

UC for Business - Web Chat Queuing



Table of Contents

Introduction.....	3
Overview.....	3
Business Drivers	3
Core Features and Benefits.....	3
Features	3
Benefits	4
The Web Chat Queuing Process	4
Physical Architecture Overview	5
Initiating Web Chat Queuing Sessions	5
Features	5
Benefits	5
Examples.....	6
Notifying Agents of Web Chat Queuing Requests	9
Features	9
Example.....	9
Benefits	9
Agent Delivery.....	10
Features	10
Benefits	10
Example.....	10
Additional Web Chat Queuing Functions	12
Features	12
Benefits	12
Reports	12
Features	12
Benefits	12
Example.....	13

Introduction

Maximize online sales by offering web users the ability to interact with your contact center in real time directly from your website. Web Chat Queuing lets potential customers establish one-to-one text conversations with agents, making your site more interactive and providing a superior level of customer service.

The intelligent routing and reporting capabilities of NEC's UC for Business (UCB) Web Chat Queuing module ensures every customer contact is handled in a timely and professional manner.

Web Chat Queuing allows online customers to request live interaction with your contact center agents by establishing a one-to-one text conversation.

NEC's UC for Business Web Chat Queuing applies all the skills-based routing and queuing parameters of UCB to your web-based customer interactions. You can direct customer chat requests to specific individuals or departments best equipped to respond to them.

Overview

NEC's UCB Web Chat Queuing module extends the functionality of the now well-understood telephone medium to the sometimes less familiar Web Chat medium. Agents can use the same operation and standards they have applied to their phone calls to welcome and assist their chat "callers" and maximize their experience with your enterprise. Chat handling options, while specifically relevant to the chat environment, still echo the options available for phone calls, giving your agents consistency across all media and helping them intuitively extend their skills.

As part of UCB's Contact Center functionality, Web Chat Queuing is also fully integrated into UCB's standard Reports package, ensuring contact center managers have a complete picture of all customer contact, regardless of the medium used.

UCB Web Chat Queuing requires agents to run Agent Desktop to log in and take delivery of Chat calls.

With UCB Web Chat Queuing, agents have the ability to 'push' a URL directly to online customers, providing a significantly higher level of customer service.

UCB Web Chat Queuing makes your website more interactive by encouraging customers to contact you with a click of the mouse. With Web Chat Queuing, your contact center can provide superior customer service and human-enable your website to generate more revenue.

Business Drivers

- Maximize e-commerce sales opportunities by giving potential customers a simple way to interact with your contact center from your website.
- Reduce website abandonment rates by providing web users with real-time access to a contact center agent to assist.
- Centralize management of all forms of customer interaction within a single environment.
- Improve efficiency and productivity of your contact center by applying skills based routing to all communications.
- Centralized reporting on all contact methods gives managers the tools they need to maximize contact center productivity.

Core Features and Benefits

Features

UCB Web Chat Queuing provides the following functionality:

- Allow callers to communicate in real time with contact center agents via a text chat session.
- Single administration interface for setting up agents for dedicated or blended delivery.
- A 'Chat' button on your website provides a link to the Web Chat Queuing login template; you can also have multiple Chat buttons on different pages, which are linked to different Chat addresses or queues.
- 'Request New Chat' template gives chat users the information they need to establish contact with your contact center, such as current local time, operating hours in local time and status of your contact center (open/closed).
- Web users can request a chat using their email as their identifier.
- Web users can enter their name or nickname so the agent can greet them in the correct way.
- Web Chat Queuing offers all the functionality of UCB, such as skills-based routing, reports operating modes, etc.
- UCB provides the backend Web Chat Queuing information fields required for a customer to build their front-end web page; or a third-party web designer can design the web front end to the your requirements.
- UCB provides a standard website template that can be used by customers as is.

