

Mitel CX



AI-Powered *CUSTOMER ENGAGEMENT*

- > Increase Customer Satisfaction (CSAT) and Net Promoter Scores (NPS)
- > Improve staff productivity
- > Elevate revenue opportunities
- > Retain your best staff
- > Keep operating costs down

Engage with customers. Grow your organization.

Customers are demanding more choice in the way they interact with your business than ever before. How well you know them, support them and demonstrate value is critically important to your success.

Today's customer is omnichannel – are you?

One-third of the population is comprised of millennials and there are nearly 5 Billion mobile phone users around the world. These shifts have brought new challenges to the way your business delivers customer experience. 90 percent of consumers check your website before interacting with your company, and most customers would rather interact through digital channels like SMS, email, chat, chatbots and social media.

Mitel's Mitel CX platform is designed to give your customers the freedom to interact with you on their preferred device, using the media that works best for them while giving agents and supervisors the tools to manage today's omnichannel customer journeys.

Engage customers on their terms

- Serve your customers the way they prefer, on the channel and device of their choice
- Provide employees with a complete view of the customer's omnichannel journey
- Eliminate the need for customers to "start over" every time they contact you by knowing where they are in their journey

THE PAYOFF

Not giving customers a true omnichannel experience puts you at a competitive disadvantage. Giving customers the freedom to engage with you on their preferred channel improves customer retention, satisfaction and engagement while enhancing operational efficiency. Engaged customers have been proven to spend more money and spend more frequently.

Empower your customers

GIVE CUSTOMERS CHOICE ON HOW THEY COMMUNICATE

Customers want options on how they communicate with you. Voice, email, Web chat, SMS text, Chat/Voice virtual agents, video and social media are all desired means of serving your customers. Mitel CX is built to manage service levels across all the channels your customers choose to use.

With open media routing, businesses can route non-traditional media using an open API routing engine, extending the capabilities of the system to non-traditional media types like Internet-of-Things (IoT) alarms, WebRTC video, and social media messaging applications.



MANAGE CUSTOMER EXPECTATIONS

Managing customer expectations is the key to acquiring and retaining customers. Customers expect quick and effective resolution to their inquiries across any channel they choose to use.

With Mitel CX, your customers are given their expected wait time in queue or their position in queue - allowing them to make informed decisions about how to reach you. Customers are also given flexible alternatives to waiting on hold, including having someone call or email them back, as well as self-service options like Voice AI virtual agents. They can even request a callback by sending a text message to the contact center!

PROFILE CUSTOMERS FOR THE BIGGEST RETURN

The often-quoted rule still stands – 20 percent of your customers generate 80 percent of your revenue. So, it makes sense that you deliver a superior level of service to your top tier customers. Mitel CX allows you to profile your customers, regardless of the way they contact you, so you can easily identify top tier customers and prioritize their position in queue, or ensure they are handled by your top agents.

Drive agent and supervisor productivity

GIVE AGENTS AND SUPERVISORS TOOLS FOR SUCCESS

Mitel CX delivers productivity tools that enable agents and supervisors to make informed decisions and provide prompt service.

Supervisors can see and manage who is available to answer calls and how queues are performing. Supervisors can be alerted via pop-up, ring tone, or email when service levels are low or if contacts have been waiting too long to be serviced.

Agents can efficiently handle voice and digital media contacts through a "single pane of glass". By handling phone, email, Web chat, SMS, video and social media contacts with AI assistance from a single interface, agents use fewer steps and reduce errors in interaction handling for an optimized agent experience.

As agents communicate with customers, the AI assistant analyzes the conversation, retrieves relevant information from databases, and suggests responses or solutions.

AI assistive tools can also guide agents through complex procedures, ensuring compliance with company policies and industry regulations. AI assistant technologies include:

- 1) **Knowledge Base Responses:** Create and train an AI-powered knowledge base using URLs from your website and other content (e.g., articles, documents, spreadsheets, etc.). Once set up, the AI can extract information from your knowledge base content and use it to automate response suggestions for customer queries.
- 2) **AI Agent Copilot:** Agent Copilot provides 'Navi', an internal-facing chatbot that acts as a personal AI assistant for agents with Autocomplete capability that can predict and complete agent messages, facilitating faster responses.
- 3) **AI Agent Rephrases:** Works by offering improved or revised versions of agent messages during chat interactions. Agents can even choose a preferred tone/style (better spelling/grammar, longer, shorter, friendlier, or more professional) for the rephrases.
- 4) **AI Training Simulations:** Train agents by pitting them against automated simulations of customer interactions. The AI acts as a customer in the chosen scenario, allowing your agents to interact with it as they would in a real-life live chat conversation.

