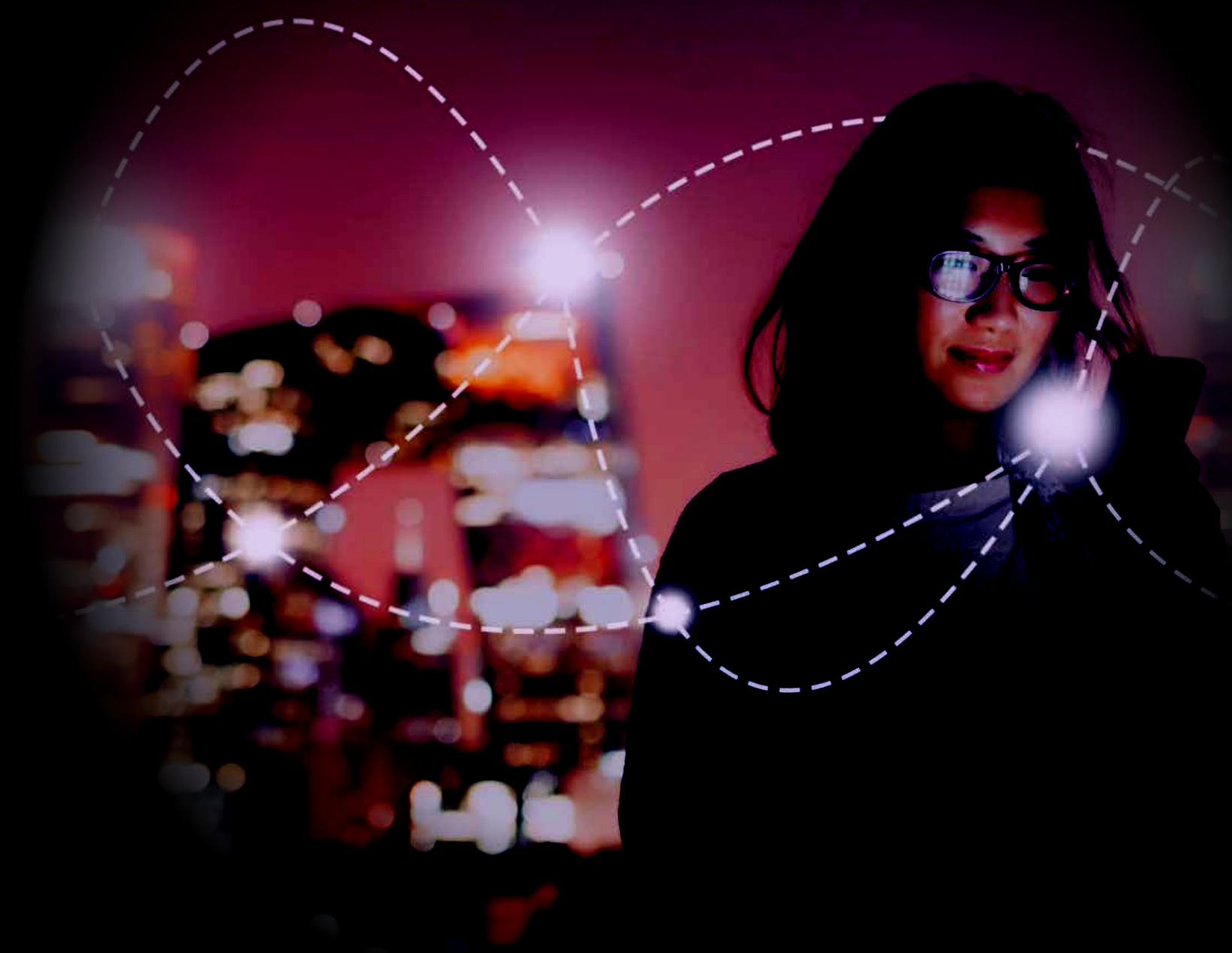




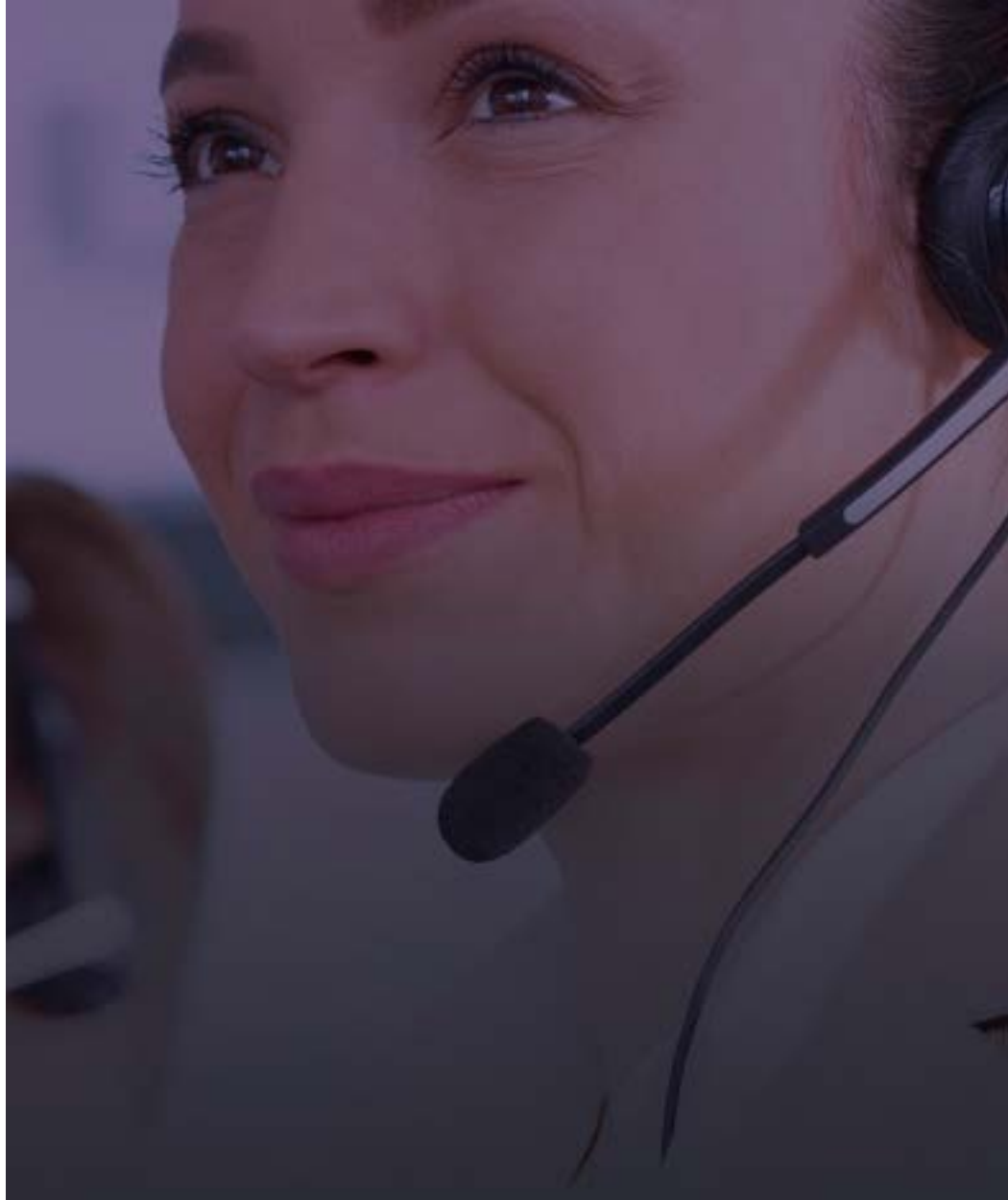
THINK UNITY

The Benefits of Combining Unified
Communications & Contact Center



Fusion Networks

2020



Introducing the Fuze Contact Centre

In today's landscape, it's more important than ever to be able to work from anywhere. Most enterprise businesses have already begun moving their daily operations and software applications to the cloud, and forward-thinking IT leaders are doing the same with their communications solutions. To remain more flexible, agile, and "future-proof" as a company, moving communications to the cloud makes the most sense.