Benefits

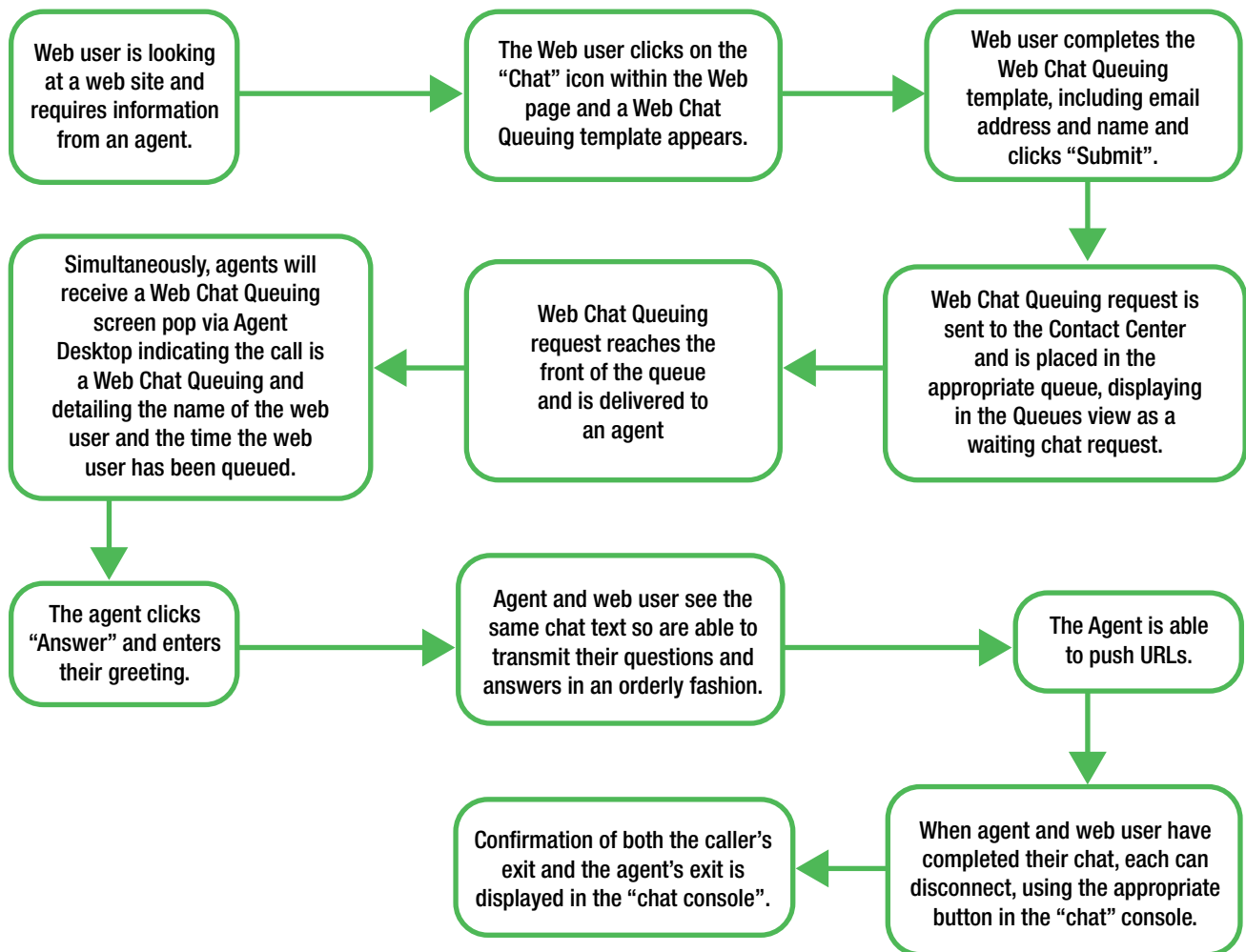
UCB Web Chat Queuing offers some unique benefits:

- Gives customers the option to make contact via a text chat session, which has become a preferred mode of communication for many.
- Is easy to use for both customers and agents, saving the time and expense associated with training.
- Customer service levels and web-based sales revenues can be dramatically improved by offering online chat sessions to support web content on your site.

