

OpenScape Contact Center

Customer Value Presentation

Agenda

- **An Introduction to Siemens**
- **The Contact Center Business Environment**
- **The Solution**
- **The Value**
- **Rave Reviews**
- **Recognition and Success**
- **Customer References and Case Studies**
- **In Summary**



Siemens Enterprise Communications (SEN) – Leading communications solutions company

SIEMENS

Comprehensive Portfolio:

- ICT consulting, system integration support, services
- Software, secure network components, end-user devices



2010, OpenScope UC

Corporate Performance:

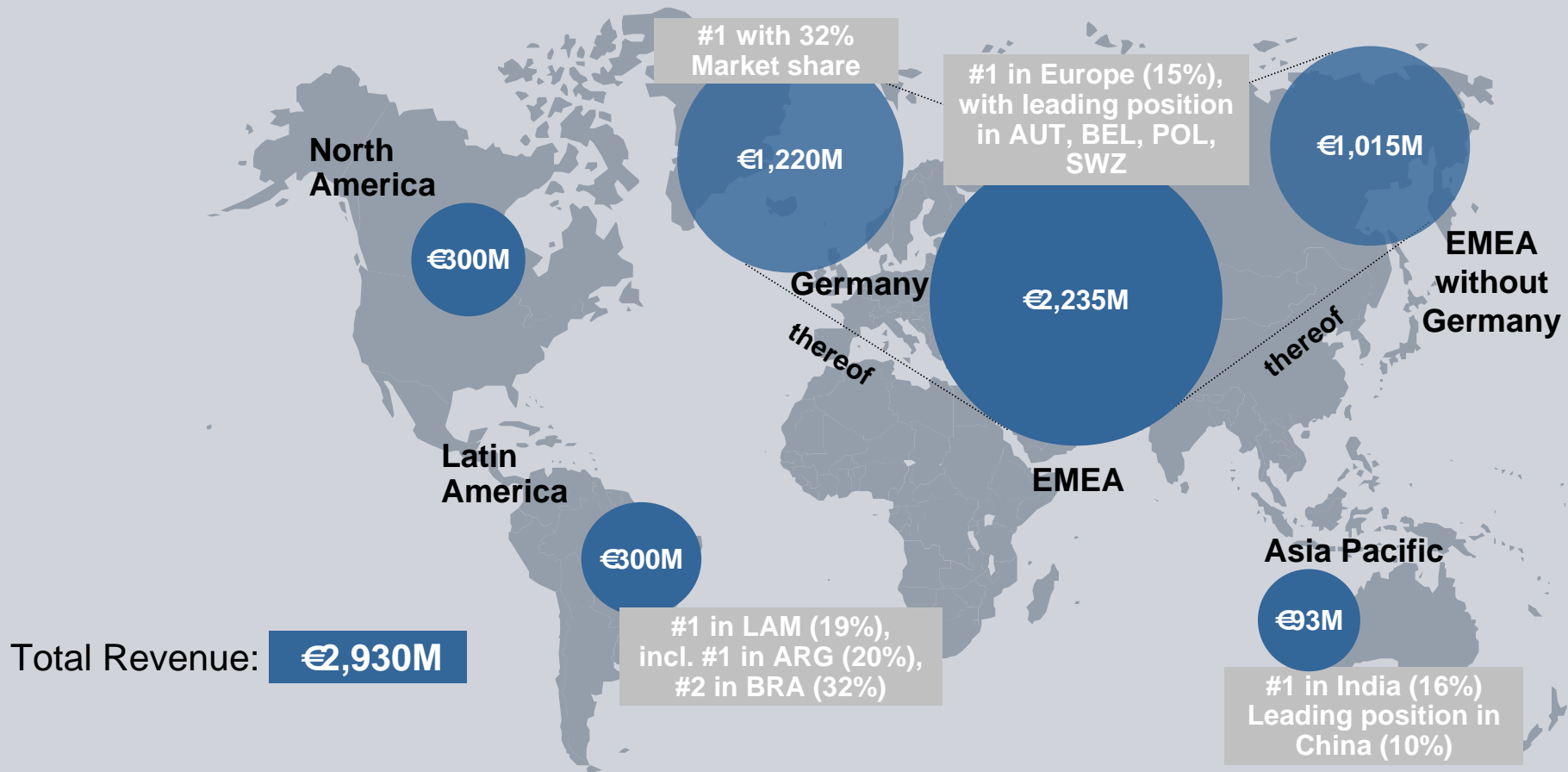
- 160 years of experience in communications
- Groundbreaking Unified Communications technology
- 14,000 employees in 80 countries, at 280 branches (145 in Germany)
- > 1 million direct and indirect customers in 120 countries
- > 3,000 sales partners
- 70% of all Global 500 companies use our solutions and services
- 2.5 million connections and workpoints within Managed Service contracts
- 42 million connections and workpoints overall



