



Empowered by innovation **NEC**



Unified Communications for Business

The UCB Experience

Office Employees

- By contacting the right person first time, every time, they can work far more efficiently and painlessly. Overflowing email inboxes and 'voice mail jail' become a thing of the past.

Home Workers

- Can enjoy seamless communications with full system functionality with the rest of the office.

Receptionists

- By viewing the company's activity at a glance, calls can be put through to the right person far more quickly and easily. They know who's on a call, who's available and who's in a meeting, resulting in vastly improved customer service.

Managers

- Benefit from the 'bird's eye view' of the whole company, whether they're in the office or not. They feel more positive when they can "see" who's doing what.

Mobile Sales Team

- Can work as if they're in the office, with access to system features while on the road. This makes it much easier for them and their customers to stay in touch.

Call Centre Supervisors

- UCB enables real-time monitoring of call queues and the performance of agents. Comprehensive reports provide analysis to help maximise company efficiency.

Call Centre Agents

- Benefit from extensive customer details on their screen before a call is taken. Preparing and dealing with customer calls becomes far easier.

Think smarter

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19 Overview

UCB's Unified Communications solution has something for every member of your company.

At NEC we understand the important role your communications solution plays in building effective relationships with your customers; being able to connect easily with them can make or break your business.

That's why when we developed our software solutions we made things easy to use, both for you and your customers.

How does UCB help a business?

- **Makes more money**
- **Improves efficiency**
- **Cuts costs**
- **Stops wasting time getting hold of colleagues**
- **Makes sure VIP callers always get through**
- **Enables customers to always connect quickly**
- **Resolves customer enquiries immediately**
- **Invests in the future**
- **Lifts your business performance**
- **Provides essential managerial info**
- **Builds a media highway**



UC for Business is part of NEC's SV8100 system platform, making a powerful unified communications tool for business



Knowledge Worker

The everyday application for greater reachability, efficiency and smarter business

- **Ideal for: Company experts, specialists, department heads and executives**

Knowledge Worker improves the productivity for all employees by consolidating the management of phone calls & faxes with voicemail, staff presence and internal chat - all from the PC.

Key features & benefits:

- **Screen-pops** - Caller information displayed enables calls to be answered more professionally and efficiently.
- **Rich Presence** - Status of entire staff whereabouts. Reach the colleague you're after more quickly, save time and increase productivity, avoiding endless voicemails.
- **Presence Profiles** - Individual voicemail greetings each time you leave the office, along with your date/time of return, is automatic with UCB. These can also be automatically to your email Calendar appointments and announced to the caller with your estimated time of return.
- **Desk-to-desk chat** - Establish instant messaging with your colleagues, especially useful when you need quick answers to queries. Archiving of chat content also helps prevent misuse by staff.
- **Control of phone and fax** - Manage all your communications from your PC without having to leave your desk.

- **Customised voicemail responses**

- For specific recognized callers.
Enhances your customer service considerably.

Knowledge Worker is available in a choice of two applications:

- **Executive Insight** - Ideal for Microsoft Outlook users, this powerful application provides management of phone calls, voice and fax messages alongside emails within the familiar Outlook application itself.
- **Executive Desktop** - Provides the same functionality as Executive Insight, but as a stand alone application.

“Finding the company expert has never been easier”



“The ultimate in business productivity tools”

Rich Presence - Make contact the first time and every time you call

Rich Presence is at the heart of UCB’s Knowledge Worker and Console Operator applications. At a glance, it gives you the availability and whereabouts of your organisation in real-time.

If the person you’re after is in a meeting, or on the phone, you can request notification when they return to their desk, or when they finish a call. You can make yourself accessible to others in the same way.

Presence gives you a bird’s eye view of the organisation by providing real-time information on the whereabouts and availability of staff regardless of their location.

Your ability to quickly find the company “expert” you require to close a sales call or resolve a customer service inquiry can be the difference between making or breaking a sale.



Move your mouse over any Presence button to view detailed information including Instant Messaging, calendar appointments and return time.

Presence Reporting

Design the reports that suit your business

UCB can produce incisive communication activity reports focussing on specific individual company requirements. This saves managers the time and effort often wasted exporting data and massaging endless statistics for daily and weekly reports. Once the parameters have been set reports are produced automatically.

- Ideal for measuring staff productivity, troubleshooting missed calls, KPIs, etc
- Fully customisable for specific business needs
- Over 150 standard reports available
- Third party software easily integrated

Presence Status Indicators

At a single glance, you can view the current activities of your company

- Alex is out of the office
- Kim's phone is forwarded to her mailbox
- Kate has an urgent voice message
- Jason is in the office and at his desk
- Steve is off sick
- Jo is in the office, but away from her desk
- Hazel's phone is currently idle
- John has no messages
- Steve is in a Meeting
- David has at least one message in his mailbox
- Sue is on a break
- Jane is on an inbound non-queue call
- Andrew is on an outbound non-queue call
- Anne is on holiday
- Graham is on a course

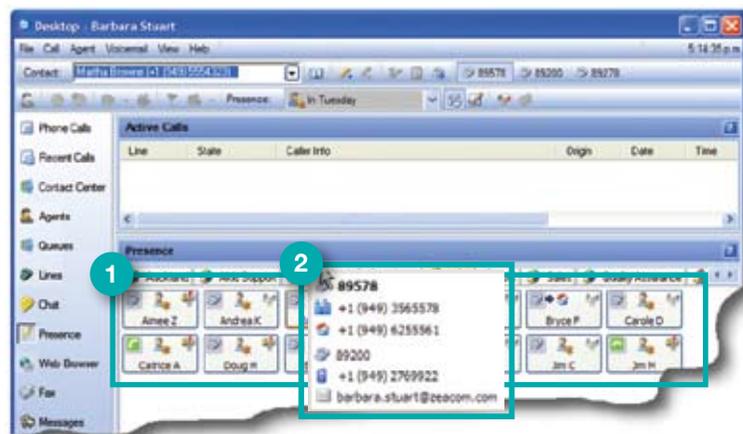
“Screen-pops with incoming calls help you prepare as you do on a mobile phone”

Rich Presence cont.

