Metaphor Contact Center

Metaphor Contact Center is an enterprise-grade cloud contact center solution offering multi-channel or multi-media routing, interactive voice response (IVR), outbound dialing, recording, real time monitoring and analytics, historical reporting, and advanced integration capabilities.

Why Contact Center in the Cloud?

Cloud computing is one of the most hyped concepts in the IT sector, and cloud contact centers have become a compelling alternative to the traditional approach of deploying on premise due to cost savings and flexible Implementation options. Companies need contact center solutions but don't necessarily want to invest capital in the infrastructure required to purchase, operate, and maintain such solutions.

Savvy organizations require a contact center solution that is secure, has flexible deployment options, can scale up during seasonal spikes, grow with the business, support multiple contact centers on a single platform, integrate with 3rd party systems, and has a complete contact center feature set.

Metaphor Contact Center has been built from the ground up to address all these requirements and more. The single shared hardware deployment and cloud configuration offer a tremendous cost savings to organizations. Due to economies of scale based on a multi-tenant architecture, the platform can be configured to provide higher availability and security than would be affordable in individual a-la-carte systems, whether on premise or in the coud. With Metaphor Contact Center customers have full control over their own contact center configurations and management without needing deep technical skills.

BENEFITS

- Ease of use - the intuitive browser-based interface gets agents and supervisors up to speed and productive fast

- Location independence - agents deployed anywhere creates virtual contact centers with home and remote locations

- Flexibility - architecture can easily adapt to changing needs

- Cost control - customers eliminate capital expenditures and reduce IT overhead

- Quick time to market - contact centers are up and running faster than deploying on premise solutions

- Peace of mind - experts maintain the contact center technology and infrastructure so customers can focus on their core business

On-Premise Features in a Cloud-Based Service

- Inbound multi-channel communication

- Outbound dialing and communication

- Sophisticated ACD Routing and Queuing

- IVR based routing with speech recognition

- Easy-to-Use Agent Interface

- Recording and Quality Monitoring

- Real-time and Historical Reporting

- Web-based Administration Tools

- Integration Capabilities

Multi-Channel ACD with Universal Queuing

Metaphor Contact Center provides queuing and routing for all communication channels including phone, video, email, chat and more. All customer communication channels are seamlessly blended into a single queuing and routing intelligence, and all follow the same call flow and routing rules. Forms-based tools define routing rules, and simple scripting tools enable advanced data-driven and skills-based routing plans. In addition, all channels are tracked and managed inside a single database. This enables Metaphor Contact Center to offer a robust 360-degree view of the customer, empowering positive customer experiences and driving improved business outcomes.

Interactive Voice Response (IVR)

Metaphor Contact Center provides advanced IVR skill-set routing that allows customers to specify which resources to route callers, based upon flexible exit points throughout the IVR application. Additionally, screen pops are supported that send a custom message to the agent based on the IVR exit reason so that agents know in advance what the customer is calling about. Anticipating customer call drivers has a direct impact on a positive customer experience and reduced handle time.

Outbound Dialing

Metaphor Contact Center includes a state-of-the-art outbound dialer complete with campaign management tools. Dialing modes include preview, progressive, predictive, and IVR-based. Advanced algorithms based on real-time simulation are used to dynamically control pacing, enabling compliance with abandoned call regulations without sacrificing agent productivity.

Recording and Quality-Monitoring

For quality monitoring, calls can be recorded selectively based on a variety of factors such as agent profile, group, and skills. In addition, all calls can be recorded in order to comply with legal, government, or industry regulations. The agent can also start and stop recording as desired. Recording can be set up as voice only or with simultaneous screen capture. All recorded customer interactions are encrypted and can be stored in a database and reviewed via the web interface.

Agent Desktop

Contact center agents are provided with a customizable, unified desktop for managing all customer interactions. The web based client can be easily integrated with CRM systems or other critical business applications. Additionally, organization can add their own business logic and processes to the agent user interface. The agent client includes a built-in soft phone that can be used stand-alone, or the agents have an option to use either an IP phone or traditional circuit phone.

Supervisor Interface

In addition to having full agent interface Supervisors have a real time view of all contact center activities and access to historical reports. Additionally, supervisors can monitor agents in silent mode on all communication channels with whisper or barge-in functionality available.

Reporting

A highly customizable and widget-based dashboard provides real time reports and comprehensive 360-degree views of customer interactions. Many standard reports are pre-configured out of the box. The platform also stores data on all call-related and agent-related events for historical reports. The optional Analyst module can be used to build instant ad hoc reports or to create new standard report layouts complete with OLAP operations including filters, drill downs, roll-up, and pivots. The interactive user interface enables supervisors and call center administrators to easily create, view and share reports from anywhere using a browser. Secure, role-based permissions ensure users see only data they are authorized to see.
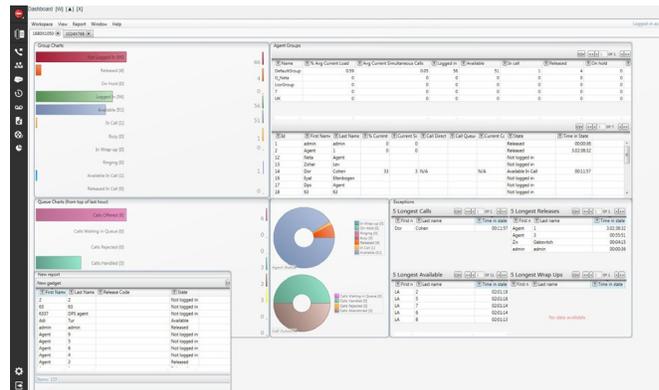
Integration Capabilities

Metaphor Contact Center supports a wide range of capabilities for integration with application environments such as CRM and ERP systems. Out-of-the-box APIs are available for seamless integration to popular CRM systems including Salesforce, Oracle and Microsoft. Additionally, Outlook web-access integration is available for Microsoft Exchange.

Why Cloud from USAN?

Metaphor Contact Center is a virtual contact center suite that includes multi-channel IP ACD with Universal Queuing, Interactive Voice Response (IVR), CTI, predictive outbound dialing, multimedia recording, administrative tools, and advanced integration capabilities. The platform supports all customer communication channels, including telephone, email, video, web chat, web voice, web collaboration and voicemail on a high capacity, high availability, carrier-grade hosting environment.

One of the first companies ever to host contact center technology in the cloud, USAN has provided contact center software as a service since 1989. In today's digital environment, USAN now helps companies integrate communications and legacy technology and automate business processes to deliver seamless, multichannel customer experiences with its customer engagement-focused product line.

Here are just a few reasons why USAN's Metaphor Contact Center is an ideal solution:

- Graphical IVR and Call Flow designer
- Multi-Chat mode with up to 9 simultaneous chats
- Native and integration-enabled scripting engine
- Virtual supervisor or virtual agent
- Outlook Web-Access integration (using Microsoft Exchange)
- Agent Raise Your Hand and agent location-independent Virtual Broadcast with 2-way chat

CUSTOMER SUCCESS STORIES
Want to see how several of the largest telecom institutions use Metaphor Contact Center?

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