- Skills-based routing ensures that Web Chat Queuing requests are directed to the agent best able to handle them in the same way as calls. This improves customer service and reduces handling time.
- The module includes powerful reporting tools, bringing the monitoring of Web Chat Queuing contacts into the realm of contact centers.
- UCB provides a single, fully integrated solution for telephone and web-based contacts.

The Web Chat Queuing Process

The following is an example of the Chat process:



Physical Architecture Overview

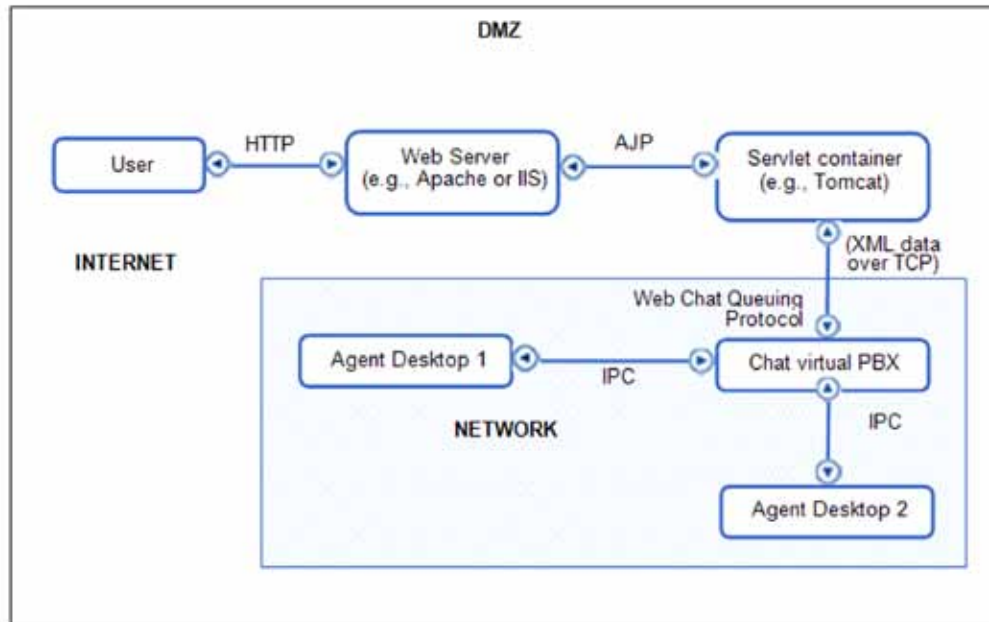


Figure 1. Web Chat Queuing Architecture

Initiating Web Chat Queuing Sessions

Features

Web Chat Queuing sessions are initiated in the following manner:

- The web user initiates a Web Chat Queuing session with a contact center agent by clicking on a 'chat' button from the organization's website.
- The web user is requested to enter an email address to facilitate the chat session.
- The web user is requested to enter their name so the contact center agent can refer to them by name.

Benefits

Using Web Chat Queuing offers several benefits to website visitors:

- Phone contact is not required as text chat offers instant access to your contact center from the web.
- Giving potential customers multiple ways of interacting with your organization increases the likelihood of closing potential sales.
- Home internet users with a single line are not required to disconnect their Internet session to communicate with a contact center agent.

Examples

- 1 Organizations can place a Live Chat button in the Contact Us area of the website and/or on any other web page they choose. When Live Chat is selected, visitors to the site can choose which location or queue they wish to contact.