Both agents and supervisors benefit from mobile contact center capabilities. With Mitel CX, they can work remotely, from home or anywhere with an Internet connection, just as if they were in the office. Supervisors also benefit from having access to real-time monitoring and reporting capabilities on both PCs and Tablets.

PUT CUSTOMER INFORMATION AT YOUR AGENTS' FINGERTIPS

Mitel's seamless integration with customer relationship management (CRM) systems, presents agents with historical customer data as contacts arrive so agents will know where customers are in their journey. Armed with the map of the customer's journey, agents quickly and efficiently resolve customer inquiries without having to ask the customer to start from the beginning.

Mitel CX provides agents with customer contact data for all channels the customer has used to interact with you. Agents can be talking to a customer on the phone and then offer to email them a quote or text them a trouble ticket with the click of a button.

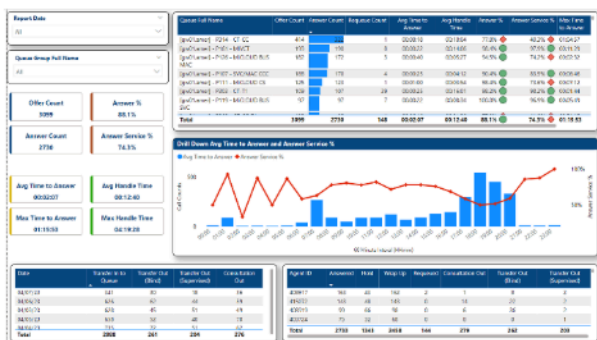
RESOLVE CUSTOMER INQUIRIES – THE FIRST TIME

Mitel's ability to unify communications between contact center agents and back-office employees means agents can instantly locate, message, or conference in subject matter experts to obtain immediate answers. With customer profiling, intelligent contact routing, and enterprise presence, Mitel CX agents can answer customer inquiries on first contact.

Streamline your operations

SEE THE COMPLETE PICTURE

With omnichannel case management capabilities, agents and supervisors can not only see the performance of the entire center, but they can also see the status of each case and the individual interaction performance of each agent. Real-time reporting allows you to respond instantly to changing traffic volumes and ensure service levels are maintained. With historical reporting you can measure contact center performance against service level objectives, review a play-by-play account of contact center events, and identify ways to improve business processes.



MANAGE YOUR WORKFORCE

Mitel CX includes sophisticated workforce management tools that allow managers to accurately match resources to expected contact volumes as well as measure, manage, and drive contact center performance which is key to controlling costs.

ENSURE BUSINESS CONTINUITY

Business continuity is ensured with a robust and highly resilient solution that is designed to provide seamless and uninterrupted service, with no loss of reporting or real-time capabilities in the event of a hardware failure or network outage.

To achieve business continuity, Mitel CX offers two options. The first option is to run the software in virtual environments leveraging VMware, Microsoft Hyper-V, and Nutanix. The second option is to run the software in local High Availability mode, Disaster Recovery mode, or a combination of the two using Neverfail HA solutions. With Mitel CX High Availability, powered by Neverfail, your business can achieve 4x9s application uptime, ensuring that your customers receive continuous service, and your employees achieve optimal productivity.

LEVERAGE YOUR EXISTING INFRASTRUCTURE

Mitel CX reduces the cost and complexity of deployment by leveraging your existing infrastructure. Mitel has partnered with several third-party companies, giving you easy access to pre-integrated, best-in-class solutions, including:

- Social media messaging
- Customer Relationship Management (CRM)
- Workforce Management (WFM)
- Quality Management (QM)
- Call and screen recording
- Outbound dialing & campaign management
- Application level high availability

Business value that scales as you grow

Mitel recognizes contact center requirements can vary greatly depending on the size and needs of your business. That's why Mitel CX offers four user profiles:

CX Essential - Voice: For day-to-day voice interactions with real-time and historical reporting, softphone, and CRM integration

CX Essential - Digital: For day-to-day digital interactions including Email, Web Chat, SMS, and Social Media Messaging with real-time and historical reporting plus CRM integration

CX Premier: Everything in CX Essential Voice and Digital plus AI-powered Virtual Agent, AI Agent Assistant, Outbound, Interaction Recording, Quality Management, and Analytics

CX Elite: Everything in CX Premier plus AI interactions and advanced Quality Management with emotion detection

Mitel CX comprises the following applications and tools:

MANAGEMENT AND REPORTING

Contact Center Management – provides browser-based tools for forecasting, reporting on all agents and queues, managing contact center performance, and traffic analysis.

Interactive Contact Center and Interactive Visual Queue – tools to change agent and queue states instantly, as contact volumes change. Also provides contact recognition and prioritization to ensure priority calls are answered first.

