

Onyx Contact Center

Optimize the Customer Experience Through Better Business Processes

In today's economy products and pricing do not create sustainable competitive advantage - your unique processes do. Business processes define your company's DNA. They determine the customer experience you offer, and dictate your cost of doing business. Effective execution of those business processes is the only way to generate true competitive advantage.

This is more important than ever in the contact center. Contact centers are at the nexus of many key business processes, and contact center managers are being challenged each day to make every customer interaction count. To further complicate matters, each agent is required to deal with more interactions in less time—handling more complex inquiries across multiple channels, cross-selling and up-selling products or services, and providing a consistent, high level of customer service along the way.

Fortunately there is a solution.

The Onyx Contact Center is an agent desktop that helps you do more than simply route, log and track calls. Our application helps you optimize your business processes through technology. The solution includes powerful business process automation and intelligent call scripting capabilities that help your contact center drive down costs, increase agent productivity and deliver a unique customer experience during every interaction. Our flexible integration platform also lets you leverage your existing infrastructure to give your agents a single, comprehensive view of all the information they need to be effective.



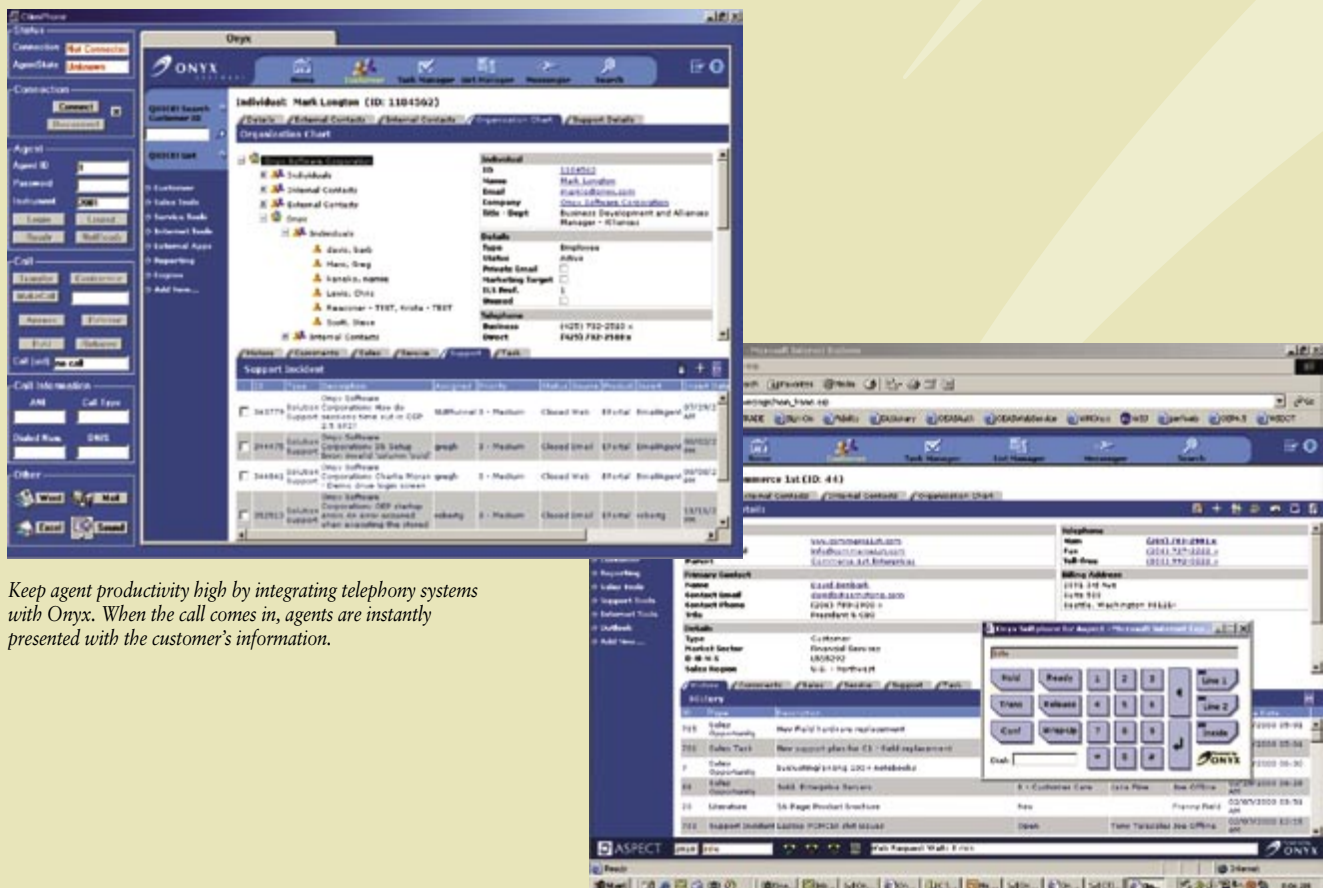
The Synergy Of CRM And Contact Center Technology