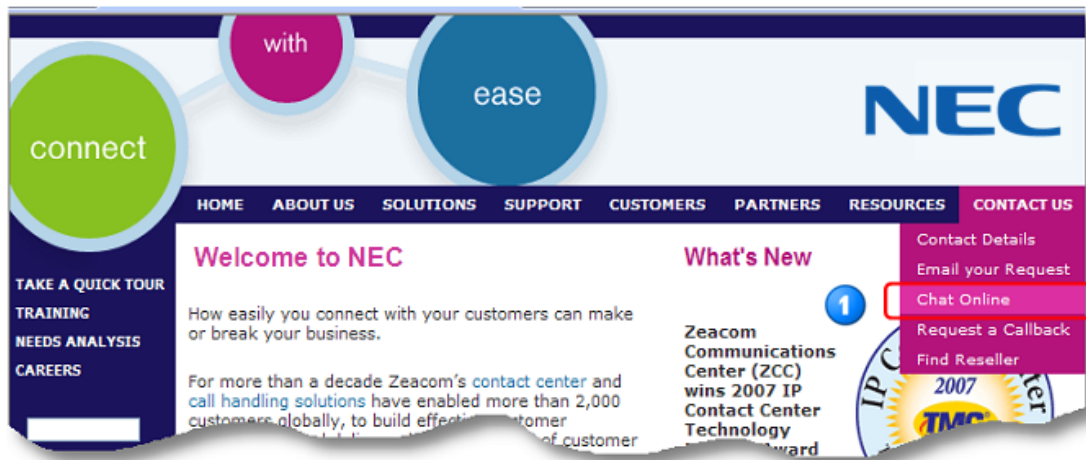


Figure 2. Initiating a Web Chat Queuing

- 2 Visitors can choose the company, department or location (i.e., queue) where they want to chat with.

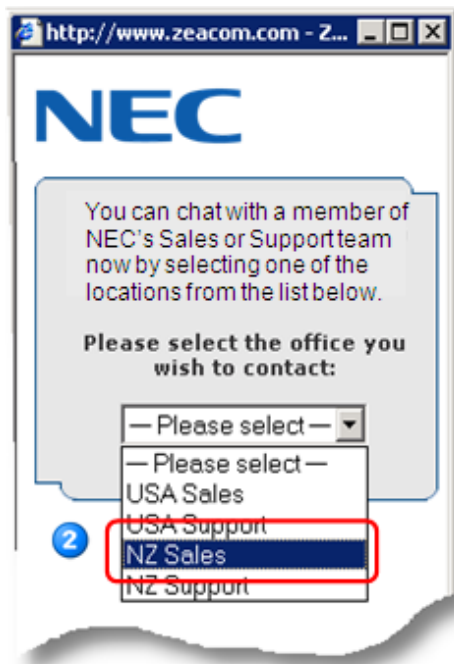


Figure 3. Choosing the Welcome to action

The 'Request Live Chat' screen displays current information about the date and time at the contact center (in case it is remote); the contact center's business hours; and its operational status (open/closed). Web Chat Queuing users are required to enter their email address and name to identify themselves.

connect with ease **NEC**

Request Live Chat Session

New Zealand contact center date/time
Jun 19, 2007 10:55 AM - we are currently: **open**

Business hours
Monday - Friday from 8:00 AM to 5:30 PM

Customer Details
To start a text chat session with an NEC's customer service representative please **complete both fields** below and click on the **Send Chat Request** button.

Your Email Address:

Your Name:

Figure 4. Enter Your Details

- 1 Date and time at the contact center and whether the contact center is open or closed
- 2 Callers are requested to complete their personal details
- 3 The caller chooses Send Chat Request and is invited to wait for a representative to enter the chat room.

After completing the template and clicking the "Send Chat Request" button, the web user is presented with the chat console and is asked to wait until a representative responds to their request.