As a result of the economic climate, many businesses are looking to reduce costs and complexity in their everyday operations. While they could be using multiple tools to communicate (one client for email, one for instant message, one for video conferencing, one for voice, one for contact center, etc.), moving to a cloud-based unified communications solution that does it all allows the opportunity to not only consolidate tools, but also consolidate costs.



One Platform: Combining UCaaS & CCaaS for a Seamless Experience

Today, legacy PBX solutions from providers like Avaya, Cisco, and Mitel are both expensive and difficult to manage—between the clunky hardware and astronomical costs, these are not “one size fits all” technologies. Most businesses need communications solutions that are flexible, fit the needs of your organization, and can scale up or down at the speed of your business, all while mobilizing your workforce.

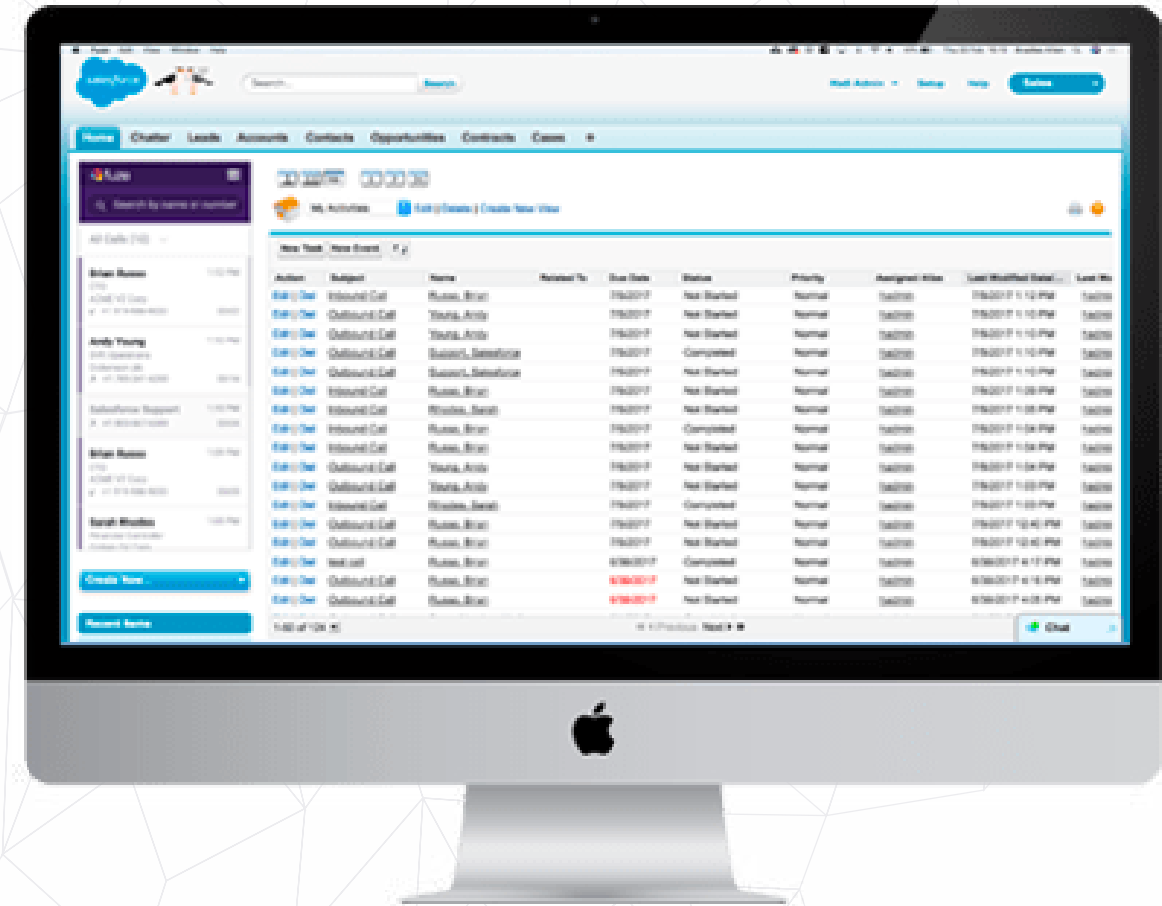
Enter Contact Center as a Service (CCaaS) and Unified Communications as a Service (UCaaS). While you may already be leveraging—or considering—UCaaS in your organization for calling, meeting, messaging, and content sharing, you should also consider combining this with CCaaS for your business needs. This serves as one communications tool that provides a single source of data for all activities, which ensures a holistic view of agent activity throughout the work week.

