



There's no end to better.

WEB 2.0 and the Contact Center

Supporting Process and Workforce Optimization

Presented by:
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and Business Development,
Calabrio, Inc.



Who is Calabrio, Inc.?

- Develops and distributes unified desktop and workforce optimization software for customer interaction
- Established November 1, 2007 – Spin Out
- **Calabrio One™** application suite consists of:
 - Calabrio Workforce Management
 - Calabrio Compliance Recording and Quality Management
 - Integrated with:
 - Cisco Agent Desktop
 - Cisco Supervisor Desktop
 - Distribution through Cisco OEM and Calabrio Channel Partners
 - Software installed on more than 550,000 desktops

Web 2.0 – A Wikipedia Definition

Web 2.0 = the proliferation of interconnectivity and interactivity of web-delivered content

- Secure information sharing
- Collaboration
- Web-based communities
 - Social-networking
 - Video sharing
 - Wikis
 - Blogs
 - Folksonomies



The Web 2.0 Generation...

Millennials (born between 1979-1994)

- Phone is NOT the primary communication tool!
 - 97% own a computer
 - 94% own a cell phone
 - 76% use Instant Messaging (IM)
 - 15% of IM users are logged on 24 hours a day, 7 days a week
 - 34% use websites as their primary source of news
 - 49% download music using peer-to-peer file sharing
 - 75% have a Facebook account



**Survey of 7,705 college students in the U.S.
(future contact center employees).*

If Management Doesn't Embrace Web 2.0, Some Agents Will:

- First adopters will be unorganized organizations among customer service agents (Saddletree Research)
 - Highly accountable employees
 - Leverage social networking; other channels
 - Seek to deliver a higher level of service – First Call Resolution
- Contact center management will have to redefine acceptable communications practices:
 - Management should encourage communities of interest
 - Agents will network and share best practices
 - Happier the agents reduce turnover in the contact center



Web 2.0 and Contact Centers

- Information must be easily accessible on the agents desktop
- Blend with commonly used desktop tools without being a distraction
- Ensure that they are used for business purposes in the contact center

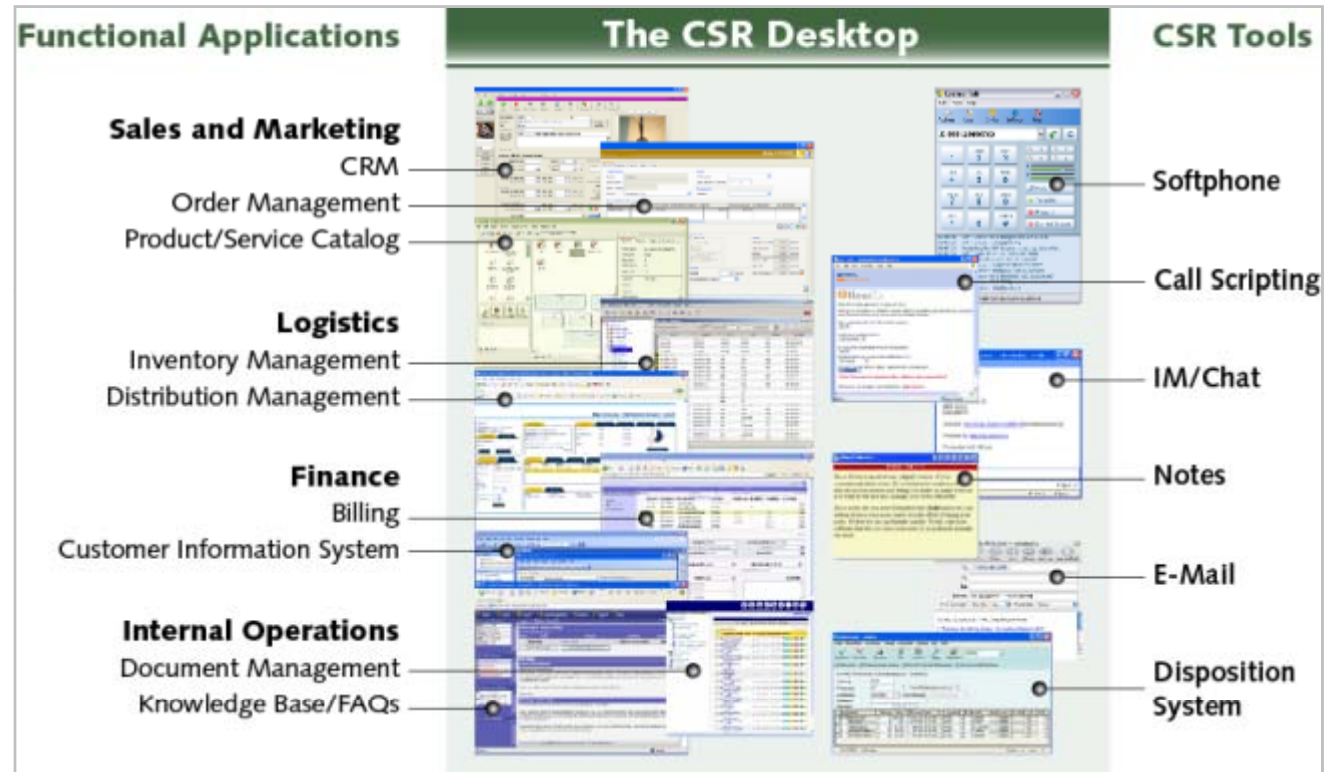
“ Much of the novelty of Web 2.0 services has worn off and the services will be viewed as just another tool to help them do their jobs.”

