



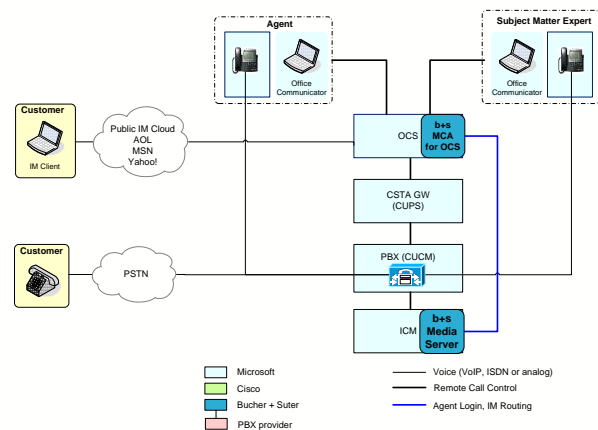
Multi Channel Adapter (MCA) for Microsoft Office Communications Server by Bucher + Suter

Integrates the Cisco Unified Contact Center Enterprise (UCCE) with Microsoft OCS, blending multi-channel interactions with traditional voice

Customers are increasingly seeking and expecting alternate ways to communicate with contact centers. Text chat and non-voice collaboration are increasingly important tools for interacting with today's customers. Many consumers say that they prefer these methods of communication over voice. This has caused a rise in the volume of incoming non-voice based interactions to contact centers. The challenge for corporations is how to quickly and cost effectively develop a strategy to enable the contact center and customer service teams to intelligently route and measure chat and other multi-channel inquiries.

Bucher + Suter's Multi-Channel Adapter (MCA) for Microsoft Office Communications Server (OCS) is a pre-packaged integration of OCS and Cisco's Unified Contact Center Enterprise (UCCE). It is the central server component that notifies UCCE of OCS interaction requests and enables UCCE to send those interactions to agents based on UCCE routing logic. Skills based routing for multi-channel interactions means that the receiving agent will have the proper knowledge and abilities to effectively handle customer requests. MCA for OCS also provides presence management allowing UCCE to monitor each agent, regardless of the communication channel utilized. For example, if an agent is busy handling a telephone call, UCCE would not send a chat to that same agent. MCA for OCS passes call attached data (e.g. customer entered digits or caller ID) to UCCE which can then be used for routing purposes and captured for historical reporting.

The following diagram illustrates how MCA for OCS might be implemented in a contact center:



Bucher + Suter's MCA for OCS can help companies increase revenue and reduce costs. One example is the ability to convert casual web surfers into buyers. Offering web site visitors the opportunity to chat with agents allows them to ask questions and gain sufficient information to complete a purchase. In addition to revenue increases, costs can also be reduced by allowing agents to communicate with multiple customers simultaneously.

Application Example

The following is an *example* of a customer service agent handling a chat request using Bucher + Suter's Multi Channel Adapter (MCA) for Microsoft Office Communications Server (OCS) in conjunction with Cisco's Unified Contact Center Enterprise (UCCE):

- Customer clicks on a "chat with an agent" button on company's website.
- A new window pops up via customer's Instant Messaging client application (i.e. AOL, Yahoo!, MSN or Microsoft Office Communicator) and the chat session is initiated.
- The chat request is queued to the appropriate skill group based on where the customer was on the website when he requested the chat.
- An agent becomes available and Cisco's UCCE sends the chat request to her Cisco CTI OS Agent Desktop based on UCCE routing logic.
- The agent accepts the Microsoft Office Communicator (MOC) chat session and MOC automatically pops up on the agent's desktop.
- The customer asks how to fill out a certain form. The agent uses OCS to start a desktop sharing session, displays the form and explains the sections on the form while the customer watches. The agent or customer can decide to switch to voice and/or add video during the session. Note: customer must have MOC for this functionality.
- The customer asks a difficult technical question. The agent contacts a member of the company's technical support department via chat, asks the subject matter expert if she is available and then adds her to the session with the customer.
- With his questions answered, the customer terminates the call. MCA for OCS passes the attached data to Cisco's UCCE for use in historical reporting.

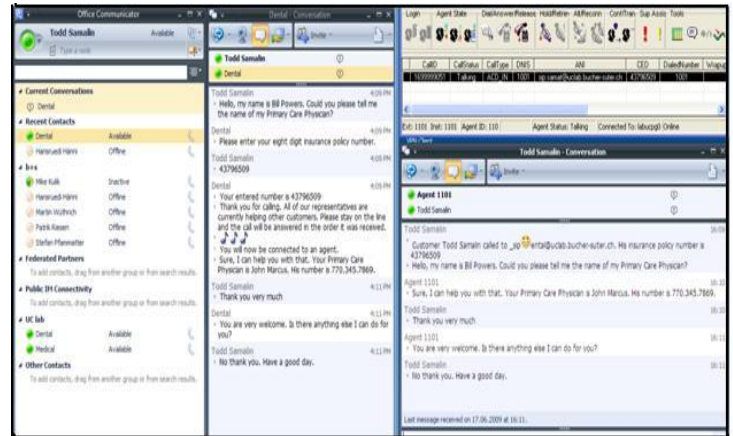
System Information

MCA for OCS requires the following minimum software versions:

Cisco:
UCCE v7.5

Microsoft:
OCS R2

Example of a chat interaction between a customer and an agent using MOC and the Cisco CTI OS Agent Desktop



Features and Benefits

- Extends the value of Microsoft's Office Communication Server by allowing agents to initiate and receive multi-channel interactions with both consumers and subject matter experts.
- Allows customers to choose the communication method most convenient for them such as chat, voice, application/desktop sharing, video etc.
- Gives consumers the freedom to use their own public IM networks (AOL, Yahoo!, MSN or Microsoft Office Communicator) to communicate with agents and save/print transcripts of those sessions.
- Increases first call resolution by utilizing screen sharing and chat conferencing.
- Reduces handle time by giving agents the ability to quickly and easily engage subject matter experts via voice or chat.
- Reduces shopping cart abandonment due to customer uncertainty and unanswered questions.
- Gives agents the ability to suggest additional products during chat sessions, thus increasing cart size.
- Allows agents to assist multiple customers simultaneously, which reduces personnel costs.
- Decreases queue times and improves customer service since chat interactions are often faster and more efficient than telephone conversations.
- Provides agents with the ability to proactively initiate chat sessions with potential buyers and thus increase revenue.