1846, Werner von Siemens

SEN is a worldwide market leader

SEN regional footprint, sales (FY 2008) and market share (2008)



Sustainable value through an Open Communications approach

SIEMENS

LifeWorks

**Know the future of
communications**

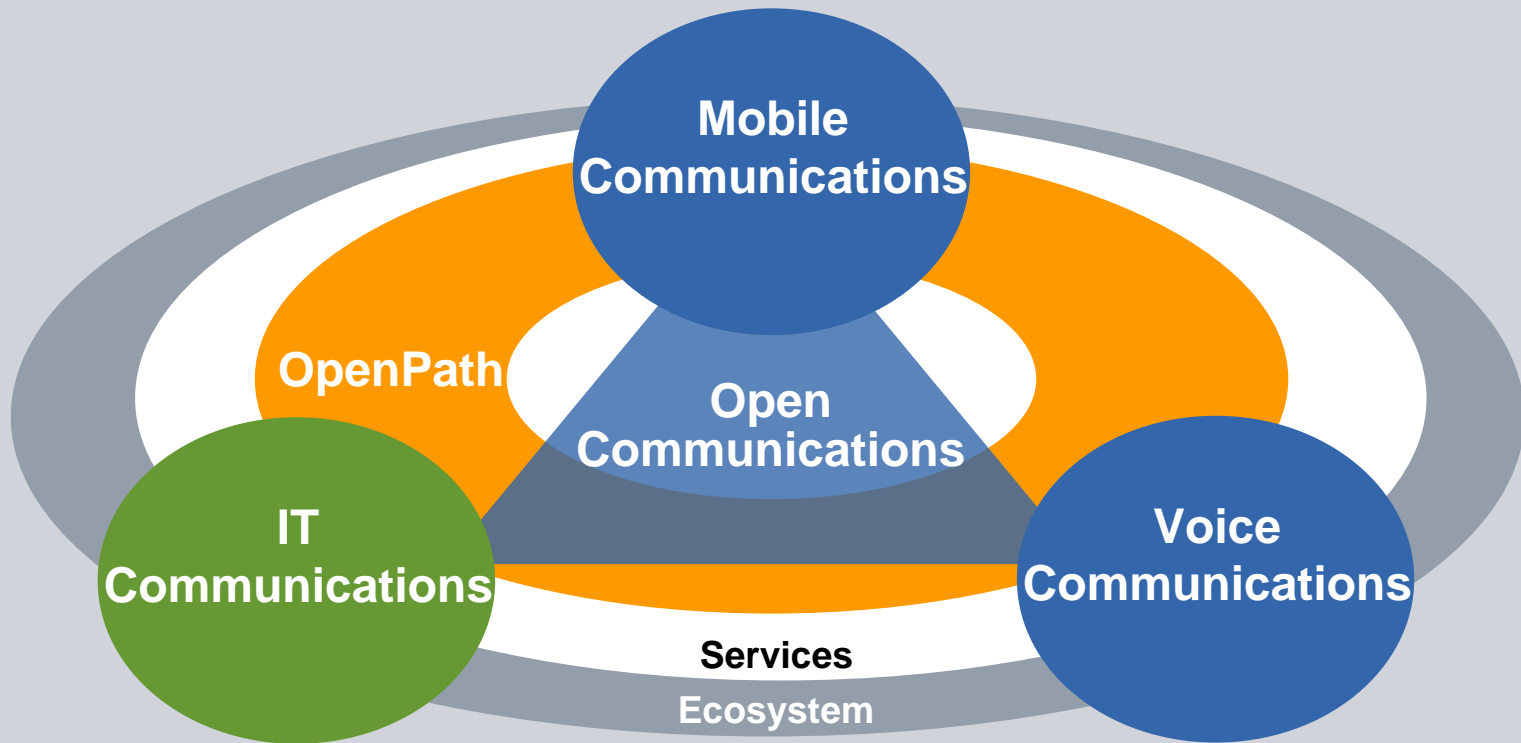
**Open
Communications**

**Communication for
the open minded**

OpenPath

**Our elegant and
logical path to
Open
Communications**

Open Communications



The Seven Principles of Open Communications

- 1** Unified Communications
- 2** IT-based Communications
- 3** Fixed Mobile Convenience
- 4** Business Process Integration