Workforce Scheduling and Schedule Adherence – advanced workforce management (WFM), forecasting, and monitoring tools available as an option.

MEDIA DISTRIBUTION AND ROUTING



Automatic Call Distribution (ACD)

Routes calls to the most appropriate group, based on the type of service required by the caller, and ensures calls are appropriately distributed within a group according to the caller's priority, the agent they last spoke to, the agent's skill level or idle time. Calls can be automatically re-routed, or agent availability can be changed, based on dynamic queue conditions.



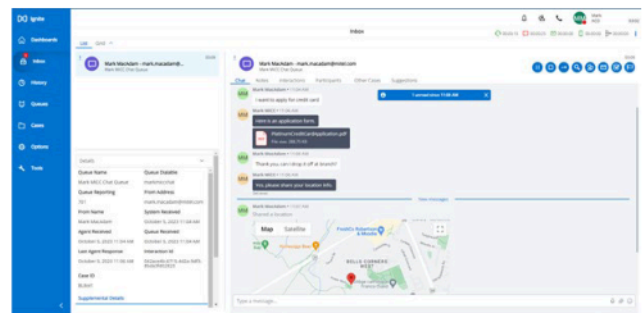
IVR Routing

Advanced Interactive Voice Response (IVR) routing intelligently manages callers and their expectations by providing options for self-service, and delivering announcements to callers in queue, such as expected wait time and position in queue. An intuitive drag and drop graphical user interface allows you to quickly and easily build and manage call flows. Speech-enabled IVR functionality such as Text-to-Speech and Automatic Speech Recognition are also available.



Omnichannel Contact Center

Maintain service levels across all channels (voice, email, Web chat, SMS text, video, and social media). Customer data and contact history is stored for quick and easy retrieval by agents for proactive service. Also includes open media capabilities to support non-traditional contact center media types like WebRTC video, IoT alarms, and ticketing systems – all routed through the same workflow engine and delivered to the same, familiar agent interface as native media types.



AGENT AND SUPERVISOR PRODUCTIVITY

Softphone and PhoneSet Manager – Integrate the agent interface with desktop phones or use softphones with point-and-click functionality for common agent actions and deliver customer information such as caller ID and DNIS.

Screen Pop – a pop-up application provides agents with customer information using data pulled from your customer database. Integrations are available for most market leading CRM solutions.

Predefined Response Templates – dramatically improve agent response times and consistency with predefined customer response templates for chat, email, and social media contacts.

Smart Suggestions – provide agents with suggested responses based on previous customer interactions including emails, chat transcripts, SMS transcripts, case notes, and global reply templates.

Outbound Dialing – automated dialing that delivers calls directly to agents for outbound marketing campaigns and sales follow-ups.

Remote Agents – Teleworker and External Hotdesking Agent features extend full voice and data to remote agents.

Mitel CX Benefits



All-in-One Platform

Mitel CX is a complete customer and employee engagement platform that minimizes the pain and frustration of having to integrate point solutions from multiple vendors.

Powered by GenAI

GenAI powered virtual agents that provide intelligent automation of repetitive tasks and repeated problem resolution, leaving complex inquiries to human agents assisted by GenAI knowledge bases for optimal CX and cost effectiveness.

AI-Enhanced Insights

Gain deeper customer insights, expose customer needs and identify areas of improvement with AI-enhanced insights that increase customer satisfaction and improve agent performance faster than ever before.

Your CX, Your Way

With Mitel CX's Workflow and Chatbot Builder, you have the freedom and control to design your CX your way without the added complexity and cost of relying on people with specialized skills to build it for you.

“

AI and automation are no longer optional for businesses looking to deliver a superior customer experience. Mitel CX's robust and practical integration of AI capabilities ensures that organizations not only keep pace with consumer demands but support high-value interactions that drive loyalty and long-term growth.

Blair Pleasant, president and principal analyst at COMMFusion

Proven Business Results

Increase Customer Satisfaction & Loyalty

Achieve
90%

Customer Satisfaction (CSAT) ratings

Lower Average Handle Time (AHT) by

10-25%

Retain Agents & Increase Staff Productivity

5%

Agent Churn reduction

Increase agent productivity by up to

30%

Increase First Contact Resolution (FCR) rates by up to

50%

Decrease Operating Costs

Contain up to
90%

of interactions in the self-service channel

10%

Infrastructure cost reduction

Mitel CX Portfolio

Comprehensive portfolio that delivers world class customer experience



MEDIA CHANNELS

- Inbound/Outbound Voice
- Chat and Voice Bots
- Email
- Web Chat
- SMS text
- Social Media
- Voicemail
- Fax
- Open Media