Key Functionality

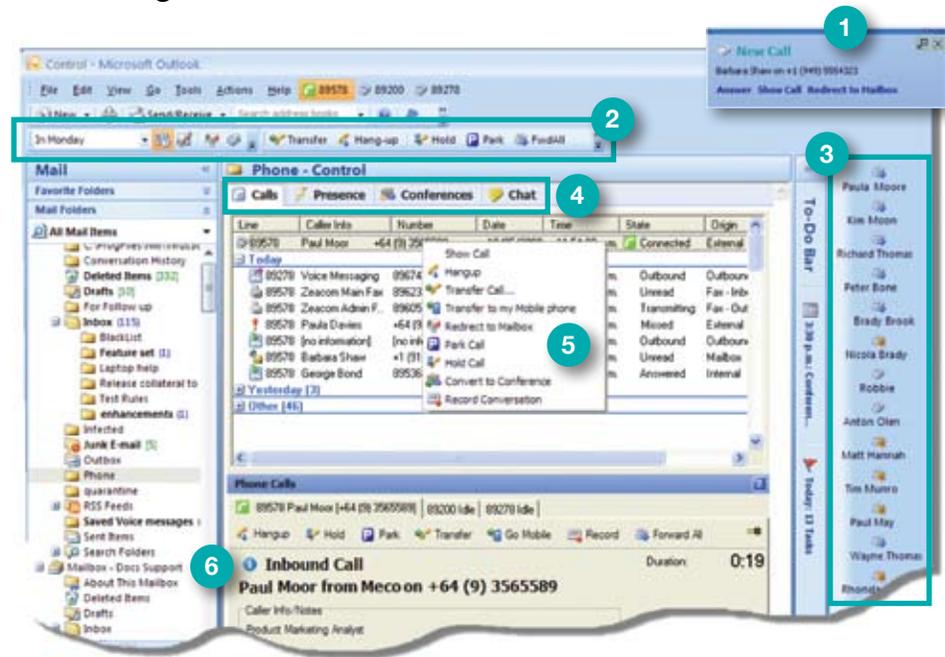
- View the status of all other users within the organisation.
- Enable Presence so that when you are in the office, your availability is recognized and displayed (“At my Desk”, “Away from my Desk”) for all users across the network.
- You are seen to be available if you use your mouse, keyboard or telephone. After 3 minutes (or a configurable period) of inactivity, you are considered to be away.

- You can request return notification for any Presence user. This activates a screen-pop to notify when the person you wish to speak to becomes available.
- Includes extra detail such as ‘Due back 2.30pm’, ‘Free until 10.30am’, ‘Lunch’, ‘Training’ etc. Provide further information with an additional note, such as ‘at the Norwich office’.
- You can choose to display the subject of your current appointment - ideal for keeping receptionists informed.
- Access to the company directory with Presence buttons for each contact enable one-touch speed-dialing.



- 1 View the Presence status of extensions in your organisation
- 2 One click calls the default number, or two clicks on the phone icon lets you choose a number from the list

Knowledge Worker in Microsoft® Outlook



- 1 ‘New Call’ screen-pop enables each call to be answered, displayed or diverted to voicemail
- 2 Telephony & toolbars are inserted into Outlook for point & click control
- 3 Speed dials including Presence information are always displayed in any Outlook function, i.e. Calendar, Mail, Tasks, etc
- 4 Tabs for UCB functions: Calls, Presence, Conferences & Chat
- 5 Manage calls from within Outlook including Transfer, Park, Record, etc
- 6 Screen-pop on incoming call with important caller details

Unified Messaging (UM) - Access emails, voicemails and faxes from a single application

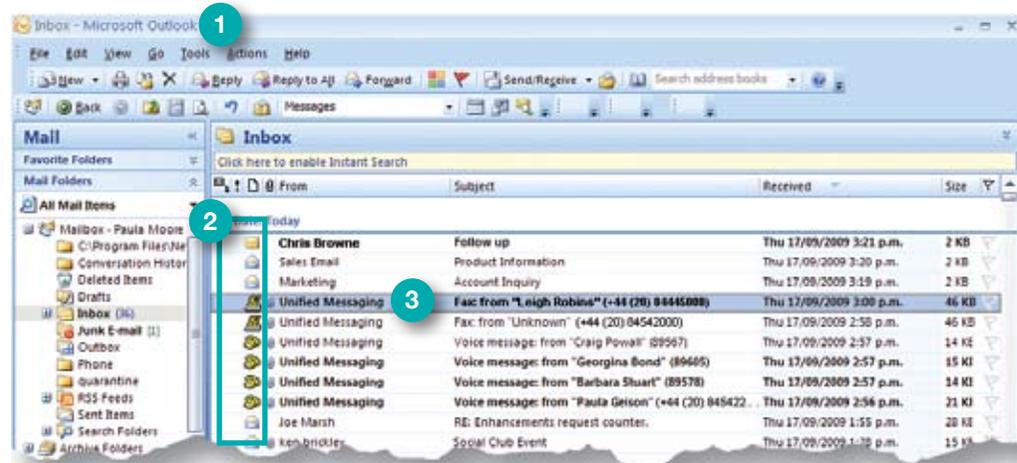
Unified Messaging solution lets you access your voice and fax messages from within your email application, and automatically synchronises your Presence with your Microsoft® Outlook or Lotus Notes Calendar.