- 5** Rich User Experience
- 6** Business Continuity & Integrity
- 7** Open Service Delivery

The Contact Center Business Environment



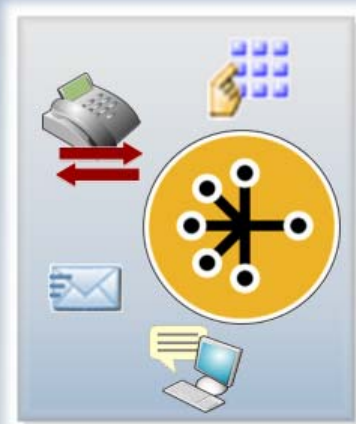
The Solution

OpenScape Contact Center can address your business challenges by:

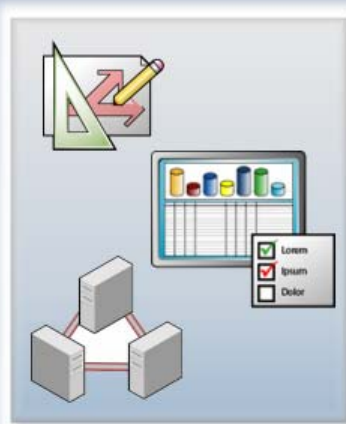
- Decreasing operating costs with first contact resolution
- Increasing customer satisfaction by allowing customers to choose when and how they want to contact you
- Increasing agent and team productivity with presence and collaboration
- Fitting easily within your current IT infrastructure

