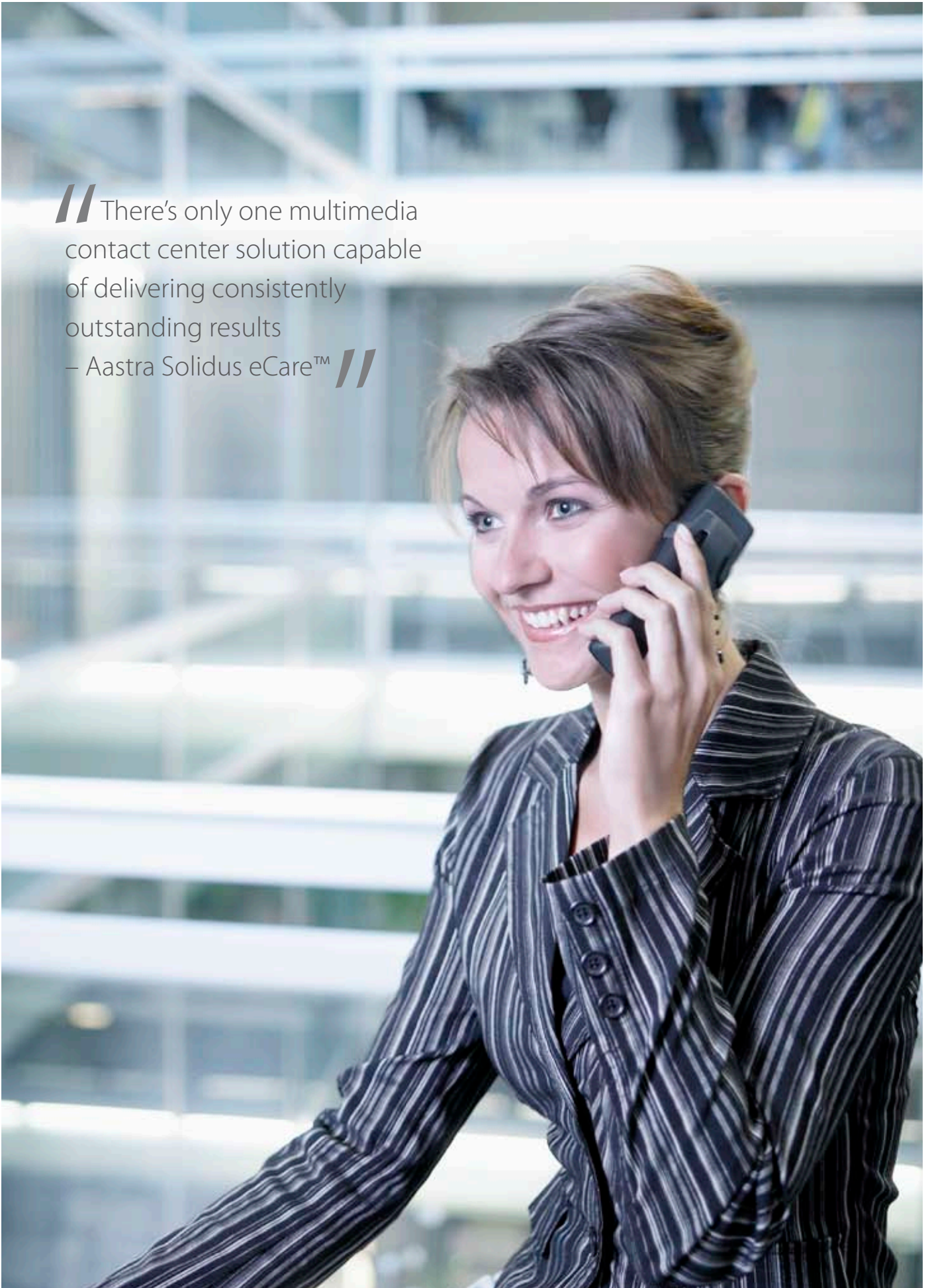




## **Aastra Solidus eCare™ Multimedia Contact Center**

» When you are serious about business

// There's only one multimedia  
contact center solution capable  
of delivering consistently  
outstanding results  
– Astra Solidus eCare™ //



---

# Why Solidus eCare™?

## **What can a contact center do for your customer relations?**

They say you never get a second chance to make a first impression. Since most customers identify the person answering their call with the company they're trying to contact, this first impression is vital for the customer's perception of the company. Is the call answered quickly by a pleasant voice belonging to someone who is well informed, or did the customer have to wait? If so, was he or she positively surprised to receive special offers while on hold, or was the customer just left to wait interminably? Was he or she directed to the agent who dealt with the customer's case last time, or did the customer have to explain things all over again to a different person? With the help of a sophisticated contact center, every individual can be given special treatment that can't help but be impressed by.

