## MITEL it's about **YOU**

Companies don't make decisions, people do. That is why Mitel is leading the way toward a new and more personalized approach to communications for enterprise and small business. Our innovative solutions, applications and desktop appliances enable you to access, process and control your communications and information naturally, simply and efficiently.

Our solutions allow you to collaborate over distance and time and to interact with your customers, colleagues and partners as never before. By combining the power of voice, data and video over converged high speed networks, Mitel provides you with flexible and personalized tools that let you leverage the latest advances for personal and organizational advantage.

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