Genius

OpenScape Contact Center Portfolio



**Multimedia
Customer Access**



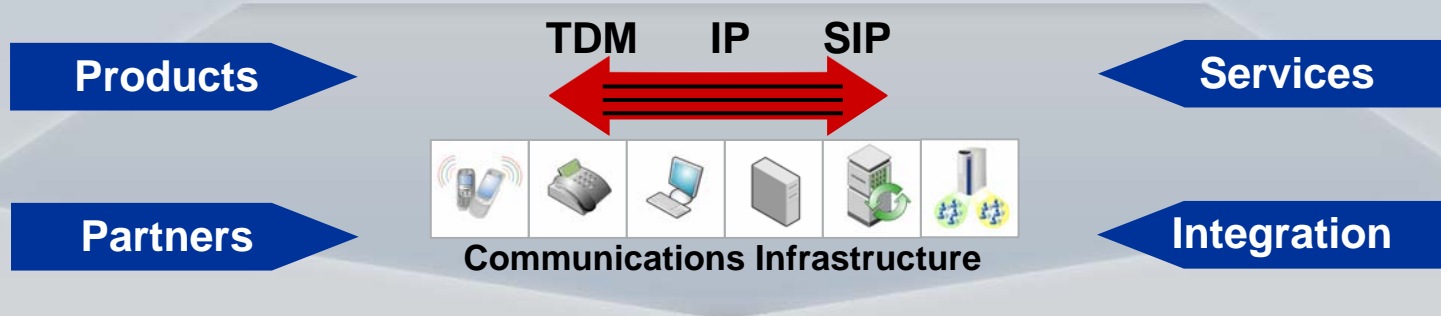
**Unified Routing
and Reporting**



**Agent Feedback and
Productivity Tools**



**Presence and
Collaboration**



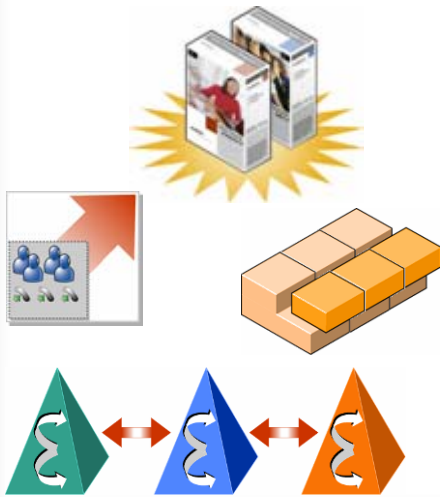
- *Enhance Customer Satisfaction*
- *Lower Operating Costs*
- *Increase Agent Productivity*
- *Improve Decision Making*

The OpenScape Contact Center Enterprise Difference

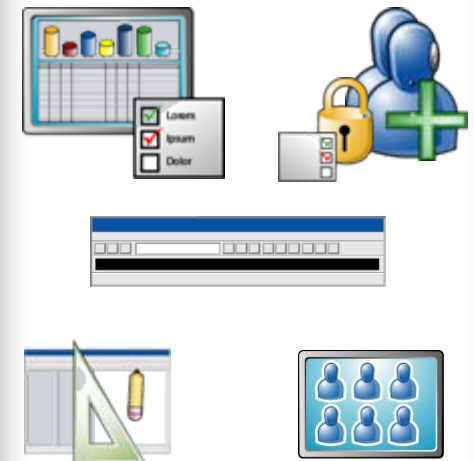
Maximize First-Contact Resolution



Deploy Easily with Reduced Complexity



Highly Usable, Visual End-User Interfaces



The Value

Leveraging technology to improve First Contact Resolution can:

- Reduce operational costs by up to 30%¹
- Alleviate up to 60% of customer dissatisfaction²
- Increase revenue potential by up to 89%³

OpenScape Contact Center users have specifically benefited:

- TASB reduced overall call volumes by 15% through first contact resolution
- DMC reduced abandoned call rates to less than 3%
- DMC increased revenue by 31% in their first month

Awesome!

1), 2), 3) Sources detailed in notes

The Value

Payback on an OpenScape Contact Center solution is typically...

8 – 12 months

...based on **cost savings** and **increased revenue**

Done!

Rave Reviews

Deploy Easily with Reduced Complexity

"Enterprises value contact center solutions that **support appropriate levels of functionality** and can be **quickly and cost-effectively extended** with pre-integrated, add-on or third-party applications.

Siemens is providing a **component-based, certified integration** that helps enterprises **meet today's customer requirements** and opportunities."

Joe Outlaw, principal analyst of contact center solutions with Current Analysis.



Maximize First-Contact Resolution

"We continue to see the adoption of presence and collaboration tools in enterprise applications, and for the contact center, purpose-based **presence capabilities** are **well aligned** with the operational goals of **first-contact resolution, productivity and customer satisfaction.**"

Drew Kraus, Gartner's Research Director for Contact Center Infrastructure



Highly Usable, Visual End-User Interfaces

"Within OpenScape Contact Center Enterprise's Manager desktop, the Design Center is the **most sophisticated and usable tool** we have found for allowing a business user to **easily build sophisticated voice and multimedia routing strategies** using visual drag and drop workflow tools."

Ed Mier, president of Miercom, an independent product-test center and primary reviewer for Business Communications Review magazine.