- Paul Stockford, SaddleTree Research



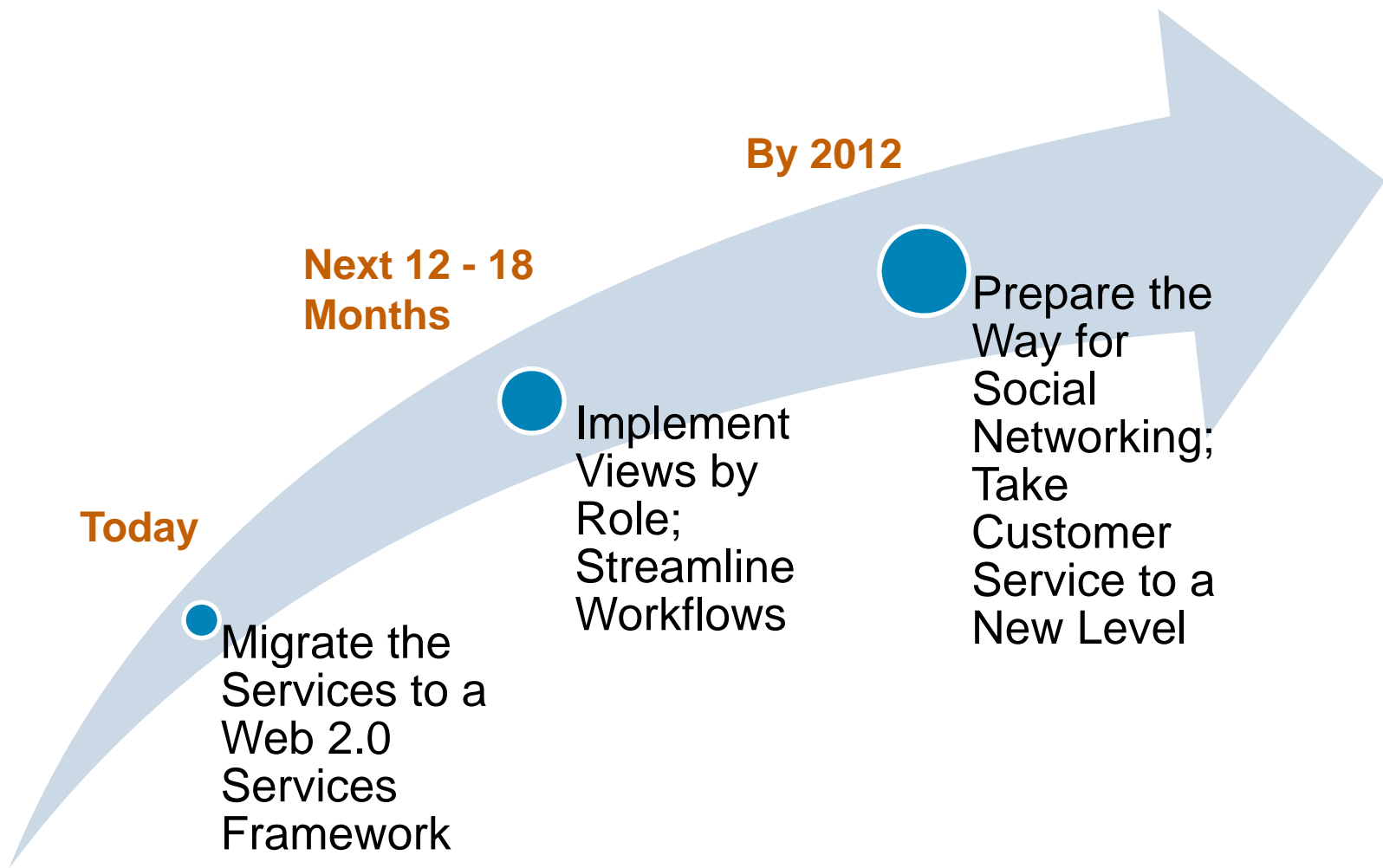
Today's Contact Center Desktop for CSRs

- 65% of contact center agents use three or more applications.
- 25% use five or more applications.
- 70% say they waste time switching between applications.