By combining unified communications and contact center, Fuze enables you to get everything done within one platform seamlessly—voice, chat, SMS/text, video conferencing, collaboration, and contact center. Ultimately, this completely eliminates the need for workers to transition between different technologies that cause both call center agents and supervisors to be less efficient and productive.

Increased Efficiency & Productivity

When you're dealing with multiple vendors or solutions for daily communications, it's both difficult and complex for employees to handle the back and forth. When forced to switch between multiple tools, there is a loss of efficiency in daily tasks.

When it comes to the call center, friction and loss of productivity of call center agents (caused by switching between multiple tools to communicate) wastes time and ultimately makes them less effective at their job. This can manifest in different ways: switching between applications to chat with their supervisor while on a call, being unable to transfer calls between two different platforms, or lack of a callback feature on their telephony platform of choice. With a cloud-based and integrated approach to unified communications and call center functionality, agency efficiency both increases and ensures higher customer satisfaction. By being able to handle all transactions and communication within one platform, agents can also increase their efficiency by resolving most (if not all) issues on the first call — with no call backs.

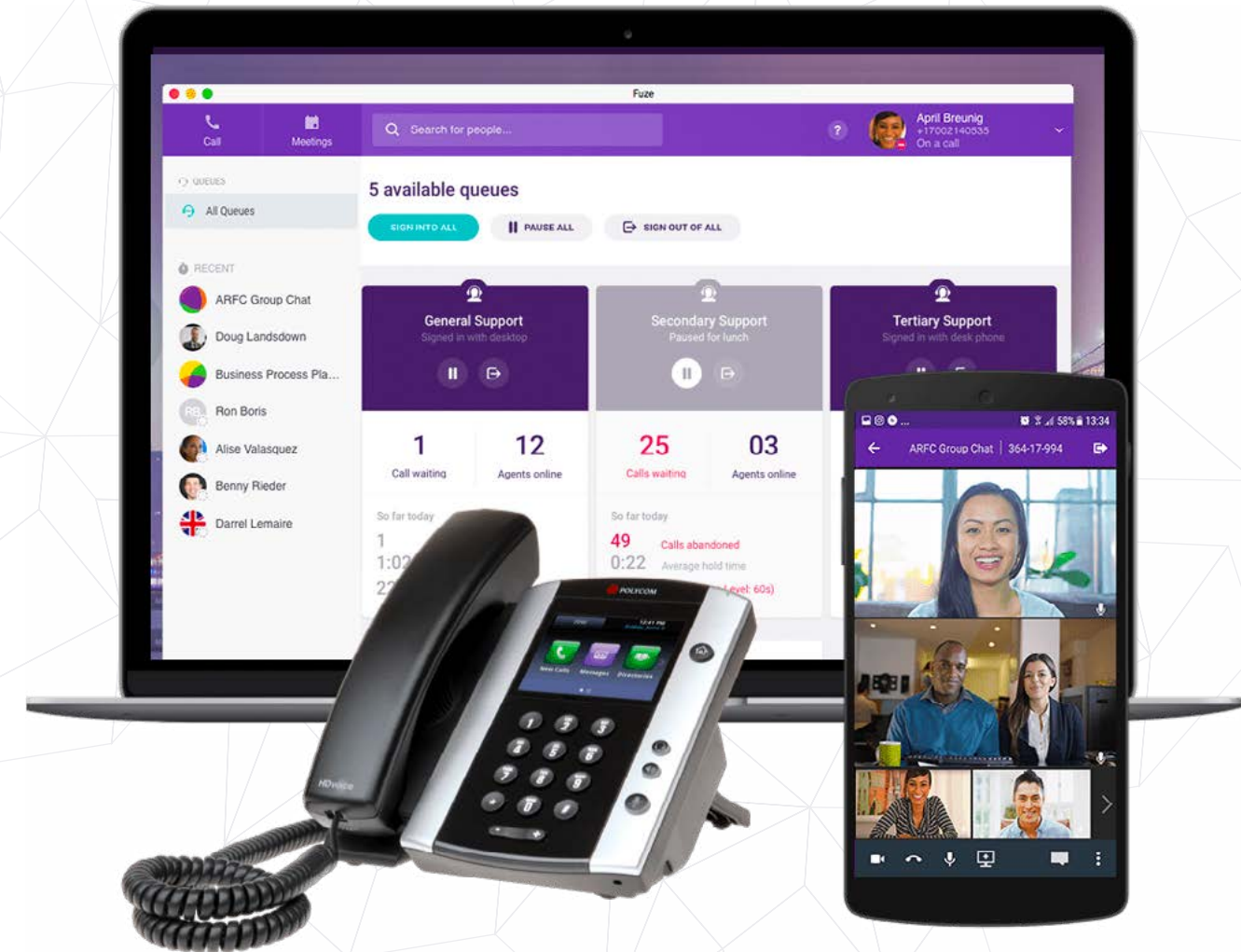


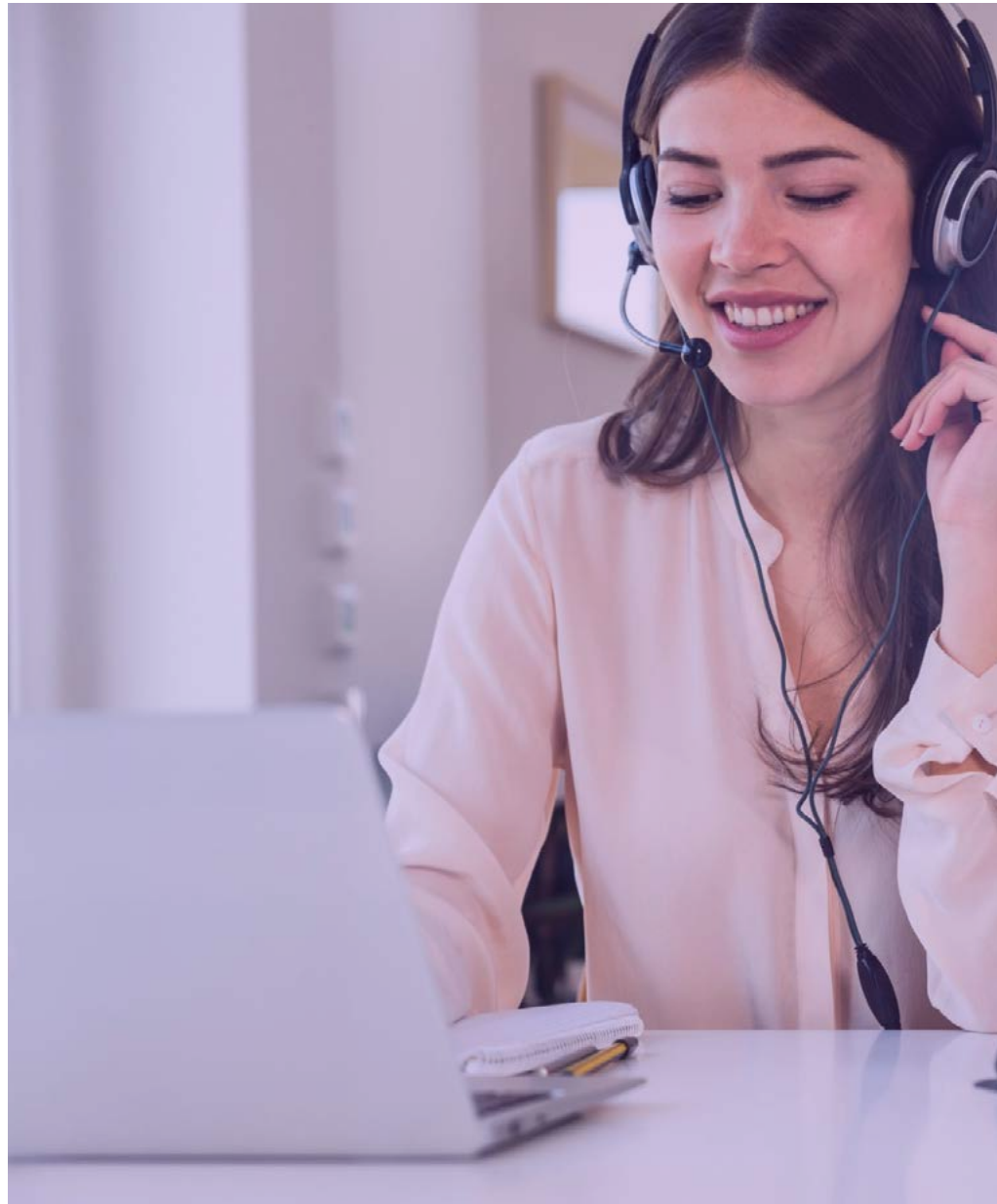
