

# People make the best business

Solidus eCare™ Contact Center



# Solidus eCare™

## For the people who get, keep and grow customers

Contact centers are about bringing people together: a customer with a need for information or assistance, contacts an organization and is immediately looked after by a person who will do his/her utmost to ensure that the customer has his/her needs met every step of the way.

No matter what processes and programs have been developed in an organization, it is ultimately its people who attain maximum results from each and every contact. And who build good business based on sound customer relations.

Solidus eCare™ contact center is dedicated to these people.

Solidus eCare™ contact center effectively taps into technology to bring out the best in people, enabling them to achieve outstanding results as easily as possible. Organizations are provided with superior skills-based routing that considers the particular skills of each individual agent and empowers organizations with the capacity to tap into individual strengths and competence.

Most importantly, Solidus eCare™ is the only contact center solution that enables agents to be mobile and still have access to all the corporate facilities and support they require. This

means that organizations can now provide more flexible, dynamic working methods for agents. This in turn enables agents to provide customers with more creative solutions to their needs. And, on top of all this, agents can now be located precisely where they can be most effective.

### **Built to break all barriers**

Fact is, customers are people who demand the absolute freedom of mobility – to be where they want to be, precisely when and how they want to be there. Hence, a contact center has to be able to rise above all possible boundaries and provide dynamic communication for customers wherever they are in the world, and with whatever device they happen to be using.

And the contact center needs to be able to do this 24 hours a day, 365 days a year.

This is where Solidus eCare™ comes through as the leading contact center solution: Solidus eCare™ is a truly IP-enabled, multimedia contact center that is capable of offering organizations outstanding services like call blending with e-mail and Web-based chat, intelligent skills-based routing of all media types, collaborative browsing with Web customers, Web-based self-service, real-time text chat with customers and

automated responses to frequently asked questions.

The true test of brilliance is in the ability of a solution to withstand the effects of growth, as well as changes in lifestyle and technology. In this aspect, Solidus eCare™ proves to be an exceptional contact center built to, not only enhance, but strengthen business. Today it has evolved to be a true multimedia contact center that seamlessly combines self-service and business applications with strategic customer knowledge. This delivers a distinctive customer experience that provides organizations with an enduring and unbeatable competitive edge.

### **A multi-faceted contact center solution**

Organizations have to adapt to rapid change and constant turmoil. To succeed they need structures and processes that are flexible and responsive to change. Solidus eCare™ has the technology to be multi-faceted and thereby enable organizations to continuously leverage on existing investments and keep redefining customer service. It does this by building on a rich blend of applications that can be uniquely combined to build a contact center most suitable for a particular business strategy at a particular point in time.





## Solidus eCare™ as a Virtual Contact Center

### **Banking without barriers: a possible scenario**

The bank has recently experienced rapid acquisition-driven growth. Now, more than ever, it is crucial that they expand geographically in order to remain competitive. The bank's cus-

tomers demand personal contact regardless of their geographical location, time zone and nature of inquiry.

The one contact center solution deemed capable of meeting all of the bank's stiff criteria is Solidus eCare™.

This is the multimedia contact center platform capable of providing a highly functional and cost-effective Virtual Contact Center.

### **CUSTOMER BENEFITS**

- Customers feel a special bond with the bank that is there for them at all times, wherever they are in the world. They can have the help they require, whether it is technological, personal or even expert.
- Customers have the assurance of being served by the 'right' agent who is familiar to them and understands their special needs and requirements. This agent knows their 'history' and is able to provide the solutions that are perfect to their needs. Now, with the virtual contact center, customers can have the added assurance of being routed to the 'right' agent independent of time zone and location.
- Customers have the freedom of employing the media of choice to conduct their banking – be it telephone, e-mail or Web-based.

### **AGENT BENEFITS**

- Load sharing' allows the bank's contact center agents to be more productive without having to

experience unnecessary stress. Experts can always be called upon from anywhere in the world to step in and provide support to complex issues.

- Contact centers can operate on a 'follow-the-sun' principle which allows agents to be free from overtime.
- Agents feel they are working for a bank that's global and yet local in its ability to provide support. This feeling of 'togetherness' makes for an enthusiastic workforce dedicated to achieving results.

### **CORPORATE BENEFITS**

- The bank is working on building specialized competence at each contact center. Managers will train agents and enhance personal skills, thereby achieving a standard of service that is truly competitive. The agents find this good reason to remain which has enabled the bank to save on hiring and training costs.
- All Web and e-mail inquiries are responded to

fully by experts and/or customer advisers within a few short hours. This has enabled the bank to boost its image of being a 'consumer bank that is really close to its consumers'.

- Centralized management tools, better agent retention and the fact that Solidus eCare™ is a highly scalable solution have all enabled the bank to reduce their operational costs and maximize on profitability.
- By implementing Automatic Speech Recognition (ASR) / Text-to-Speech (TTS), the bank has experienced tremendous improvements in the utilization of IVR. The bank has also benefited from factors such as higher usage, shorter call lengths, natural conversation interaction and increased customer satisfaction.
- The bank has established an international presence by being well represented and able to provide the highest levels of professional service regardless of geographic locations.
- Solidus eCare™ provides the bank with a clear roadmap for future growth.