Heavy users of email, voice and fax messaging will experience a significant increase in their productivity by eliminating the time spent accessing multiple messaging applications. UM is also ideal for employees that are often away from the office, giving a single point of access for all their messages.

Key Features and Benefits

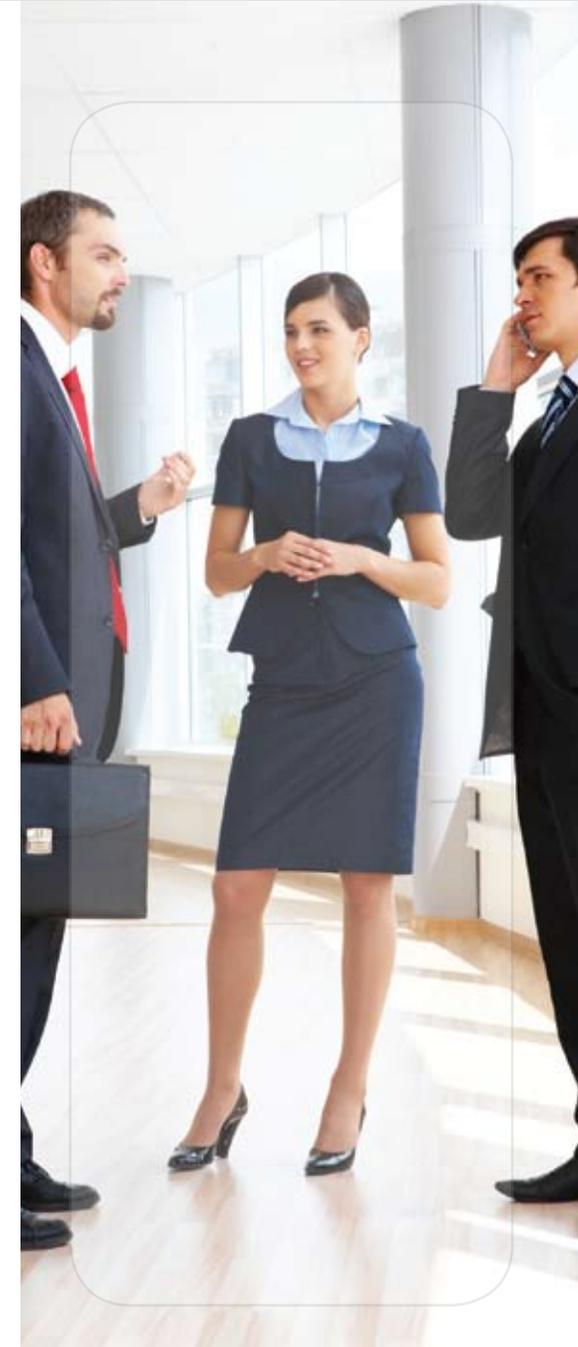
- **Email Calendar integration** - Linking with Microsoft® Outlook or Lotus Notes, UM automatically updates your status and estimated time of return.
- **Prioritise your messages** - Access and respond to your voice and fax messages in any order from your email application.
- **Ease of use** - The user interface makes it easier to manage, keep track of and distribute voice and fax correspondence.

- **Forward and distribute messages** - Using standard email commands, you can forward and distribute voice and fax messages to your colleagues.
- **Manage your messages** - Treat voice and fax messages the same way you would email messages by deleting, saving or archiving them into folders for record keeping.



- 1 Voice and fax messages are managed within Outlook*
- 2 Icons show whether the communication type is a voice message or fax
- 3 CLI and caller information are shown (when available)

*Or another email application



Unified Messaging Cont.

Voice Messaging

Successful voicemail messages are a crucial part of customer service such as greeting of the day.

UCB's Voice Messaging creates automatic mailbox greetings 24/7 for all users, so callers are accurately informed about both current and prospective availability (e.g.. "George Bond is out of the office, and will return at 8:30am").

- **Presence Profiles** - Pre-record up to 10 different greetings to handle standard scenarios such as 'out of office', 'in a meeting', 'in the office', etc
- **Voicemail access** - Play, rewind, save, delete or forward the voice messages as required, and have them automatically prioritised for you.

“Putting an end to voicemail jail”

Gateway for Microsoft® Office Communications Server (OCS)* - Future-proofing your investment

UCB provides integration with Microsoft® Office Communications Server (OCS), protecting your current investment of the SV8100. The SV8100 can be combined with UCB and OCS for a highly powered business tool.

Easily add telephony to Microsoft®
As a Microsoft® Office Communicator (MOC) user, you can simply click on contacts in your MOC or other

Microsoft® application, and call them via your deskphone, saving you the time and hassle of looking up contact numbers.

OCS Presence Integration (above)
UCB allows you to see the status of other Microsoft® Office Communicator (MOC) users via Presence Buttons without having to run OCS in addition to UCB Knowledge Worker or Console.

*Early adopters module



Executive Mobile

Add-on application for Knowledge Worker: Mobilise your workforce for greater productivity

- **Ideal for: Field sales teams, managers, home workers**

Staying responsive doesn't have to mean being tied to your desk. You can access your favourite UCB Knowledge Worker functions from your mobile phone, so you can maintain your reachability while you're on the move.

Stay in control of all your communications using a consistent interface on your desktop, inside your browser, and on your mobile phone.