IVR

- Customer Profiling
- CRM dips
- Pre-Recorded Announcements
- Intelligent Messaging
- Dial out of Queue
- Self-Service
- Customer Callbacks
- Automatic Speech Recognition
- Text-to-Speech



REPORTING & ANALYTICS

- Historical Reports
- Real-Time Dashboards
- 3rd Party BI Analytics
- Traffic Analysis
- Custom Report Designer
- Call Costing
- Real-Time Agent & Queue
- Silent Monitor, Coach, Barge



PROFESSIONAL SERVICES

- Business Consulting
- Solution Consulting & Design
- Custom Development
- Implementation Services
- Health Check



FLEXIBLE DEPLOYMENT

- Single-site, Multi-site
- Centralized, Distributed
- Work-at-Home
- High Availability
- Business Continuity
- Disaster Recovery
- On-premise
- Private Cloud
- Public Cloud (dedicated instance)



AGENT PRODUCTIVITY

- Omnichannel interface
- AI Agent Assistants
- Case Management
- Agent Hot Desking
- Real-Time Display
- Enterprise Presence and Chat
- Softphone
- Agent Greetings
- Screen-pop



WORKFORCE OPTIMIZATION

- Call & Screen Recording
- Quality Management
- Workforce Management
- E-Learning / Coaching
- Speech Analytics
- Intraday management
- Payroll integration
- Staff budgeting
- Gamification



TRAINING

- Leader-led
- Web-based
- Online Help



ROUTING OPTIONS

- Queue Priority
- Predictive
- Scheduled
- Overflow
- Interflow
- Skills-based



OUTBOUND DIALING

- Preview
- Progressive
- Predictive



AI-POWERED SOLUTIONS

- Voice / Chat Virtual Agents
- Agent / Supervisor Assistants
- Insights / Analytics

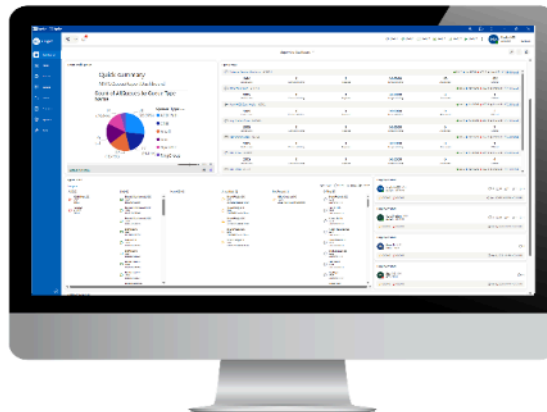


COMMERCIAL CHOICE

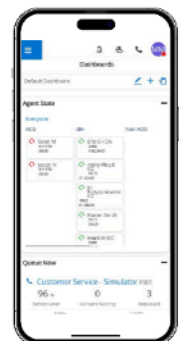
- CapEx (perpetual license)
- OpEx (subscription)

APIs & Integration

Services



Desktop Dashboard



Mobile Dashboard

Why Mitel?



EXPERIENCE

Mitel has been an industry pioneer and leader for more than 50 years, delivering mission-critical contact centers for over 25,000 businesses, governments, and educational institutions worldwide.



VERTICALS

Deeply embedded into your critical business processes and applications, Mitel CX delivers a frictionless customer and agent experience that fits seamlessly within your IT stack.



PRACTICAL INNOVATION

We focus on innovation that delivers real, everyday value for organizations. By embedding AI innovations into the fabric of your operations, we simplify workflows so your teams can focus on customer connections & outcomes.



SERVICES

Whether maintaining your current CX landscape or preparing for the future, Mitel Services delivers advisory, transformation, operations, and optimization services that support your operations today while addressing the challenges of tomorrow.



GLOBAL PARTNER NETWORK

With our extensive product and services portfolio, industry expertise, local support and broad ecosystem with deep integrations, Mitel is your trusted partner that empowers you to deliver your CX, your way.



FLEXIBILITY & CHOICE

Only Mitel offers choice of deployment model, flexible CapEx or OpEx licensing models and the ability to tap into our broad Services capabilities as needed - we have you covered.

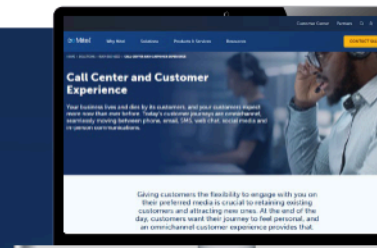
How Mitel Makes it Happen

Mitel's 7 Dimensions of Communication Flexibility and Control: our proven approach means your CX solutions fit your organization today, while supporting your goals for tomorrow.



Let's **THRIVE,**
together

Learn more about Mitel's industry-leading CX solutions and award-winning partner program by visiting www.mitel.com.



mitel.com