Recognition and Success



Miercom BCR Awards
 “Best Call-Flow Design,
 IP Contact Center”
 to Siemens OpenScape
 Contact Center

OpenScape Contact Center Solution
 Takes Second Place in Network
 Computing "IP Contact Center Round-up“



SAP Pinnacle Award





Case Study – City of Minneapolis

The business issue

- Legacy, disparate technology unable to handle call volume

The problem

- 15 contact centers with different technology platforms
- Simplify citizen access to government services through a single 311 number
- Abandon rates of 1,400 calls per day
- 60% of 911 calls were misdirected

The solution

- OpenScape Contact Center Enterprise
- HiPath 4000 Real-Time IP System
- OpenScape Expressions

The value

- Increased productivity doubled the number of calls handled per month
- Improved customer service through a single access point - 311
- Improved calls answered to 90% within 20 seconds
- Reduced maintenance and service costs
- Marked improvement in employee productivity and satisfaction

Case Study – Detroit Medical Center

The business issues

- Turning around a financial crisis
- Creating effective support services

The problems

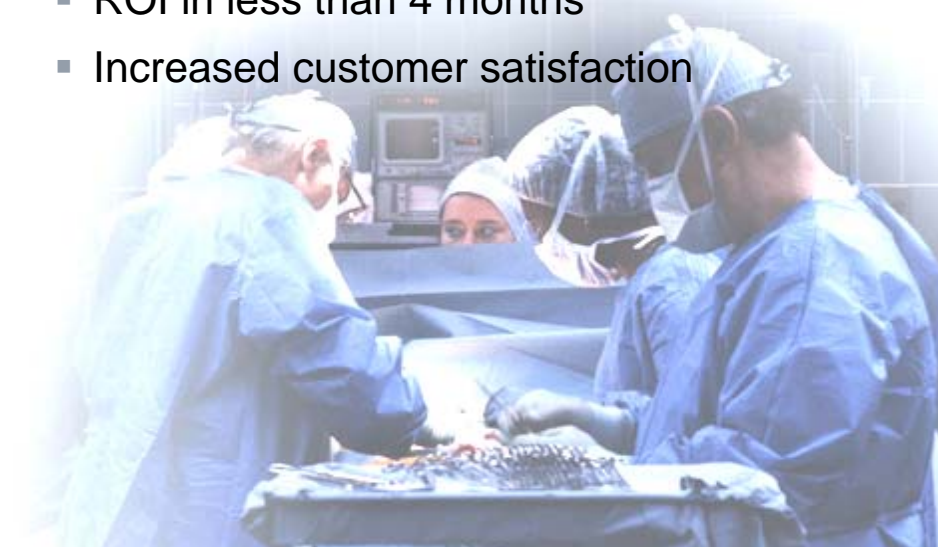
- Poor customer service
- Losing 50% of calls
- Under utilization of equipment

The solution

- OpenScape Contact Center solution

The value

- Increased call handling capabilities by 58%
- Reduction in call abandonment to less than 3%
- Increase in revenue by 31% in the first month
- ROI in less than 4 months
- Increased customer satisfaction



Case Study – EF Education Companies

The business issues

- End user and customer frustration
- High staffing costs to provide minimal service

The problems

- Very little flexibility in:
 - Call handling
 - Call reporting
- Difficult and costly to make changes
- Unfriendly UI
- No remote agent capabilities

The solution

- OpenScape Contact Center solution

The Value

- Reduced hold times from 10+ minutes to <20 seconds
- Reduced abandoned call rate from 10+% to 2%
- Reduced customer overflow handling from 75% to 12%
- Decreased e-mail turnaround time from 12 hours to less than 1 hour
- Increased productivity & satisfaction of staff



Case Study – Norisbank AG

The business issues

- Customer Service Improvement
- Productivity Enhancement

The problems

- Inadequate manual call routing functions
- Insufficient availability of call center
- Inefficient telephone service for customers and prospective customers