Increased Efficiency & Productivity

This unified approach makes call center operations become more efficient given there is no requirement to train agents or supervisors on separate solutions, which means quicker adoption of the platform.

Another added benefit of a cloud communications and call center solution is the mobility and flexibility that it grants agents and supervisors. As a result of the COVID-19 pandemic, many organisations needed to shift to remote work in a matter of days. According to a recent survey from Pulse Q&A, 55% of people said they would only work in the office one to two days a week post-COVID. The desire for remote work will be a lasting trend—and with this unified solution, call centers evolve right alongside it.

Using Fuze, agents can access and participate in queues from their mobile device or desktop and serve customers even when they are working from home or any other location.





The non-traditional contact centres

Traditionally, people have an image of contact centers being a formalised setting with a floor full of agents in cubicles on the phone, but today that perception is changing. Smaller companies often have a more informal call center that takes the shape of IT teams answering help desk tickets, human resources teams answering inquiries from employees, inbound sales teams answering calls, and field staff calling in and out of the office. These teams often need access to standard contact center functionality but can't afford standard contact center technology.

With a unified communications and contact center technology like Fuze, you can communicate with employees in a structured capacity that allows you to address questions or concerns that come in, and then mark them resolved when the issue is closed. This structure that allows them to get their jobs done while offering the flexibility to scale up and down with variations in call flow and team numbers.

Simplifying through Automation

While your contact center agents may be working with various communications tools throughout their work day, there is no need to do so. A cloud-based unified communications solution that integrates contact center technology. Ultimately, this presents four major benefits to your business:

PRODUCTIVITY + EFFICIENCY

Create a more seamless, intuitive daily experience for agents, managers, and knowledge workers. Minimise the need to switch between multiple tools to communicate with colleagues and customers, and save time for employees and benefiting your business' bottom line.

FLEXIBILITY

A cloud-based solution provides the flexibility to address communication issues your organization has that might not fit within the traditional contact center model (like an IT or HR help desk).

MOBILITY

Empower your workforce including agents and supervisors to work from any location, whether it be from their homes, in the office, or anywhere in between.

COST SAVINGS

Save costs by consolidating invoices and contracts from multiple communications vendors, and avoid paying for another solution that is too much for your needs





**Contact us today to
find out how Fuze can
enhance your business.**

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