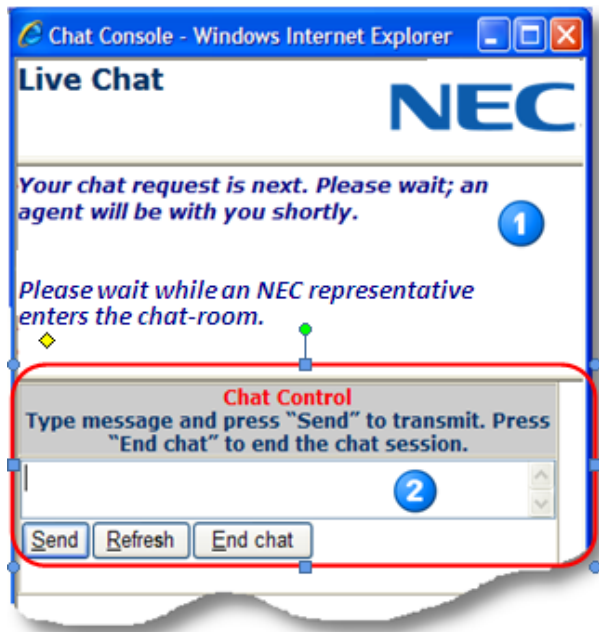


Figure 5. Chat Console

- 1 Queue Progress Announcements are presented to the web user while they are waiting for a representative to enter the chat room
- 2 While the web user waits, they can begin to type their message in the Chat Control window. When the representative does answer, they will immediately see the question the web user has written

Notifying Agents of Web Chat Queuing Requests

Features

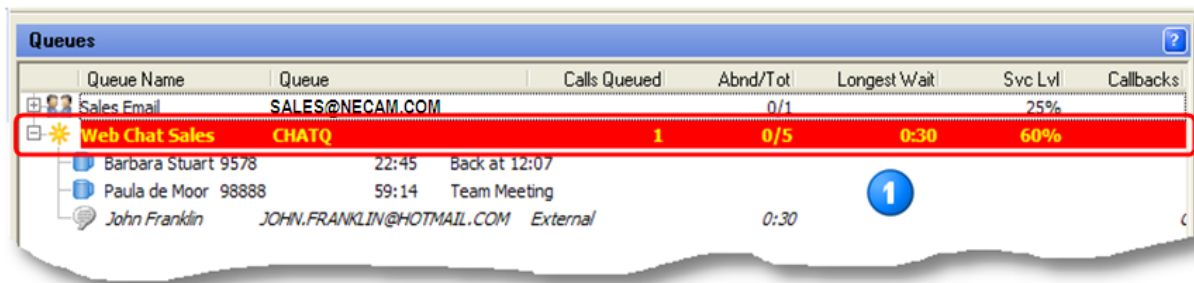
As a chat request arrives at the contact center, it is queued for delivery to the next available agent.

Agents can be configured to handle just Web Chat Queuing requests or to take a blend of multimedia and phone calls.

- Agents and managers can view waiting Web Chat Queuing requests via the Agent Desktop Queues View screen.

Example

- 1 The screen below shows the Queues View as it would appear to an agent in their Agent Desktop application. The waiting Web Chat Queuing 'call' is presented to an agent in much the same way as a phone call



Queue Name	Queue	Calls Queued	Abnd/Tot	Longest Wait	Svc Lvl	Callbacks
Sales Email	SALES@NECAM.COM		0/1		25%	
Web Chat Sales	CHATQ	1	0/5	0:30	60%	
Barbara Stuart 9578	22:45	Back at 12:07				
Paula de Moor 98888	59:14	Team Meeting				
John Franklin	JOHN.FRANKLIN@HOTMAIL.COM	External	0:30			

Figure 6. Agent Desktop Queues View

Benefits

Viewing Web Chats in this manner has several benefits:

- By visually representing all Web Chat Queuing activity waiting in the queue, managers can see the volume of chat requests and which agents are available to handle them.
- Managers can immediately make decisions regarding the number of agents required to handle the load.