The Solution

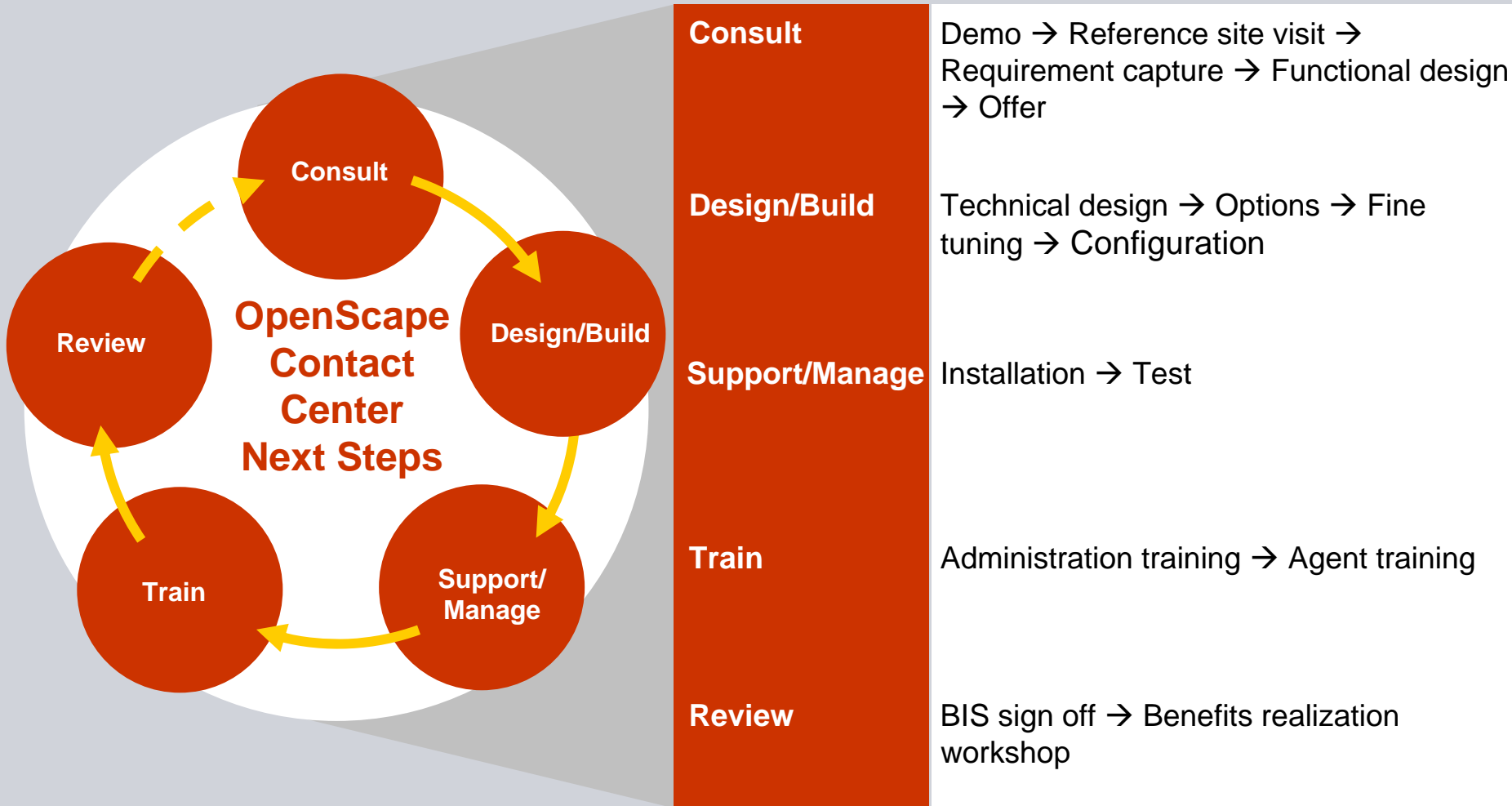
- HiPath 4000 with OpenScape Contact Center:
- Skill-based multimedia routing for incoming calls and e-mails
- Workstation for customer attendance activities integrated into the call center

- CreaLog voice portal for:
 - intelligent announcement management
 - voice-controlled preliminary qualification for skill-based routing
 - voicecontrolled attendance (auto attendant), mailbox
 - unified messaging, incl. fax traffic and telephone conference solution

The Value

- Improved, sustainable customer service
- Increased contact availability
- Increased productivity
- Cost reduction

Next steps: How you can achieve these results



In Summary



- Available globally in 70 countries and 6 languages
- Over 1,600 contact center systems shipped annually
- Patented multimedia skills-based routing
- Unique “Industry First” integrated presence and collaboration tools
- Comprehensive Contact Center portfolio and services
- Over a decade of global experience

Thank you!

You can  right now!