Communications Center

TouchPoint
Sales Solution Sheet

September 2016

Communications Center - TouchPoint is a seamless omni-channel contact center solution with streamlined processes for a superior customer journey and a 360° view of all communication channels enabling managers to drive contact center performance.

The Challenge

To maintain pace with modern technology while creating the best customer experience with the same high levels of service regardless of the communication channel for your ever growing business needs.

Single channel contact center’s customers can easily become frustrated with long hold times and not getting through to the right person to resolve their problem.

In multi-channel environments, customer frustration can still be an issue with disjointed and lengthy customer journeys due to standalone communication channels and non-uniform contact handling standards.

Understanding the customer’s pain points is a major issue for single and multi-channel contact center management.

Without holistic reporting and unified KPI’s it can involve a lot of guess work and be manually intensive to ensure you are getting the best out of the contact center.

With the contact center being the front door to your business it needs to represent you in the most professional and positive light possible. Seamless customer journeys across all communication channels and more efficient process for greater agent engagement are key to driving performance and growing revenue through customer satisfaction and loyalty.

Five things you need to know...

1. **Availability**: allowing customers to contact you by their preferred or most convenient channel creates a positive experience and grows customer loyalty.
2. **Escalation**: seamlessly move from chat to voice or collaborate with subject expert for greater first contact resolution.
3. **Optimize Performance**: view all contact channels from within a single interface for superior contact center resource management and reliable demand forecasting.
4. **Understand the Customer Journey**: The Related interactions tab gives agents a better understanding of the customer journey and how best to handle the interaction.
5. **Reduce Training Hurdles**: The gamification of the GUI and the intuitive functions make agent and administrator training easier compare to El Desktop.
The Solution

CC - TouchPoint integrates voice, email, SMS, web chat and fax channels into a single interface, designed with simplicity in mind to give 360-degree control, superior resource management and streamlined processes.

TouchPoint has a rich library of core applications for essential contact center requirements with optional applications modules for advanced contact center management and functions including powerful analytics, IVR and workforce management tools.

The gamification and intuitive design of the TouchPoint interface creates process efficiencies and reduces training hurdles for agents for improved call handling and greater first-contact-resolution.

TouchPoint empower agents by providing them with CRM database information at their fingertips and combines enhanced search options with rich presence information.

The TouchPoint agent and supervisor interface is simple and extensible. The use of tab groups presents information in a clean and intuitive format with tight integration of advance applications such as QMS, 3rd party databases, web pages and compliance resources. Combining these into a single interface reduces the need for application hopping and improves call handling.

Benefits of TouchPoint

- Call Bar allows for essential call handling functions while working in other apps.
- Centralize destination which simplifies the agent experience and training.
- Simplified administration for queue / agent KPI and target setting.
- Enhanced search function with partial look-ups by name, position or department for improved call handling and reduced voice mail.
- Extensible tabs for integration of CRM and other resources reduces app hopping.
- Fast, efficient call handling, transfer and conferencing through optimized UI.
- Fully integrated omni-channel communications capability and control for Voice, Email, Web Chat and SMS.
- Greater integration e.g. access QMS directly to replay recorded calls.
- IVR self-service options for more efficient call handling.
- Refined supervisor and monitoring views to help improve agent productivity and quality.

In an environment where the benefits of small incremental time savings can greatly improve overall performance, presenting the agent or attendant with intuitive and contextual action buttons reduces process times and ultimately enhances the customer journey.
TouchPoint for Agent

The Enghouse Interactive portfolio strives to improve the daily lives of people in the contact center through interaction management software. This section highlights some of the latest function enhancements of TouchPoint.

Call Bar

The Call Bar is a new low profile interface residing on the Windows Task Bar that allows agents to access all core functions of TouchPoint for call handling while, for example, working in a CRM to complete orders or refer to a resource.

The Call Bar has multiple functions with contextual hover menus that change according to the state of the call and create call handling efficiencies. Functions include:

- Add notes to the Scratch Pad
- Answer call
- Call wrap-up
- Hang-up on calls (click End)
- Hold calls
- Park
- Outbound call
- Transfer calls (click find)

Interaction Window

The Interaction Window allows agents to easily escalate or transfer a communication, view related interactions and view presence information via the active directory message, or conference in a subject expert for faster contact resolution.
Related Interactions Tab

The Related interactions tab allows agents to have a greater understanding the journey a customer has taken for improved call handling.

The tab shows previous omni-channel communications the registered customer had with the contact center and allows the agent to give superior service.