Agent Delivery

Features

When the Web Chat Queuing request is delivered to an agent:

- Agent Desktop is popped to the front of all open applications, if it has been configured to do so.
- Agent Desktop will display the details of the chat request, such as the sender's name and how long this person has been waiting.
- Agents can see the name of the sender, allowing them to personalize their greeting and improving customer service.

- Contact center managers can view Web Chat Queuing activity, see how it is affecting the load on the contact center and make immediate decisions regarding the handling of these communications.

Benefits

- Automatic delivery of Web Chat Queuing requests and the use of screen pops saves the agent time.

Example

- 1 The Web Chat Queuing Request is offered to the agent. The agent clicks 'Answer' to accept the chat request

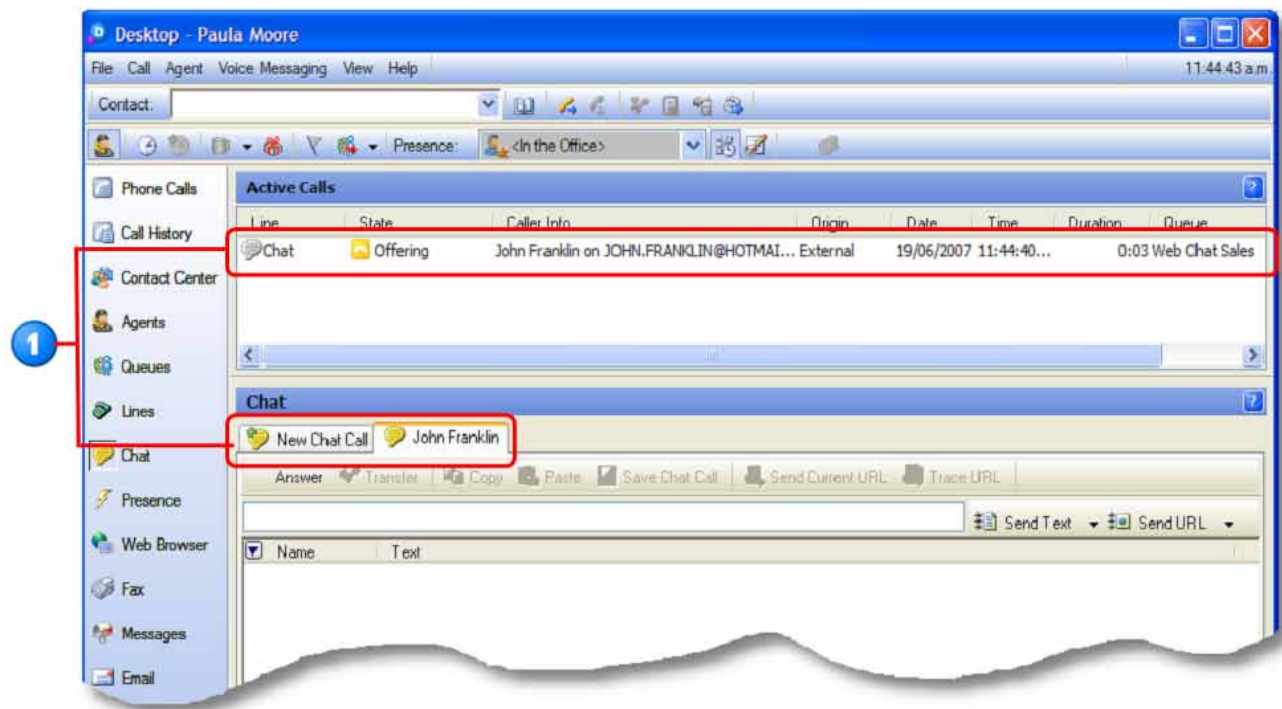


Figure 7. New Web Chat Queuing Call in Agent Desktop

Each message entered will display in the chat console for the web user to view. Each message written by the agent is notated against the agent's name. Each message written by the web user is notated against the caller's name.