UCB's Executive Mobile module consists of two complementary applications:

- **Cellular Application** - Offering desktop functionality on your mobile phone.
- **Web Portal browser application** - Provides alternative access to office communications for all your mobile workers from their home, hotel or laptop browser.

“Deskphone functionality from your mobile”



Executive Mobile provides real-time connectivity, showing Call History, 'Presence' and Enterprise Phonebook Profile

FEATURES & BENEFITS

- **One contact number** - Increase reachability with a single number wherever you are.
- **UCB Phonebook** - Direct access to the company directory - no more multiple contact lists.
- **Presence** - See a colleague's availability in the office before you call - no more wasted time or phone tag. You can also remotely control your Presence availability information, to tell callers when you're contactable or not.
- **Handset Transfer** - Seamlessly transfer a call from your deskphone to your mobile with one easy click if you need to leave the office in a rush.
- **Access to messages** - Voice messages, faxes and emails can all be retrieved from your mobile, plus the call history of your desk phones for missed calls.
- **SMS** - Texting option available for in-house colleagues.

Executive Mobile is an early adopters module
Please note some features are subject to the mobile phone used



Executive Conference

Add-on application for Knowledge Worker: Making conference calls easy

- Ideal for: Employees at all levels

Take conferencing to new levels of convenience, speed and user experience with UCB.

The user-friendly drag-and-drop interface allows up to 32 callers the most intuitive and flexible conferencing possible. Bring new attendees into a conference, split into private groups, move participants between private conversations and more - all with a click of the mouse.

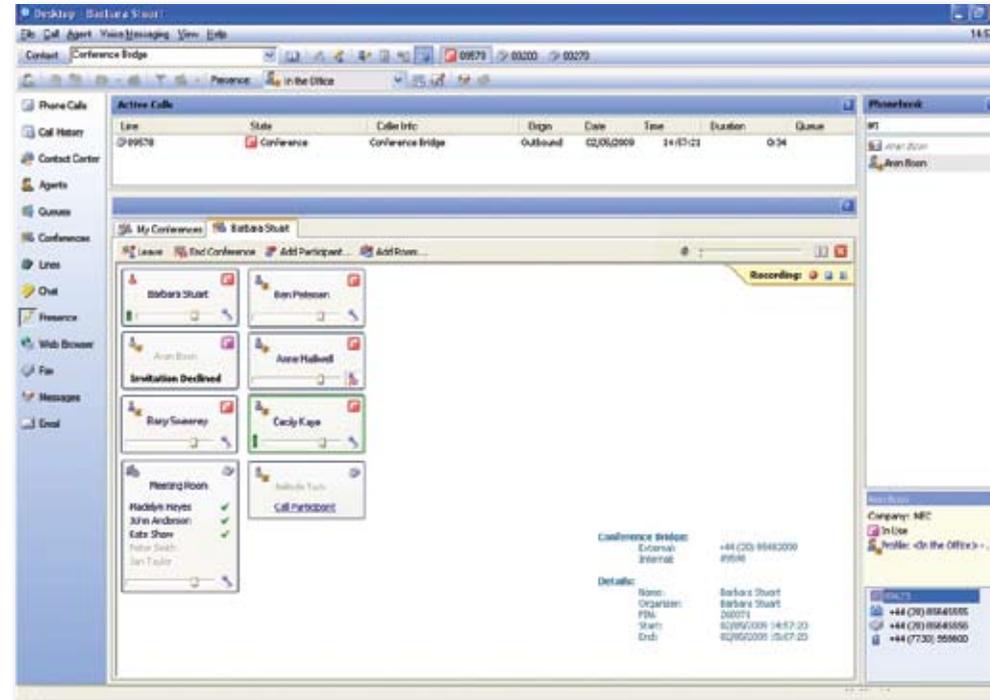
ROI FACTORS

- No more costly conference bridges or 3rd party costs
- Save on travel, hotel & fuel costs
- Fraction of the cost of video conferencing
- Future-proof with upgrades any time
- A truly green solution
- Save on travel time man-hours

Right: Connect up to 32 callers with drag and drop simplicity. Each attendee is highlighted when they're speaking and has an individual volume control.

Last minute attendees can now be added easily as soon as they call in – even on mobile or from outside the office. Now there's no reason for anyone to miss a conference call because they don't know the details; they just phone your office and get connected.

Executive Conference is an early adopters module



“Regular conference calls lead to better, quicker business decisions”

KEY FEATURES & BENEFITS

- **Outlook integration** – Emails can now be sent via Outlook with conference details, etc for efficient meeting requests, plus calendar integration
- **See who's talking** – All attendees' names appear on screen, the current speaker is highlighted
- **Toaster pop reminders** – Start your conferences on time
- **Volume control** – Adjustable for all individual attendees, ideal for eliminating background sound, etc
- **Click-to-record** – Simple & secure recordings are saved as emailable MP3 files; these can be easily archived and retrieved



7 reasons to choose UCB Knowledge Worker

- 1 Increase productivity** – By seeing who's calling with screen-pops and customer information, calls can be prepared for more quickly.
- 2 Save time** – With Click Dial, rather than manually dialling from the telephone, users can simply click a dial icon to make an outbound call.
- 3 Check availability of staff** – Using Calendar and Presence, the quality and service to customers can be enhanced considerably.
- 4 Measure productivity** – See how staff are using their time, both in real-time and historically with Rich Presence.
- 5 Reduce travel time wastage** – Using UCB Executive Conference conference also reduces O2 emissions and allows staff to work from home.
- 6 Efficiently manage calls & all types of messaging** – Work smarter by consolidating all your voice, email and fax messaging in one place.
- 7 Future-proof your business** – UCB's modularity allows for company growth and your changing company business needs.