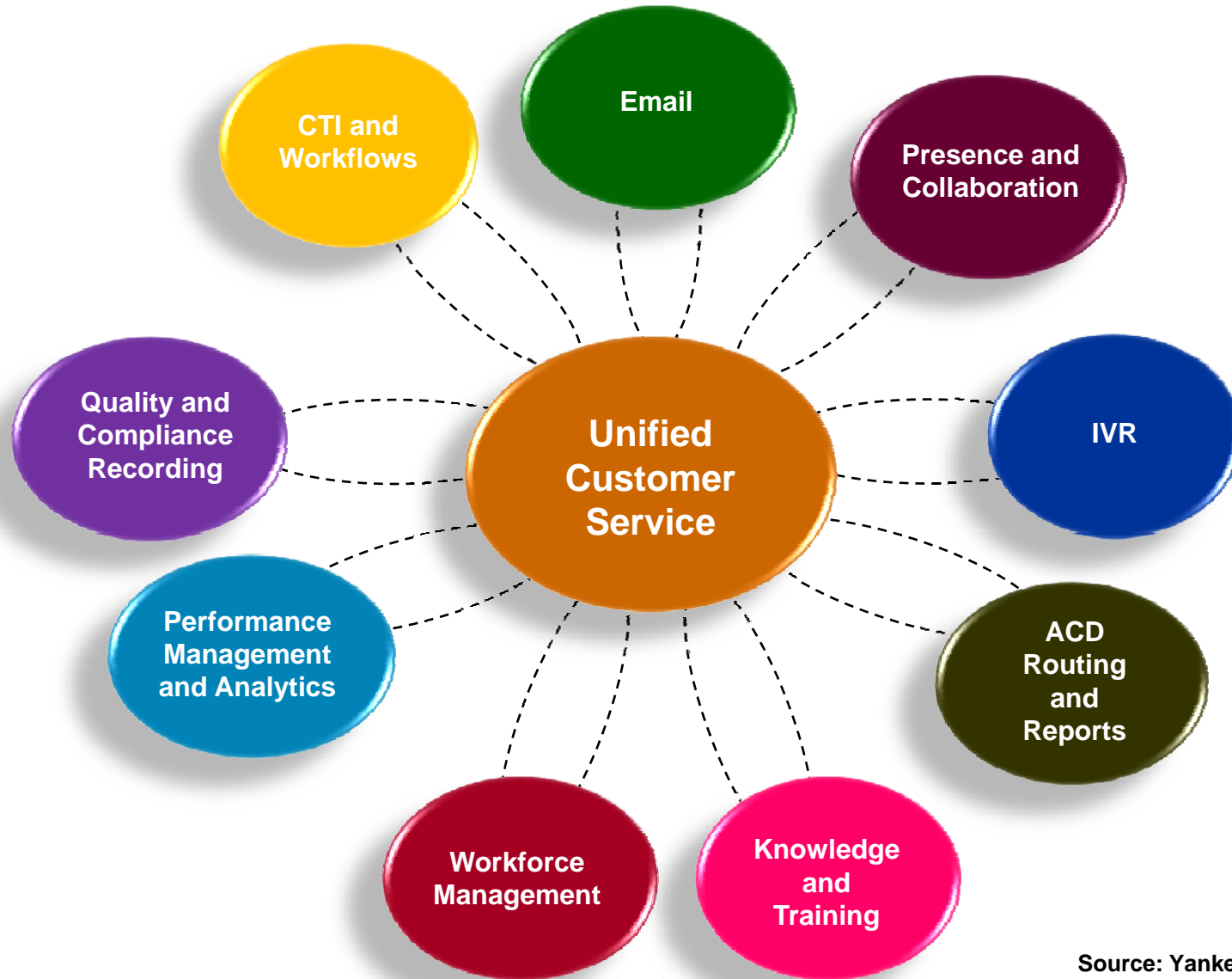


Source, Yankee Group

Migration to Web 2.0 in the Call Center



Web 2.0 Integrates Enterprise Communications



Source: Yankee Group / Calabrio, Inc

Support Broad Contact Center Goals: Process and Workforce Optimization

Consistent Process



Unified Desktops

- CTI + WFO + Other
- Workflow Automation
- Best Practices
- Process Optimization
- Actionable Intelligence
- Real-time Collaboration
- Open 3rd party Application Integrations