- 1 The agent types a greeting in the text field and presses 'Enter' or 'Send Text' to send the message
- 2 In this example, the agent is Paula Moore and the caller is John Franklin

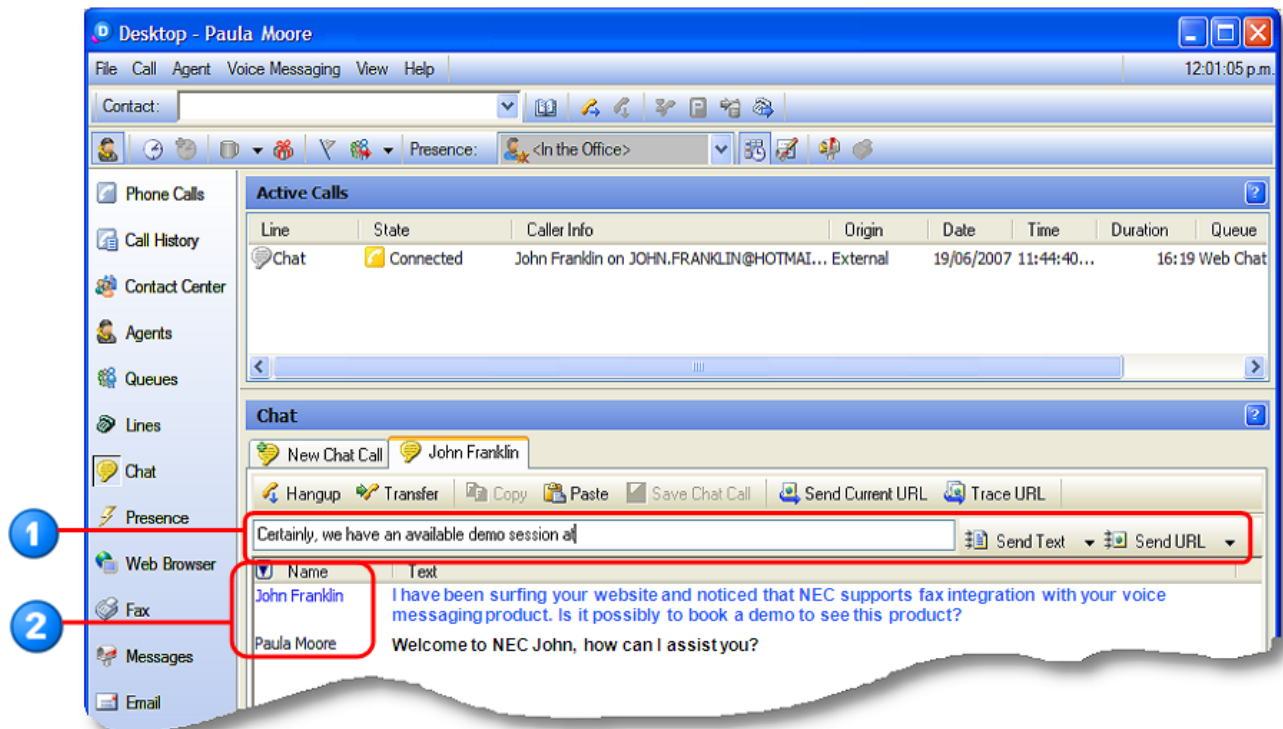


Figure 8. Chat Call Conversation in Agent Desktop

Additional Web Chat Queuing Functions

Features

The following additional features and functions are available when using Web Chat Queuing:

- Transfers can be made to another agent by clicking the Transfer button, which produces a list of available agents. The transferring agent can also cancel the transfer if they choose.
- The agent can click on the Hang-up button to end the Web Chat Queuing session.
- Text can be copied and pasted into a chat message prior to sending the message. URLs can also be copied and pasted into a message.
- The text transcript from a Chat call can be saved.
- Agents can type a URL address into the text field and push the URL to the caller.
- Agents can find a website within the Agent Desktop browser and push it to the caller automatically.
- Agents can allow callers to trace their URL activity, such that the caller is pushed to each location the agent visits within a site.
- Because Web Chat Queuing is an integrated UCB module, it shares most of the same call delivery and agent setup parameters used in the rest of the system.