## **How can a contact center be good for business?**

A loyal customer is an enterprise most precious asset. It's been statistically proven over and over again that it costs less to keep a current customer happy and satisfied than to acquire a new one. It has also been statistically proven that 80% of all consumers regard contact centers as the face of the company, and 68% of consumer defection takes place because people feel poorly treated. Cutting consumer defection by only 5% can boost profits between 25% and 85%. Solidus eCare™ is the tool you need to improve customer relations and better your business results.

## **How can Aastra Solidus eCare™ provide you with a competitive edge?**

Solidus eCare™ isn't just a contact center, it's an award-winning IP solution that allows multimodal communication and integrates with your PBX-solutions. It's the only contact center that lets your customers send in a request by SMS and receive an e-mail back with the answer or confirmation. They will be instantly recognized by the management applications and quickly routed to the agent that's best equipped to answer their request. No matter where that agent is. Since the call can be routed to mobile phones, agents can work from anywhere and, if needed, only during peak periods. Customers will notice only that service is excellent whenever they call.

“ 68% of consumer defection takes place because customers feel poorly treated. (TARP) ”

# Solidus eCare™

## - a truly multimodular contact center



### **Here's how today's Solidus eCare™ makes the difference**

Building on the award-winning original solution, Solidus eCare™ provides greater flexibility and scalability and more open standards than ever before. It also offers a high-availability solution, so enterprises can perform with minimal downtime. Both security and redundancy have been increased and management applications enhanced.

### **Incomparable accessibility**

Solidus eCare™ is the only contact center solution that lets agents be mobile and still have access to all the corporate facilities and support they require. It provides more flexible ways of working for agents and more dynamic communication for customers, wherever they are in the world and whatever device they happen to be using. A call can be answered with an e-mail, sms, chat, fax, video – or a call back. And vice versa.

Solidus eCare™ supports 1,000 agents with 400,000 calls per hour, around the clock. Security and redundancy have been buffered to ensure access even during unforeseen incidents, making Solidus eCare™ the ideal virtual and remote contact center solution.

### **Unique skills-based routing**

Solidus eCare™ is an all-IP-enabled contact center that offers intelligent routing of all incoming communication across locations, organizations and business functions.

This sophisticated skills-based routing simply outperforms the competition because it ensures calls always go to the right agent– anytime, anywhere and by any means.

---

Solidus eCare™ can now also be segmented to host and manage several contact centers or tenants. This is practical for organizations using different contact centers for different departments, sections, wards or even companies. By configuring and managing the contact center as one system (although it contains many), it can be adapted to different loyalty strategies and customer care programs.

### **Superior management applications**

Solidus eCare™, offers management applications that provide concise, practical and effective information. Enhancements have been made in Desktop Manager (to the graphical user interface for example), Report Manager and Information Manager, as well as in Campaign and Script management applications. This allows facilitated configuration of the contact center and viewing of the contact center's performance in real time. Queues are easy to manage, and reports about the contact center's activity and performance are easy to obtain.

Solidus eCare™ offers Interactive Voice Response (IVR) throughout the call for better backup, allowing the agent to gain time and work efficiently. After Agent Handling ensures increased efficiency and better customer service. More flexible agent management lets you easily adapt resources to suit revised business strategies, or temporary business needs.

### **Excellent integration**

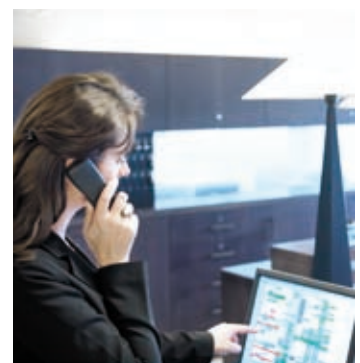
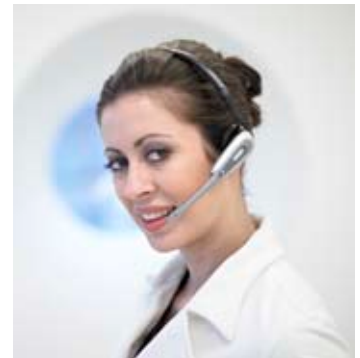
Aastra is the only supplier of telephony solutions that offers complete PBX feature transparency to mobile users. They're also easier to deploy and efficient to operate.

The open architecture allows Solidus eCare™ to incorporate your existing business processes such as CRM applications. In fact, the suite of applications is designed to protect previous investments by easily integrating with the telephony infrastructure and evolving with your business needs.

### **Added customer value**

Solidus eCare™ is the only contact center that offers agents complete mobility and full access to the corporate information they need. Complete convergence between fixed and mobile calls, between voice and data mode and between private and public networks ensures the best accessibility possible.

Through customizing contact-center use in a multitude of areas, customers can receive individual service offerings that will bring them value and reinforce their loyalty. Solidus eCare™ offers agents the best possible support in order to provide customers with the most professional service – at all times.