The Scratch Pad allows the Agent to make notes about an interaction that can be transferred for a more robust call handling.
Agent and Queue KPI’s

TouchPoint empowers agents by providing them with information at their fingertips and real-time visibility of their own performance scores against daily targets and KPI’s.

For greater engagement, agents can be given access to view their activity and daily goal progress in the Dashboard tab. This tab is a useful training tool for supervisors and helps identify agent strengths and weaknesses.
Agent State

TouchPoint has *My Presence* for the active directory, which clearly displays availability both visually and with specific agent state messages. Agent status updates automatically or can be manually changed, based on their schedule. The supervisor can also change an agent’s state according to contact center demand using simple drag and drop functionality.

Use the *Find* feature of the Call Bar to locate co-workers and people in the Directory. Transfer, call, or chat with them using Call Bar. You can search for a contact using a full or partial: name, phone number, company, department, job title, or Microsoft Skype for Business SIP Address.

TouchPoint also allows you to create favorite or frequent contacts lists.

**TouchPoint Extensible Menus (Agent)**

The extensibility of TouchPoint means tabs with other CC modules, bespoke applications or web based resources can easily be added giving agents access in a single interface to minimize application “hopping” for greater call handling efficiencies.

TouchPoint also has extensible window and menu areas for easy implementation of functions specific to your business needs such as; clickable URL’s, open sales order, edit customer details (in the CRM) buttons and more.
TouchPoint for Supervisor

TouchPoint's supervisor and monitoring views have been refined to help manage agent productivity, quality and training plus give real-time access to contact center metrics and KPI's.

- Agent Management Tabs
- Agent Status and Monitoring
- Change agent status or schedule
- Configure agent/team/queue KPI's

The intuitive interface makes the implementation of custom thresholds for queue and agent alerts extremely easy and the enhanced visual alerts allow the supervisor to maintain awareness over queue and agent states with minimal monitoring.
TouchPoint Extensible Menus (Supervisor)

The extensibility of the tab layout provides for integration of additional modules such as QMS or CRM giving supervisors access to key contact center metrics and resources within a single application. Queue or agent statistics are also displayed in a graphical format to easily identify issues and implement a course of action before they become a major problem.
TouchPoint Attendant Console

Our TouchPoint operator and call handling business solution is powerful and scalable attendant/operator software that delivers highly efficient and easy to manage call handling via powerful call queuing, presence and directory features.

TouchPoint Attendant is available as a separate licensed module and ideal for businesses who require the tools for professional front line call handling and communication management.

Attendant desktop view utilizes a functional work flow to intuitively display end to end call handling.

The animated sequences and color transitioning indicators (based on service level parameters) improve attendant queue awareness and increase handling efficiency.

In an environment where small incremental time savings can greatly improve overall performance, presenting the attendant with intuitive and contextual action buttons and smart search functions based on CLI reduces process and handling times that ultimately enhance the customer journey.

Advancements the search function allows attendants to conduct partial searches for the contact database by name, department, position or other description. Combined with the highly visual presence information it improves call handling and reduces voice mail dramatically.
TouchPoint Modules

Enghouse Interactive offers licensed module based contact center software solutions suitable for any scale of business. Evolve your contact center capabilities to meet and grow your business performance through superior customer service and interactions.

CC2016 R2 Updates

Web-Enabled (Fat Client) TouchPoint
- Improved Managed Service Offering via Edge server
- Support Home-Based / Roaming TouchPoint Agents
- Reduce cost & Improve Performance (no VPN requirement)
- Secure Single Sign-On

Quality driven communications
- New Omni-Channel Escalation Scenarios
- Set Agent & Team Goals / KPIs, Metrics & Alerts
- An Improved Agent Access, Search and Presence from Call Bar

Skype for Business
- Improved Direct-to-Conference Call Scenarios

Platform Support
- Skype for Business Compliance
- Windows 10 Support

Portfolio Integration
- New Communication Portal (CP) Support through/for IVR
- Direct Access to add on modules and applications such as QMS and web based resources.

Software Requirements (Windows Professional and Enterprise)
- Windows 7 / 8 / 8.1 / 10 (32-bit / 64-bit)
- .Net 4.5.2
- IE9 or higher

TouchPoint Hardware Requirements

CPU and Memory Requirements
- Windows 7 / 8 / 8.1 / 10: 1 GHz processor or greater with at least 1 GB RAM

Miscellaneous Requirements
- Screen resolution 1024 x 768 (minimum)
- Ethernet Connection to a local area network (LAN) to which CTI Application Server is also attached. Minimum recommended connection speed of 100Mbit/s or greater

About Enghouse Interactive

Enghouse Interactive’s integrated suite of solutions includes multi and omni-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.

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