Benefits

The benefits of these features are:

- Transfer feature allows agents to use other expertise in the contact center to successfully resolve the call.
- Copy and paste features allow agents to quickly present information to callers.
- The URL 'push' and 'trace' functionality allows agents to exceed customer expectations by automatically presenting appropriate web pages to the caller to assist with their query. Callers are able to view the path required to access information within a website and can return to it at a later date.
- Immediate, simple administration allows managers to provide a consistent level of service across media types.

Reports

Features

Reports for Web Chat Queuing are accessed from the UCB Reports package. The following reports are available for use with Web Chat Queuing:

- Queue Performance
- Queue Traffic Analysis
- Queue Service Level
- Agent Performance
- Agent Activity
- Agent Availability
- Agent Summary
- Agent Multimedia
- X-Seconds
- Call Type Analysis
- Queue Historical
- Queue Historical Average
- Agent Historical
- Agent Historical Average
- Agent Setup
- Queue Setup

Benefits

Contact center managers can report on multiple media types. This provides more accurate reporting as service levels will vary according to media type; for example, chat wait times may be shorter than email wait times. Reporting provides valuable statistics to assist in the planning of schedules and delivery patterns.

Example

- 1 The email address of the web caller
- 2 The duration of each Web Chat Queuing contact, including the average chat duration
- 3 How long the Web Chat Queuing caller waited before being answered by an available agent, including average wait time

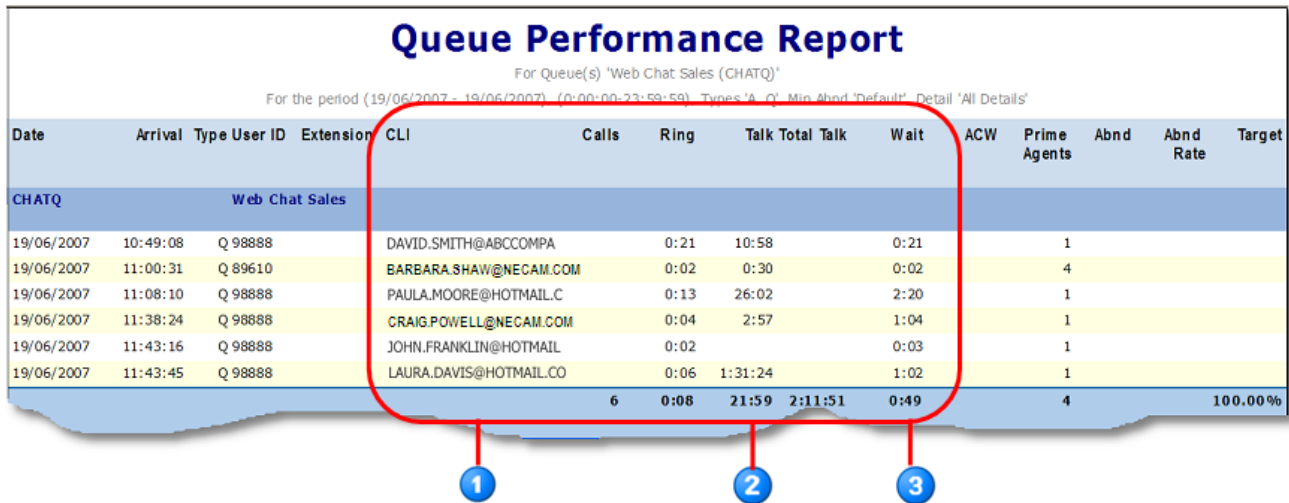


Figure 9. Chat Report

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