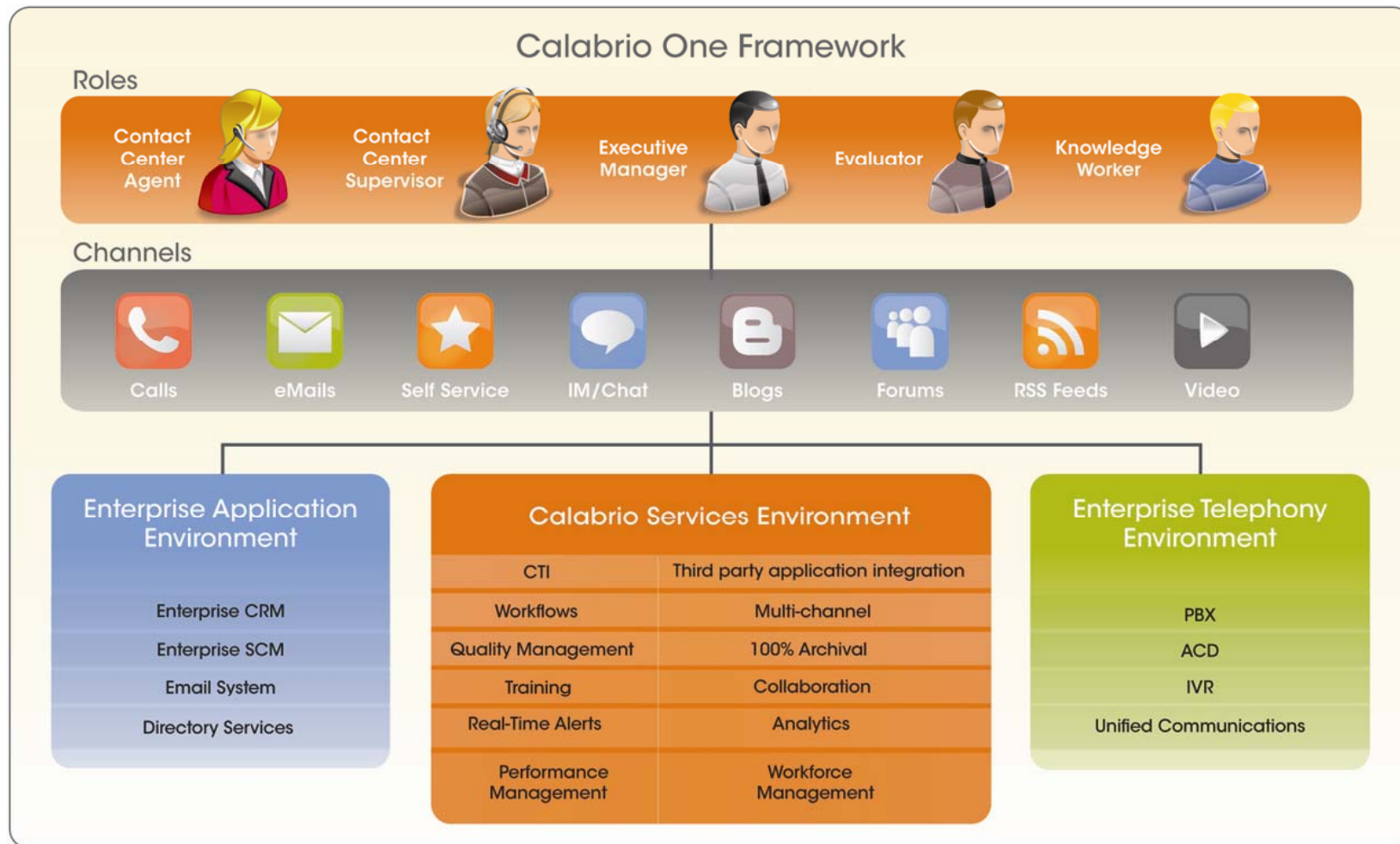
Consistent Quality



Workforce Optimization

- Quality Management
- Workforce Management
- Performance Management
- eLearning
- Process Analysis
- Analytics
- Real-time Events

Web 2.0 Contact Center



Web 2.0 Enables Interface Flexibility

Agent View – Container

The screenshot displays the Calabrio One web interface within a Mozilla Firefox browser window. The browser's address bar shows the URL `http://10.10.10.140:9080/calabrioone/`. The interface features a navigation menu with 'Menu', 'Dashboard', and 'Collaboration' tabs. The 'Dashboard' tab is active, showing a 'Welcome, Angelo Poffo' message.