Onyx Contact Center is an easy to use, web-based application that is designed around a centralized customer database and includes powerful capabilities for managing customer interactions. A host of inefficiencies are resolved with Onyx Contact Center, which seamlessly integrates CTI (Computer Telephony Integration) middleware, email servers, web servers, IVRs, ACDs, predictive dialers, and many other business applications and databases. Onyx Contact Center brings contact center interactions into the same web workspace used by your marketing, sales, and service organizations—unifying the view of customer interactions in a centralized database and aligning customer processes across the organization. Onyx Contact Center also gives agents a single, intuitive interface to quickly access information from other business applications without ever leaving the Onyx desktop.

Improve Productivity With A Unified Agent Desktop

Onyx Contact Center makes agents more productive and shortens call times. Because agents have the information they need at their fingertips, first-call resolution rates go up. Onyx screens are automatically pre-populated with data captured by the CTI system, streamlining call handling and eliminating redundant data entry and errors. Screen/handset synchronization decreases time spent on the phone—as much as 20 seconds per call. For more targeted, efficient outbound campaigns, predictive dialers can leverage lists generated by the Onyx software from the centralized customer/prospect database.

In addition to resolving inefficiencies and making agents more productive, Onyx Contact Center reduces costs by automating online service and sales processes, which can significantly reduce call center volumes. Web activity that needs agent support can be queued with phone requests and recommended solutions can be provided to agents to optimize productivity.



Keep agent productivity high by integrating telephony systems with Onyx. When the call comes in, agents are instantly presented with the customer's information.

Whether the contact center agent is making an outbound sales call or answering an inbound service request, Onyx helps those agents capitalize on every interaction.

Reduce Operational Costs with Business Process Automation

Onyx Contact Center includes business process automation capabilities that can significantly reduce call handling times resulting in lower operational costs. Using Onyx Contact Center, you can automate contact center processes with custom workflows, presenting the correct information to agents and automatically generating tasks. Custom workflows leverage and interact with information in the Onyx system and other external or 3rd party business systems. Workflows can be used to streamline tasks such as creating or updating customer information, routing and approving a contract, sending literature or escalating a service request. Blending custom workflows into your agent desktop ensures data consistency, ensures all relevant systems are updated in real-time and enforces best practices for optimal customer interactions.

Reduce Agent Training Time with Intelligent Call Scripting

Onyx intelligent call scripts help guide contact center telesales, service, or support agents through outbound and inbound customer interactions by presenting the agent with a single, wizard-like interface that assists in real-time decision making. Onyx call scripts are easy to use increasing agent efficiency and reducing training time, allowing new agents to become productive almost immediately. Through the use of prompts, step branching, and merged contextual information from Onyx and other business systems, call scripts optimize contact center business processes, reducing operating costs and allowing agents to deliver enhanced levels of customer service. Scripts can also be designed to increase the likelihood of effective cross-sell or up-sell activity, especially on inbound interactions.