Operator Console

'Best in class' call management for superior customer service

- **Ideal for: Receptionists / Operators & back-up staff**

As customers ourselves, we can all identify with good customer service on the phone. On the flip side, bad service is rarely tolerated more than once!

With Operator Console, receptionists are empowered to manage incoming calls more professionally and efficiently than ever, creating a better customer experience.

They know who's calling, who's available to take the call, and who's busy. They don't keep callers waiting.

This enables a more personalised service where each caller is treated individually, and they get to speak to the right person more quickly. That means less time on hold, less voicemails, less 'double handling' and less frustration.

As productivity dramatically increases, an operator becomes more cost effective. Reception staff are less likely to need back ups, can handle heavy call traffic, and can in some circumstances operate across multiple sites.

FEATURES & BENEFITS

- **Rich Presence** - As with Knowledge Worker, operators can view the status of all staff on their PC, allowing them to take an individual approach to each call. Notification of the expected return time is also displayed.

“Transform the shop front window of your business”

- **Screen-pops** - Detailed caller ID information can be viewed before answering the call. This enables a more personal service such as greeting a caller by name, and responding more quickly to requests. Calls from top customers can also be prioritised.
- **Call recording** - Simply click on the “Record” button while the caller is speaking. Each recorded conversation can then be directed to the appropriate person's mailbox.

- **Graphical User Interface (GUI)** - Easy to use, your operators simply point and click or use hot keys to answer, transfer, hold or make calls far quicker than traditional telephony.
- **One-touch dialing** - Speeds up call control - with single-click transfers and hot buttons.
- **Message Management** - Operators can review and re-distribute voice and fax messages collected in a central mailbox to any users in the organisation without leaving their desks.

ROI FACTORS

- **Minimal additional hardware investments** - Application can be accessed anywhere on the network, so back-up operators can pick up overflow calls, and don't require costly extra hardware.
- **Speed up call processing** - With quick mouse clicks and hot keys.
- **Increase sales** - Improve customer satisfaction as callers receive personal service. They are connected to the

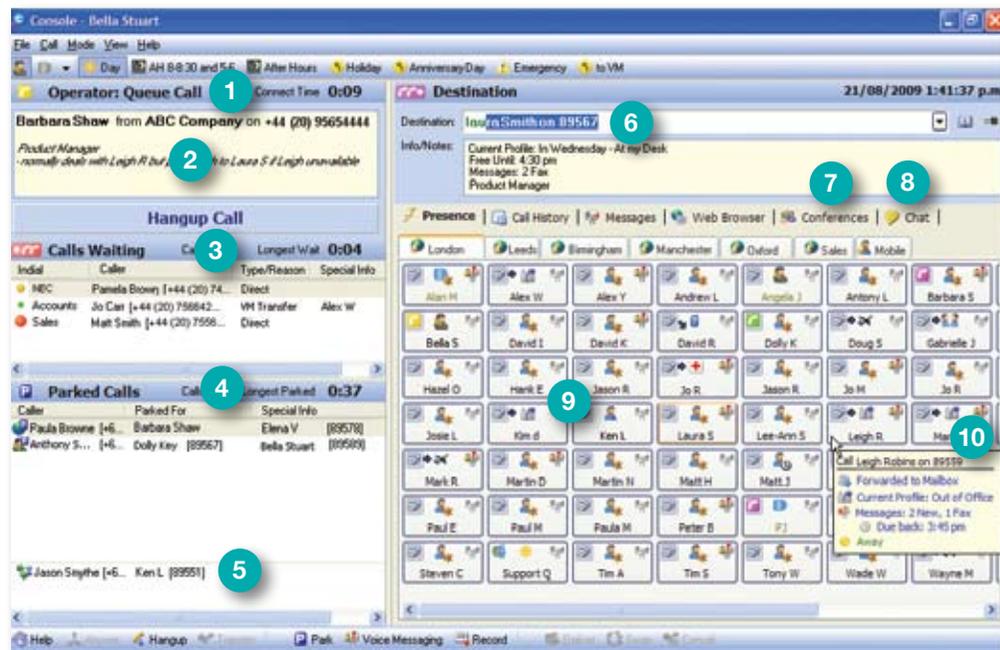
right person more often and more quickly, encouraging repeat business.

- **Work smarter** - Enable one operator to manage calls for multiple companies or serviced offices. Reduce unnecessary staff count.
- **Stop losing sales to competitors** - Reduce call abandonment rates and therefore potentially lost business.
- **Record conversations** - Solve potential disputes painlessly.

