

For many organizations, the contact center is a critical element in any customer experience management strategy. How well you perform in your contact center directly impacts how customers feel about your product, service and organization. So you have to do it exceedingly well all of the time! MCXess has been at work in a broad diversity of contact centers in all branches, enhancing communications, improving operational efficiency, and driving better decision making. Simplifying the complex environment of today's contact center, making agents more efficient, productive and satisfied, while simultaneously improving the customer's experience is MCXess' core business.



### Communicate with your customers their way!

Customers have become increasingly more demanding in expressing their consumer behavior. Being accessible for your customers via one channel is no longer sufficient nor is a long waiting queue or flexibility in answering questions. Customers want to contact you and preferably want to speak to the right person for their problem or question. This puts a high performance pressure on call centers and requires a constant monitoring of quality and efficiency. Enhance your customer communications across all channels, including telephony, e-mail, chat, fax, web collaboration and call-back.

### Cost efficient and highly effective

It is of vital importance for your contact center to create a service focused and agent friendly environment. Opting for a high service level in quick response times, consistent responses, complete and valuable information and a correct follow-up adds to your image as a service oriented company. Customers always expect a direct response. Particularly in case of existing customers who have an existing relationship with your company relationship management becomes an important factor as well.

### Upgrading Contact Center management

Creating an optimally functioning contact center where all active communication channels are fully integrated in the customer contact process does not only decrease operational costs it adds to the often required increase in sales conversions. When your agents no longer have to focus on where to find information to answer the question properly, the focus can shift from reactive to a proactive and even a sales driven conversation. Maximizing contact with your targeted customers as well as enhancement of your customer interaction based on customer value.

Managing contact center agents in a flexible environment requires the right management tools. Tools which don't only support the agent in performing a good job but also allow management to monitor call traffic and support agents. MCXess' IVR Manager offers a remote working feature, a capability that increases agent satisfaction and productivity by allowing flexible working options, and eliminates geography barrier to having the best agent operational.

### High level for high satisfaction

Offering a high level of Customer Service is an ongoing challenge due to unanticipated peaks in call traffic or questions, differences in agent skills, flexibility in agent availability, and so on. MCXess' Contact Center solutions help managers to achieve these seemingly conflicting targets; reducing costs per call while improving caller satisfaction.

### Your tool your success

Your inbound call traffic are all customers or potential customers who require and deserve your full attention. Creating an efficient telephony environment supported by advanced tools and application has a direct impact on the customer experience you want to create for your customers.

MCXess is a Communication Integrator. Realizing global coverage by combining Multi Channel access with Hosted High-end Telecom Services.

Offering solutions to increase customer contacts, globalizing target groups as well as for improving efficiency in front offices eventually creating the customer experience.

MCXess' IVR platform enhances the customer and agent experience. Intelligent and skills-based routing is an important capability of MCXess' IVR platform which connects customers with the appropriate available agent for each interaction. Routing rules can be customized very easily, enabling various types of routing decisions. For example, you can route based on geography, profitability/value, agent skills and previous agent-customer interaction. Intelligent routing improves service levels and maximizes your agent resources. This significantly decreases waiting queues and dissatisfied customers.

Upgrading your contact center environment is often based on KeyPerformance Indicators. KPI's function as a red thread with regards to the overall performance of your contact center. MCXess' IVR application enables you to monitor your performance based on your KPI's and amend parameters of your inbound call traffic where and when necessary.

#### **xceeding your success**

Delivering optimal service and continuously improving management of your service and call traffic starts with full insight in in- and outbound call traffic. The number of successfully answered calls, lost calls, first call resolution rate, average length of the waiting queue and many other factors are vital to determine your next steps and the future of your customer contact strategy.

MCXess' online reporting tool present real-time data in a webbased environment. Based on the available data, you can instantly amend parameters in the routing of calls, menu, agent skills enabling you to at once manage and optimize your customer contact.

#### **The next step**

The possibilities to create the ultimate contact center environment for your customers and your agents has become a specialty on its own. With a broad range of possibilities facilitating literally each aspect of optimal customer contact MCXess' Contact CenterSolutions are a custom made mix of access services integrated with Intelligent Network solutions from a multi channel communication perspective. With this solution, MCXess allows you to focus on your core business while we focus on your accessibility.

