

The TotalView® Multimedia feature provides a single integrated platform for forecasting and managing all types of customer contacts

Benefits:

- Simplify the complexity of running a multimedia contact center
- Deliver consistent service across all contact channels
- Effectively manage email and other types of backlogs
- Quickly and accurately account for agent requirements across contact types

Multimedia

Today's customers expect the choice and convenience of contacting your business in a variety of ways. Handling multiple customer contact channels is no longer an option; it is a necessity to maintain competitiveness. Simply answering calls or responding to emails is not enough. You have to meet your customers' service expectations and do it within the reality of business operating constraints.

The TotalView® Multimedia feature simplifies the chore of managing multiple customer contact channels, enabling your operation to provide consistent service and optimize resource use across channels. Part of the powerful, proven TotalView Workforce Management solution, TotalView Multimedia positions your organization for success through effective management of multiple contact channels.

Flexible Service Levels

Customers' expectations for acceptable service change depending upon the way they choose to contact your operation. The same customers who expect to have their calls answered within 20 seconds may be willing to wait 24 hours for an email reply. TotalView Multimedia gives you the flexibility to specify service level goals for each type of customer contact. You can even set multiple goals within the same contact channel, specifying a four-hour response goal for service emails while allowing up to 24 hours to reply to general emails.

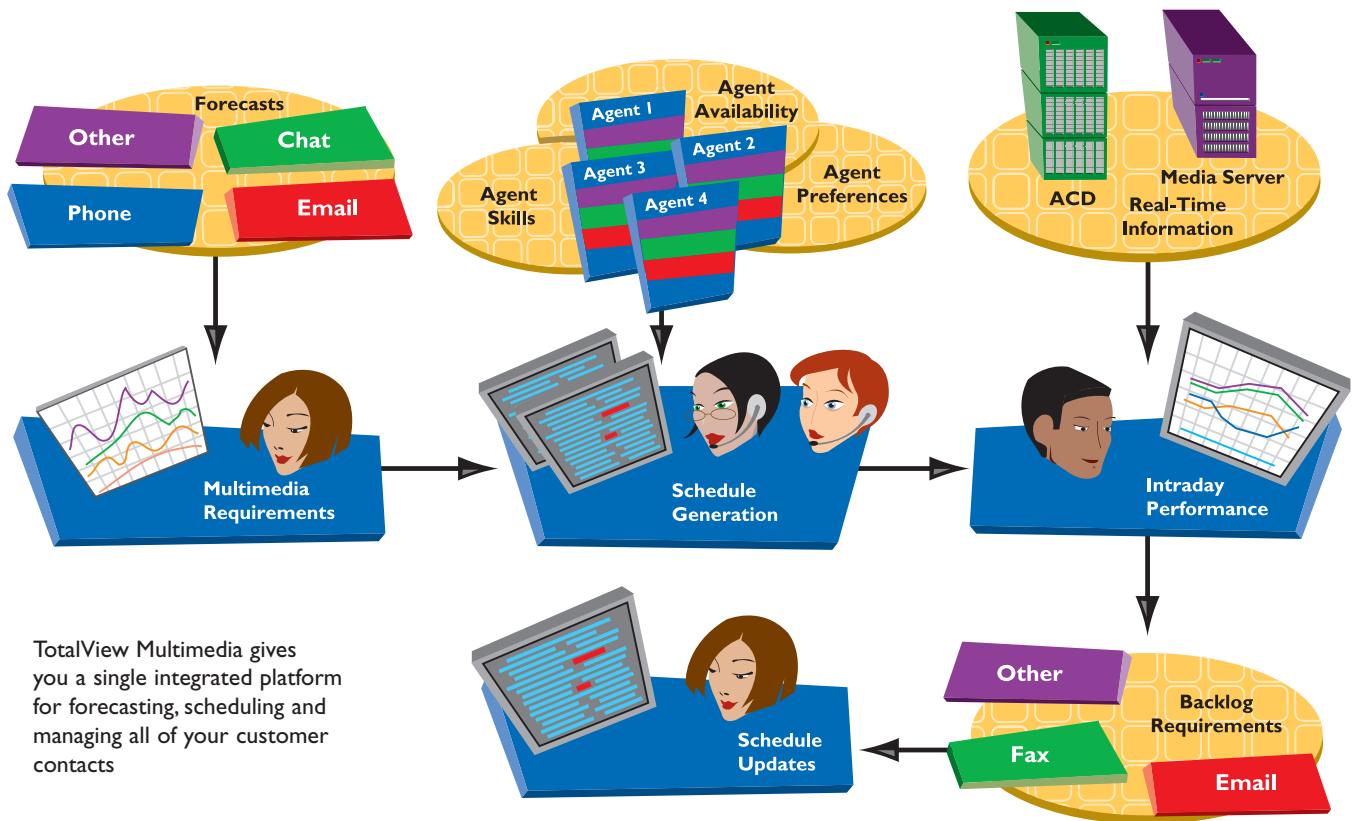
Channel-Appropriate Algorithms

Accurate determination of your multimedia staffing needs requires calculations that mirror the real-world conditions of your center. For contacts that need to be handled quickly, such as telephone calls, IEX's patented simulation technology and BErlang-C™ algorithms provide extremely precise interval-by-interval results. For contacts with a longer response window, such as email, a workload calculation provides the best answer. TotalView Multimedia uses the methodology appropriate for each type of customer contact channel, providing the accuracy your center needs to schedule resources effectively.

Multimedia Service Delivery

TotalView Multimedia gives your operation a single integrated platform for managing service delivery across all channels. It starts with schedules designed to ensure you have the right people covering the right contact channel at the right time, but it doesn't stop there. As the day unfolds, the TotalView Change Manager automatically keeps you up to date on the interval-by-interval performance of your entire operation. At a glance, you see forecasted versus actual results, so you have an early warning if conditions change unexpectedly, and you have time to react before events potentially escalate out of control.





Active Backlog Management

If not managed effectively, non-abandoning customer contacts like email can rapidly build up huge backlogs, threatening service levels and creating resource allocation problems. TotalView Multimedia prevents these problems from occurring by actively managing the volume of backlogged contacts. Backlogs are automatically recalculated throughout the day as new contacts arrive to determine if a problem is developing that needs your attention.

Multiskill Scheduling

TotalView Multimedia integrates seamlessly with the TotalView Multiskill feature, providing unsurpassed planning and service management in contact centers where agents cover more than one type of contact channel, handle more than one skill type within a channel or a mixture of both.

With TotalView you have complete flexibility in determining how your multimedia agents are scheduled. Whether your center handles multimedia contacts

using separate groups, continuously routes them using 'universal queue' technology or schedules them to be worked in specific time blocks, TotalView manages it all. You can even combine handling methods within the same operation.

Utilizing detailed knowledge of when resources are scheduled to be available allows TotalView to distribute the handling of contacts throughout their allowable service period, taking full advantage of extended response times to schedule work when activity is low and agents may be underutilized.

IEX TotalView Workforce Management delivers the power and flexibility to help your multimedia contact center work smoothly and efficiently.

Let TotalView take the complexity out of managing the operation of your center so you can focus more on managing its performance.