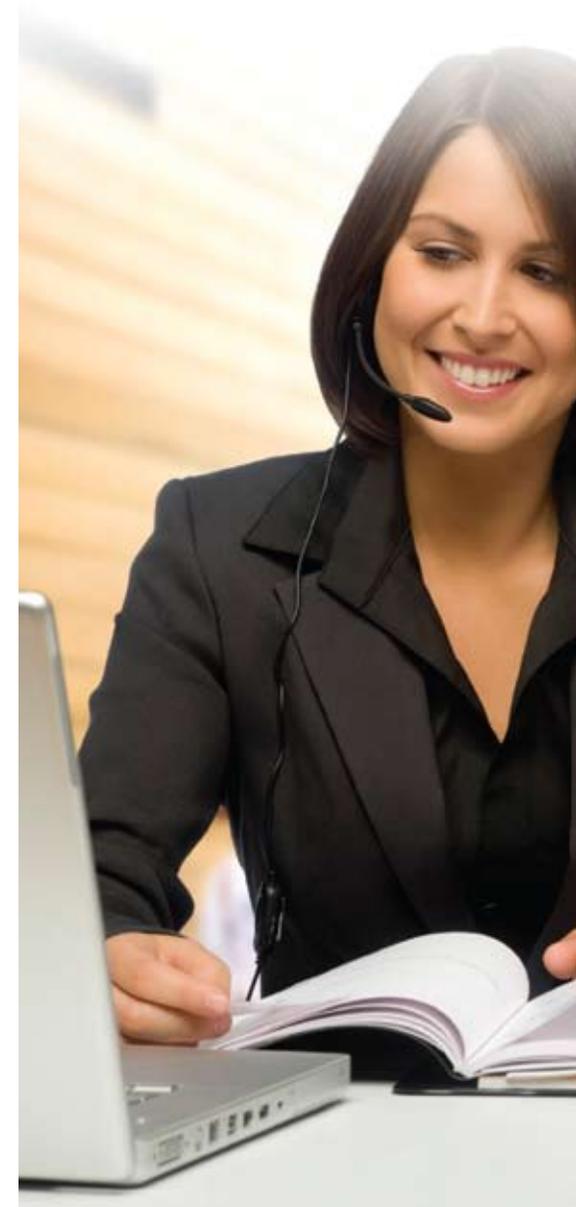
“Providing excellent customer service levels encourages repeat business”

UCB Operator Console: the dashboard of the company

- 1 Duration of current call
- 2 Current call with Caller ID & name
- 3 Calls Waiting: New calls, recalling calls & dial Operator calls from Voice Messaging - the spot indicates the priority
- 4 Parked Calls information
- 5 A transferred call will appear until it is answered, and is retrievable at any time
- 6 Destination info from Voice Messaging, Queuing & Phonebook



- 7 Conference set up and administration
- 8 Chat: Desk-to-desk text feature with other users
- 9 Presence Button Icons: Display the status of each extension, Presence Profile & Voice mailbox - click the button to dial the extension
- 10 Presence: Availability including Instant Messaging Presence plus OCS integration



7 reasons to choose UCB Operator Console

Information at their fingertips

Presence provides your operator with a wealth of information and functionality:

- **Staff phone status:** E.g.: idle / ringing, on inbound / outbound call
- **Staff profile status:** E.g.: in / out of the office, on vacation, in a meeting, plus alerts when staff return to their desks
- **Estimated Time of Return (ETR):** The operator can also change Presence profiles and ETR for staff who are out of the office
- **Voice messaging status:** Number of new / urgent messages



- 1 Calls can be transferred simply by clicking a Presence Button
- 2 Presence Button displays extensive employee availability including ETR and notification of return to desk
- 3 Click to record the current conversation - this can then be placed in a user's mailbox

- 1 **Manage call traffic efficiently** – Console Reporting provides a clear picture of number of calls, peak times, wait times and more.
- 2 **Save time** – With Click Dial, rather than manually dialling from the telephone, users can simply click a dial icon to make an outbound call.
- 3 **See who's calling** – Greet customers by name with Caller ID for enhanced customer service.
- 4 **See who's called and when** – Call history provides instant reference for all inbound, outbound and missed calls instantly.
- 5 **See who's busy and who's not** – Rich Presence gives instant visual reference to all employee call and meeting activity prior to transferring calls.
- 6 **See who's waiting** – Number of calls and who's calling (if Caller ID is available) is displayed; calls can be prioritised and answered out of queuing order.
- 7 **Instant messaging** – Receptionists can send an urgent Chat message to another employee regarding a call waiting or a visitor in reception.

Contact Centre

Purpose built for call centre efficiency

- **Ideal for: Contact and Call Centres from 5 to 100 agents and beyond**

Managing customer experiences is vital to your contact centre's success. UCB gives you the ability to:

- Enhance customer service levels
- Lower abandonment rates
- Minimise operating costs
- Increase staff productivity
- Improve response times
- Enhance customer service levels
- Manage all customer contact points in one solution

Control your agents more efficiently

UCB's **Agent Desktop** provides **screen-pops** to agents with incoming calls. These can present essential information including caller name and phone number, the queue the call is coming from, wait time, and any special notes if available.

Agents can also view each other's performance, encouraging them to become more goal-oriented and require less supervision.

- Managers always have a clear picture of all contact centre activity with real-time agent statistics
- Visual and audible alerts when calls have been waiting too long, there are too many calls or insufficient agents logged in
- The ability to monitor a conversation and intrude into a call when necessary
- Remotely log agents in and out or put them on a break, etc