## Solidus eCare™ as a Mobile Contact Center

### **Mobility wins the game: a possible scenario**

The betting industry is highly sophisticated and clients demand nothing short of keen insight and informed analysis from their booking agencies. The dilemma faced by many betting agencies is that the agents with real, first-hand knowledge are also the ones who are actually in the field.

There is only one solution for the agency: Solidus eCare™ with full multimedia channel facilities together with MD110 Convergence Communication System and Mobile Extension. This solution provides complete support to agents in the various contact center offices while at the same time managing to cost-effectively integrate the mobile agents into the corporate network. Solidus

eCare™ 4.0 with its outstanding networking possibilities enables the agency to establish a highly productive and stable Mobile Contact Center.

### **CLIENT BENEFITS**

- Clients are provided with advice that is in real time and professional. At the same time, they are able to partake in a highly personalized betting process that is more enjoyable and trustworthy.
- Clients now have access to real time information and can therefore make decisions based on precise knowledge and analysis of the facts at hand
- Clients do not have to feel 'alone' in their decision making process. Now they have access to a real partner who is capable of intelligently discussing a potential bet.

### **AGENT BENEFITS**

- Agents are able to provide sound advice based on first-hand knowledge derived while they are actually in the field.

- Agents find work a lot less stressful because they can enjoy a level of freedom and mobility as never before. Agents can even take on extra shifts from home, which means that the agency's clients can be served around the clock.

### **CORPORATE BENEFITS**

- The ability to provide mobile agents makes the betting process seem easier with 'live' advice that encourages new betters to try their hand. Moreover, since the mobile agents are always available, clients find betting in general to be much more available to them, which enables the agency to grow its business.
- Thanks to Mobile Extension the agency finds that productivity has increased tremendously, especially when mobile agents use efficiency services like automatic callback, attendant and

assistant services, call transfer and conferencing. Agents are free from routine administrative work and can now fully concentrate on sales and service functions.

- The agency is able to reduce the costs of their cellular phone bills (since calls are routed via the corporate PBX) and support a large mobile workforce. Moreover, as the Mobile Extension is fully integrated into the agency's communication and IT infrastructure, field agents are able to use their cellular phones whenever they are in the office.
- The agency can staff up with agents for a particular race or betting event. All these field agents really need are their cellular phones so that calls will be routed to them. These agents do not have to be located at a contact center all the time, which means that they agency could save a lot on fixed costs, equipment and resources.



## Solidus eCare™ as a Remote Contact Center

### **Sky-high profitability: a possible scenario**

The travel agency was not utilizing resources as effectively as possible. It was essential that the contact center solution was capable of extending complete support for remote agents working beyond the boundaries of the contact center.

There was clearly only one contact center solution capable of meeting all of the travel agency's demands: Solidus eCare™. To achieve desired results, the travel company was also equipped with MD110 Convergence Communication System and MD110 IP extensions. Ericsson Remote Extension enables agents are able to use any type of tele-

phone – mobile or that which is connected to a remote or foreign PBX or even a public network. All in all, the travel agency was empowered to be a well-structured, ingeniously integrated Remote Contact Center with Solidus eCare™.

### **CUSTOMER BENEFITS**

- Customers are provided with the right resources delivered at the right time regardless of when or how they contact the agency. This means that no matter how sophisticated or simple the request, the customer is always convinced that he/she has been given special care and attention.
- Remote agents working as part of the contact center enables the travel agency to extend their service hours by staffing across time zones. The agency is also able to meet the demand for agents at peak business times and during holiday seasons. As such customers are provided with quality service every hour of every day.

### **AGENT BENEFITS**

- Remote agents now feel that they truly belong to the organization as they have access to all the same features. They are even able to enjoy a single number access point to colleagues in other offices and remote areas.
- The solution is easy to understand and agents are able to quickly master the use of all the features and functions. The agents are able to fully utilize the system because of its highly logical disciplines and built-in efficiency.

### **CORPORATE BENEFITS**

- Managers have easy-to-use interfaces and real-time reporting capabilities to monitor performance and adjust skill sets and staffing levels according to changing needs. Solidus eCare™ provides management tools that accurately track

the level of support provided, making it easier to plan staffing levels during peak periods.

- Solidus eCare™ provides global supervision of all staffing resources, complete with visibility over the activities of agents and call waiting times.
- The utilization of the corporate WAN to connect the remote agents into the central office enables the agency to save tremendously on telephone and operating costs.
- The distribution of calls is conducted in a smooth and rational manner which enables contact center agents to be very productive.
- In providing full Internet support to customers, the agency is able to ensure that electronic queries are routed to the right agents. Agents are able to monitor the status of the reservations and coordinate all follow-up issues as efficiently as possible via e-mail.