“ When similar products or services are offered at similar prices by different providers – why should the customers choose yours? Because you treat them better. ”

# A travel agency's key to success: efficient agent routing

## How do we allocate resources and keep customers happy?

A travel agency found that its resources weren't being used efficiently. Although they could use support from a pool of remote agents when they needed to, the system simply didn't work well enough. During sudden peaks, it took too long to get backup, and customers complained about having to wait in line. Moreover, once their calls came through, people often felt that they didn't receive the kind of service they expected – partly because each time they had to explain their request to a new agent.

## Solidus eCare™ as a remote contact center

The travel agency needed a technical solution that provided agents with advanced customer support tools, no matter where they were situated – across locations and business functions. The choice fell on Solidus eCare™ – the only contact center capable of meeting all expectations. With Solidus eCare™, the agency felt confident that service could be provided around-the-clock with minimal interruptions, due to the reinforced security and redundancy of the system. The agency also knew that all customer inquiries could be answered without delay regardless of the mode of communication – telephone, mobile phone, sms, e-mail, chat, fax, or video.

## The benefits of a successful solution

Once Solidus eCare™ had been set up, the benefits were easily recognized. First of all, customers felt they were shown special attention, no matter when they chose to contact the agency or how small their requests. Secondly, the remote agents were pleased to have access to all corporate information, presented in a manner easy to grasp and use. They could work more efficiently thanks to the excellent support they received and found the positive customer response rewarding. On a corporate level, managers appreciated the easy-to-use interfaces, the real-time reporting and the ease with which the system could be adjusted to changing needs. With no unnecessary operating time and money spent, profitability was driven sky high. The company's next step was to tailor-make individual offers – which turned out to be another successful move made possible by Solidus eCare™.

“ Solidus eCare™ contact center is dedicated to building and maintaining people-to-people contact. ”



---

# Public service: the importance of access

## How do you reach a whole population with just one call?

Every government sector in every country runs service centers whose responsibility it is to support citizens and keep them informed. This is particularly important in a crisis situation. So how does the government consolidate all the centers to ensure control and remain cost effective?

The fact remains that in many countries today, routines are still lacking for how to handle an emergency situation on a national level. The ability to warn citizens of imminent natural disasters, for instance, seems to be a pressing issue in an era of unpredictable climate change.

## **Solidus eCare™:** a multi-tenanted contact center

Solidus eCare™ is the one solution that enables many contact centers to be tightly consolidated into one system. At the same time, each sector retains its independence. In fact, each Solidus eCare™ system has the capacity to support multiple tenants in one system, with all applications and processes seamlessly integrated to support one another. This is perfect for a government that needs a shared platform in order to contact its citizens in case of an emergency. Solidus eCare™ is also the only contact center that allows communication in the mode and manner that best suits each citizen. Without electricity, for instance, citizens may still be able to send text messages and call using their mobile phones.

## The benefits of being accessible

Solidus eCare™ offers unique advantages as an instrument for mass communication. Citizens receive professional and personalized service when they need it. Since everybody in the community has access to the same information and receives the same support, the relationship between leaders and citizens can be built on mutual trust and respect. Agents have access to the information databases needed to provide professional service at all times and in any manner. Thanks to Automatic Number Identification (ANI), requests can be forwarded to the most appropriate agent in the shortest possible time.

Naturally, replacing multiple systems with one consolidated system also facilitates resource management. Thanks to the seamless integration of advanced applications as well as the flexibility of the system, resources can be easily adapted to changing activities and needs. That's how Solidus eCare™ saves costs and increases overall efficiency.



// To maintain customized services while ensuring access to everyone from a joint platform would be a contradiction in terms if it weren't for Solidus eCare™. //

Aastra Technologies Limited, is a global company at the forefront of the Enterprise Communication market. Headquarter in Concord, Ontario, Canada, Aastra develops and delivers innovative and integrated solutions that address the communication needs of businesses, small and large, around the world. Aastra enables enterprises to communicate and collaborate more efficiently and effectively by offering customers a full range of open standard IP-based and traditional communications networking products, including terminals, systems, and applications. For additional information on Aastra, visit our website at <http://www.aastra.com>. "Aastra" is a registered trademark of Aastra Technologies Limited

For more information please contact Opus Business Systems  
On **0800 316 7566** or by email at **[info@opus-telecom.co.uk](mailto:info@opus-telecom.co.uk)**

Opus Business Systems  
Unit 4  
50 Windsor Avenue  
Merton  
London  
SW19 2TJ

[www.opus-telecom.co.uk](http://www.opus-telecom.co.uk)

**Aastra Telecom Sweden AB**

Box 42214  
SE-126 17 Stockholm, Sweden  
[www.aastra.com](http://www.aastra.com)

EN/LZT 102 3897 RE  
© Aastra Telecom Sweden AB, 2008

**OPUS**  
BUSINESS SYSTEMS

**AASTRA**