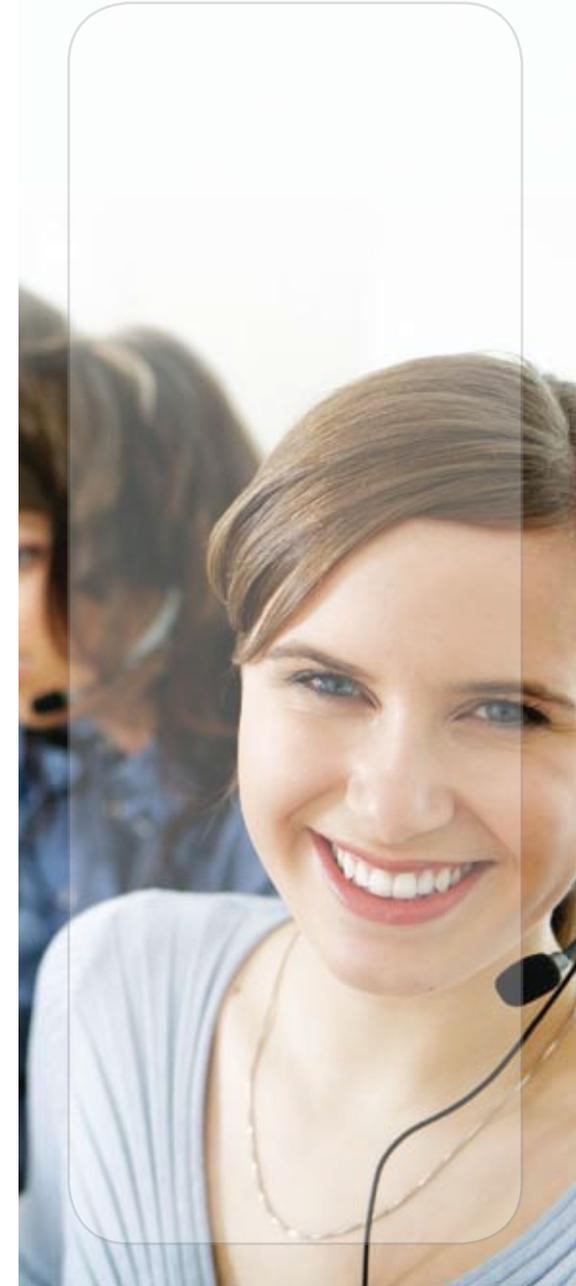
Monitor your contact centre in real-time

UCB's **Snapshot** provides agents, supervisors and managers a browser based real-time picture of contact centre performance. Up-to-the-minute data on queue and agent status can be viewed by customer support teams on a large LCD screen or managers' desktops - or even provided to customers on an external web page.

- Communicate key targets to all contact centre staff
- Agents can pro-actively manage service levels
- Optimises contact centre performance
- Customisable Alerts



“Productivity increases when staff can view each other's performance”



“Process Automation takes care of mundane and time consuming tasks”

Run your company faster than ever

Improve your organisation's efficiency and productivity with UCB's **Process Automation**. This helps get rid of time consuming, mundane manual processes which all cost staff time.

- **Customer Service Automation:**

Automate outbound and inbound calling - let customers interact with the business by using a voice response system

- **Enhanced Routing:** Route calls automatically to the right experts - create time savings and increase revenues

- **Interaction Automation:**

Let our standard industry packages automatically handle specific call flows - give your customers easy self-service

- **Activity Automation:** Automate staff processes and activity flows - eliminate oversights and delays

Empower your customers and maximise your resources

UCB's dynamic **IVR** enables your callers to use their touch tone telephones to request information. Callers can perform routine transactions and receive the information they require without the need to interact with a live agent.

- Save on costly agent time
- Integrates with Text To Speech technology
- Increase customer service levels

Route customer calls to the right agent every time

UCB's **CT Control** allows managers to maximise the efficiency of their contact centre by giving them control over the delivery of all phone, email, fax and web initiated requests.

- Improve customer call experience by reducing call handling and wait times
- Maximise labour efficiency and minimise operating costs
- Obtain full, meaningful reporting on all communications

Give your queuing callers a choice

UCB's **Callback** allows contact centres to differentiate themselves from their competitors by giving their callers a choice - offering them the option of an automated callback, eliminating the frustration of waiting in a queue.

Callback also reduces the costs associated with callers holding on your inbound free-phone number.

- Provide an alternative to waiting on hold
- Lower telecommunication costs
- Improve customer satisfaction

Don't keep your callers guessing while they're waiting

Abandoned calls often mean lost business. With UCB's **Custom Announce**, this is reduced by providing your callers with updated messages of their position in the queue.

The built-in Auto Attendant also ensures they are put through to the most appropriate agent based on the info they have previously provided, eg their customer reference number.

- Reduce call abandonment rates
- Reduce agent talk time
- Improve customer call experience

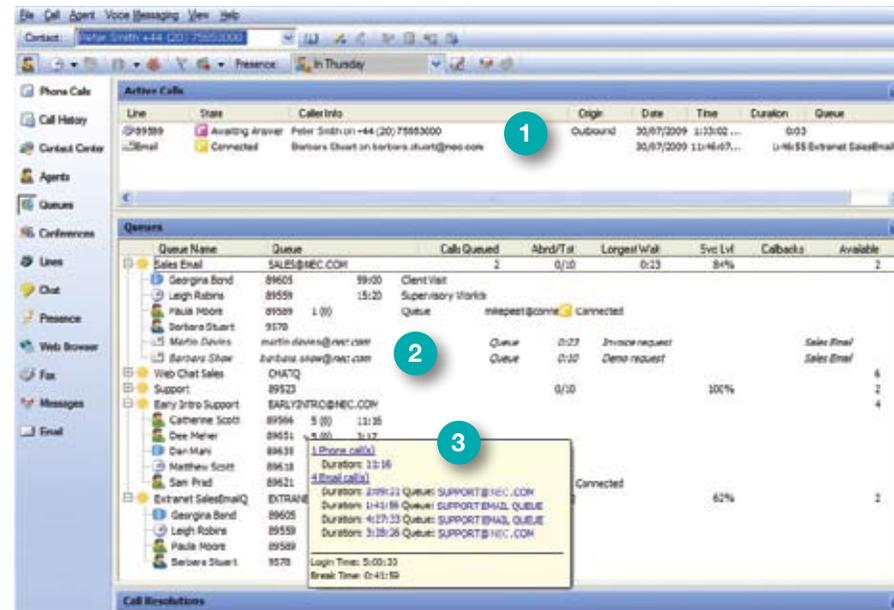
“Callers are happy to leave a message if they know you'll call them back”

Skills-based routing for more than just phone calls

UCB's **Multimedia Queuing** - delivers all your communications to your agents in the familiar way their calls are delivered - via a queue. This not only allows for the fair distribution of work to appropriately skilled agents, but also allows managers to monitor and report on agent performance and response times.