## Solidus eCare™ as an Integrated Contact Center

### **Well integrated for success: a possible scenario**

The customer service offering of a particular consumer company consisted of three call centers working to provide customer support around the clock. However, the company was dissatis-

fied with the technological disparity among the call centers, which meant that the centers were not capable of fully supporting each other, especially in a crisis situation.

The solution capable of delivering results on all levels and from all aspects was found to be Solidus eCare™. This is the Integrated Contact Center complete with contact center, customer relations management, workforce management and recording solutions.

### **CUSTOMER BENEFITS**

- Customers enjoy faster, more accurate and more personalized service since agents have powerful CTI support as well as the company's information databases at their disposal.
- Customers are motivated to build a dynamic relationship with the company because they are always provided with new and exciting service channels.
- Since the company can plan ahead, customers can rely on a consistent level of high quality service regardless of the fact that it is a festive season, or that there is an unusual occurrence at hand.

### **AGENT BENEFITS**

- Agents have swift access to all the information they require, even before they answer the call. This makes the entire agent-customer interaction stress-free and enjoyable for the agent who are therefore very often capable of achieving higher levels of productivity.
- The introduction of complete CRM applications into the Solidus eCare™ contact center allows agents to execute all the basic controls and receive screen pops based on different types of data.

### **CORPORATE BENEFITS**

- The company finds that by recording certain conversations between agents and customers, they can develop highly effective training sessions with new agents and achieve professionalism and competence both quickly and effectively.
- Solidus eCare™ integrated with various CRM, WFM and Recording applications enables the

company to manage the entire system supporting the integrated contact center from a single platform at one particular site. Administration and management are greatly simplified, which automatically reduces support and operating costs.

- Solidus eCare™ with workforce management tools enables activity at the contact centers to be effectively tracked by collecting information such as peak call times, call duration and agent workload. This then enables the company to improve agent efficiency at all times and under all situations.
- The company finds that their revenue from cross- and up-selling has increased dramatically. Integrating Solidus eCare™ with CRM applications makes it possible for the agents to have a comprehensive view of the customer's current situation. This enables the agents to know exactly what to offer, thus turning a cross- or up-selling opportunity into a success case.

# Solidus eCare™

## One contact center for all people, all businesses, all times

### **Supporting a dynamic workforce**

Solidus eCare™ with Mobile Remote Extension provides both wireless access and the services necessary to enable agents to become truly mobile. All traffic to and from the mobile user passes through the MD110 Communication System and while doing so, the System links services to the calls.

### **Enabling working anytime, anywhere, anyhow**

Solidus eCare™ together with Ericsson IP extension based terminals such as IP phones, Dialog 4425 IP Vision and Dialog 4422 IP Office as well as the Ericsson Desktop Manager IP soft-phone work through the agents' PCs. In this way the agents are able to work from any PC as long as they can connect to the corporate network. These IP extension based terminals connect directly to the LAN and do not need to route calls through a PBX.

### **A wide network of competence**

Solidus eCare™ is unbeatable in its capacity to provide skills-based routing across various sites to support all customer needs. Regardless of media, customers are able to be routed according to agent skills, language preference, customer segmentation, etc. Moreover, the same routing strategies apply no matter whether the communication between customer and agent is a telephone call, e-mail or Web-based.

### **Increased revenue-building opportunities**

Solidus eCare™ enables organizations to increase their revenue flow through effective cross- and up-selling. Integrating Solidus eCare™ with CRM applications makes it possible for agents to have a comprehensive view of the customer's current situation. This enables the agents to know exactly what to offer, thus turning a cross- or up-selling opportunity into a success case.

### **Planning for optimum efficiency**

Solidus eCare™ in conjunction with workforce management tools enable organizations to plan and forecast workloads to accurately staff contact centers to cater for varying customer service loads. Managers can analyze historical demand across different contact channels such as the telephone, fax, e-mail and Web chat. In this way, organizations can undertake resource planning for peak activity periods like festive seasons and promotions.

### **Ensuring speedy response to change**

Solidus eCare™, in combination with a workforce management application, equips the managers with a precise overview of the contact centers' activities. This enables them to respond to minute-by-minute changes even as they occur. They can also compare workflow plans with what is actually

happening at the contact center and by doing so, check the accuracy of their plans and re-schedule as required.

### **Enabling a centralized management**

Solidus eCare™ is designed to provide simple management through the smooth and seamless integration of all the contact centers as one networked entity. Phone systems, software applications, computer systems, contact center processes and Interactive Voice Response (Script Manager) units are all completely harmonized to work as one.

### **Protecting previous investments**

The fact that Solidus eCare™ is software-based and also comprised of a range of self-service applications means that it will simply and smoothly integrate with existing computing and telephony infrastructure, thereby enabling organizations to protect their previous investments.

### **A clear roadmap for growth**

Solidus eCare™ is able to provide organizations with a clear roadmap for future growth. It has the capacity to keep building new technologies and solutions that will enable organizations to keep ahead of competitors and reinforce their market position.



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Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

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