Execute a Multi-Channel Strategy with Advanced Email Management and Web Self Help

Onyx Contact Center also includes email management capabilities that facilitate sending, tracking, and the ongoing management of customer-related emails within the Onyx CRM system. From within Onyx, users have all the capabilities to compose professional messages from a customer record, include attachments, and use merge templates ensuring consistent customer communications. More importantly, your organization

is able to capture a continuous threaded dialogue that tracks interactions through all channels of communication in chronological order.

Having fast, easy access to information can dramatically increase first call resolution rates and reduce overall handling time. By leveraging Onyx knowledgebase solutions, contact center agents have immediate access to the information they need to efficiently respond to customer inquiries the first time. What's more, through self-service capabilities your customers can help themselves by accessing managed content directly from your website at their convenience—day or night.

Deliver Enhanced levels of Customer Service

With the Onyx Contact Center solution, service quality takes a quantum leap. Because the Onyx database contains information about customer interactions from all your customer-facing organizations, not just your contact center, agents have a broader, more complete view of the customer. Fewer clicks to up-to-date information translate into insight, and it's easier for agents to deliver better service. A number of other system features streamline call handling and service inquiries:

- ▶ A caller's ID is automatically linked to the customer record and available immediately to agents through a screen-pop.
- ▶ Screen pops present possible actions as well as critical data, such as contract and warranty information.
- ▶ Business processes are automatically triggered by predefined workflows and business rules: send literature, conduct a survey, kick off a campaign, assign a task (such as call back in 30 days).

Leverage Your Existing Applications with The Onyx Integration Platform

One of the key factors that differentiates Onyx from other CRM vendors is its technology platform, which is built on a standards-based, web-services architecture. That makes it an open, non-proprietary, system. Onyx Contact Center is easy to customize and configure, it deploys rapidly, and it's easy to modify when business needs change. For example, you can easily modify the process flows, data flows, business rules,

and screens that lie at the heart of automating and simplifying customer interactions.

Flexible technology is particularly essential in a contact center environment, where it's important to have a role-specific view of the application. Onyx Contact Center supports multiple views that can be configured differently for different users, organizations, and divisions. When users have just the software tools they need—no more and no less—training costs are lower, user adoption is higher, and speed to ROI is faster.

A Proven CRM Solution For Contact Centers

With over 1,000 customers, Onyx solutions are used by service, sales and marketing organizations ranging from medium-sized businesses to the world's most recognized brands, including American Express, Amway, and ntl. While these companies range in size and vary in their geographic location, they share one common need - the need to cost effectively model processes to provide a more intimate level of customer service where every interaction counts. The Onyx Contact Center supports this objective by offering a rich portfolio of capabilities including business process automation, cross-sell / up-sell, email management, intelligent call scripting, knowledgebase access, web self-service and work ticket management. The Onyx Contact Center also integrates with the world's leading CTI platforms.

Onyx Contact Center At-A-Glance

SERVICE FUNCTIONALITY	SALES FUNCTIONALITY	INTEGRATIONS & ALLIANCES
<ul style="list-style-type: none"> ▶ Customer Profile Management ▶ Account Management ▶ Call Handling and Service Inquiries ▶ Business Process Scripting ▶ Call Scripting ▶ Email Management ▶ Task Management ▶ Escalation ▶ Automated Search Tools ▶ Web Self-Help ▶ Online Service Inquiries ▶ Online Customer Surveys ▶ Online Order History ▶ Case Management 	<ul style="list-style-type: none"> ▶ Contact Management ▶ Opportunity Management ▶ Pipeline Management ▶ Sales Methodology Support ▶ Business Process Scripting ▶ Call Scripting ▶ Email Management ▶ Literature Fulfillment ▶ Task Management ▶ Win/ Loss Analysis ▶ Team Selling ▶ Partner and Channel Management ▶ Capture Web Leads ▶ Marketing Encyclopedia 	<ul style="list-style-type: none"> ▶ Apropos™ ▶ Aspect™ Communications ▶ Avaya™ ▶ Cisco Systems® ▶ Cognos® ▶ Concerto ▶ CosmoCom ▶ Genesys ▶ Interactive Intelligence ▶ Knowledgebase.net ▶ MacFarlane

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