- Handle emails, faxes and web chat calls into one channel
- Provide a consistent level of service
- One fully integrated solution

Easy call queue management



1 Details of current active calls, emails, etc

2 Overview of all queues with pre-configured alerts displayed

3 Drill down on an agent for a comprehensive snapshot of activity



7 reasons to choose UCB Contact Centre

- 1 Improve your customer service** – Greet your customers by name with the help of screen-pops
- 2 Close the sale** – Find your company expert at that crucial moment with Rich Presence
- 3 Measure and manage your team** – Judge their performance on a daily basis with customised reports
- 4 Match customers to your ideal agent** – Skills based routing means quicker call, email and web chat resolution
- 5 Stop losing business** – The Callback feature means customers who are unable to hold can leave a message and receive an automated call back
- 6 Deal with multimedia** – Multimedia Queuing delivers all your communications to your agents in the familiar way calls are delivered
- 7 Motivate your team** – UCB Snapshot encourages healthy competition between agents with performance levels displayed in real-time

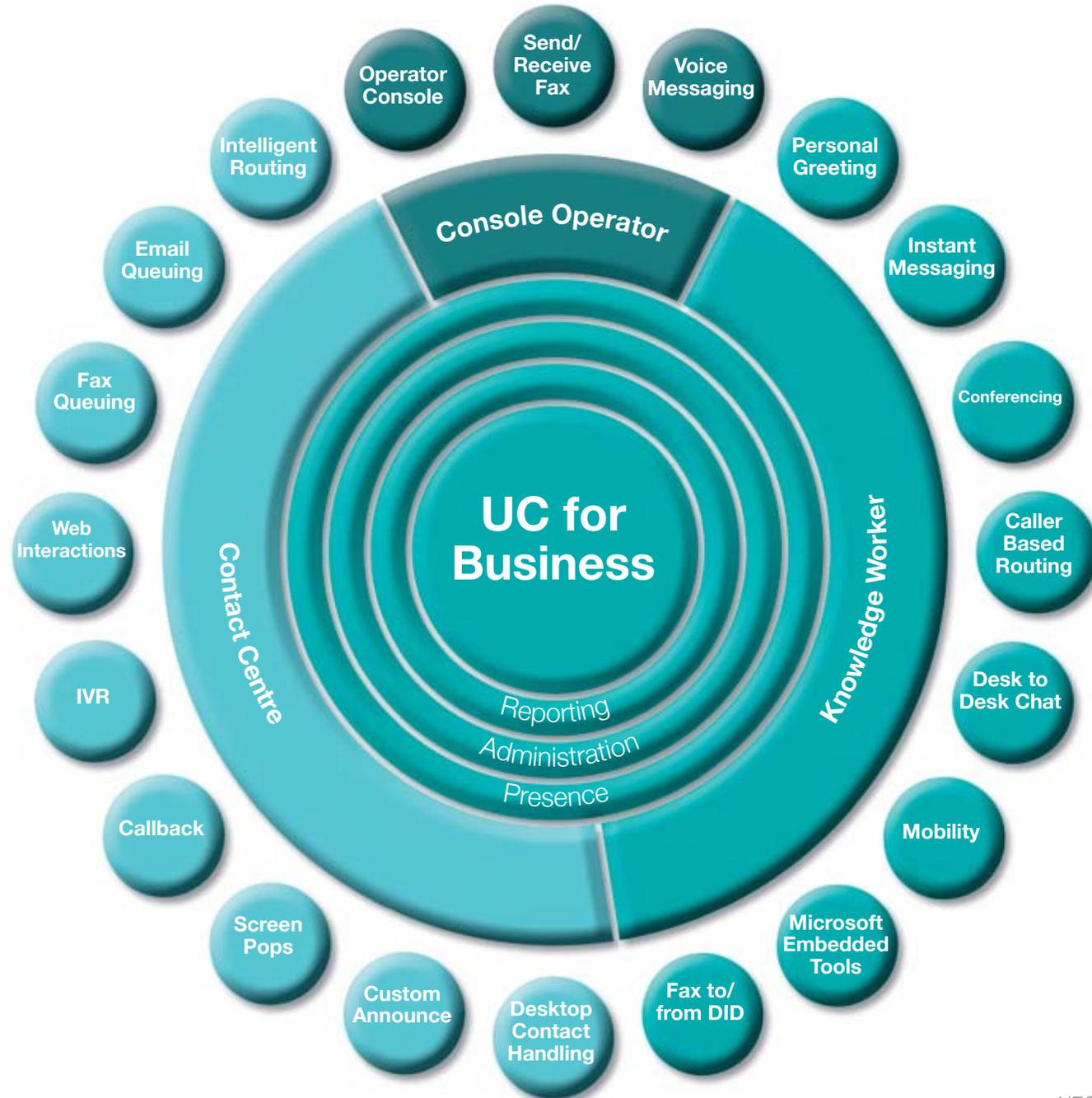
A truly Unified Communication solution

Most Unified Communications vendors have created their product by integrating different pieces of software - often produced by third party suppliers and built on a different code base - into one offering.

As a result, they require several servers to run separate products.

NEC's UCB has an entirely different approach. Our solutions are truly unified, since they are built from the ground upwards.

UCB runs on a single server and brings together presence, unified messaging, mobility, desktop telephony, the contact centre, operator console functionality and much more into one application.



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LIT-SV026-1010