The main dashboard is divided into several sections:

- My Activities:** A sidebar menu with options such as 'CQM Archive Recordings', 'CQM Quality Recordings', 'WFM Schedules' (with sub-options like 'View Schedules', 'Trade or Offer Shifts', 'Exceptions', 'Approve/Deny Requests', 'Vacations'), 'WFM Productivity', and 'WFM Statistics'.
- Graphs:** Three line graphs are displayed:
 - Call Volume Graph Interval:** Shows 'Forecast Calls Offered' and 'Actual Calls Offered' over time.
 - Agent Graph Interval:** Shows 'Forecast Agents', 'Actual Agents', and 'Scheduled Agents' over time.
 - Service Level Graph Interval:** Shows 'Service Level' and 'Percent Abandon' over time.
- Q/W Archive Recordings:** A section with tabs for 'Contacts', 'Associated Contacts', and 'Contact Information'. The 'Contacts' tab is active, displaying a table of call records.
- Alerts:** A list of messages, including '07:53 Schedule Trade Approved' and '08:30 In service eSupport'.
- Chat:** A chat window with a search bar and a list of teammates, including 'Engineering' and 'Accounting'.

At the bottom of the interface, there is a 'Performance Management' section and a 'Position 00:00:00' indicator. The browser's status bar at the very bottom shows 'Done'.

Web 2.0 Enables Interface Flexibility

Agent View – Container

The screenshot shows the Calabrio One Agent View interface in a Mozilla Firefox browser window. The interface is a dashboard with multiple panels and data visualizations. Red callout boxes highlight various features:

- workflow**: Located at the top left.
- recording**: Located at the top right.
- cti**: Located on the left side.
- wikis**: Located in the top center.
- alerts**: Located on the right side.
- acd and non-acd information**: Located on the left side, pointing to a menu.
- scorecards**: Located in the center, pointing to three line graphs.
- IM/chat**: Located on the right side, pointing to a chat window.
- adherence**: Located on the right side, pointing to a section.
- training**: Located on the left side.
- scheduling**: Located in the center, pointing to a section.
- email**: Located in the center, pointing to a section.
- blogs**: Located on the right side.
- web information**: Located on the left side.
- rss**: Located on the right side.
- bulletin boards**: Located on the right side.
- collaboration and coaching**: Located at the bottom right.
- reports**: Located at the bottom center.
- KPIs**: Located at the bottom center.

The interface includes a navigation menu on the left with items like 'View Schedules', 'Trade or Offer Shifts', 'Exceptions', 'Approve/Deny Requests', 'Vacations', 'WFM Productivity', and 'WFM Statistics'. The main area features three line graphs for 'Call Volume Graph Interval', 'Agent Graph Interval', and 'Service Level Graph Interval'. Below the graphs is a 'Q/W Archive Recordings' section with a 'Contacts' table.

Calling Number	Called Number	Reason	Date	Time	Zone	Call Duration	Last Name	Fi
7639712000	7639712213	Last	03/01/2009	07:58 PM	CST	00:01:25	Poffo	A
7639712000	7639712213	Last	03/01/2009	07:56 PM	CST	00:01:56	Poffo	A
7639712000	7639712213	Last	03/01/2009	07:54 PM	CST	00:01:56	Poffo	A
7639712000	7639712213	Last	03/01/2009	07:52 PM	CST	00:01:56	Poffo	A
7639712000	7639712213	Last	03/01/2009	07:51 PM	CST	00:01:56	Poffo	A

Agent View - Toolbar Plug-in

The screenshot displays the Salesforce Developer Edition interface in Internet Explorer. The browser window title is "Accounts: Home - Salesforce - Developer Edition - Windows Internet Explorer". The address bar shows "https://na4.salesforce.com/001/o". The page features the Salesforce logo, navigation tabs (Home, Accounts, Contacts, Cases, Solutions, Reports, Dashboards, Documents, Console), and a search bar. The main content area is titled "Accounts Home" and shows a "View:" dropdown set to "Recently Viewed Accounts". Below this is a table of "Recent Accounts" with columns for Account Name, Billing City, and Phone. The table lists 12 accounts, including Acme, Gadgets Galore, TK Computer Centre, Bubba Gump Shrimp, Wally's Walleve World, Maria's Cafe & Bakery, Widgets, Penn's Peach Emporium, Luiqi's Catering, Ashraf's Software Company, Wave Rider Surf Gear, and Grizzly Dave's Mountain Adventures. The Windows taskbar at the bottom shows the Start button, several open applications (Inbox, Calabrio, Corel, Internet Explorer), a search bar, and system tray icons for network, volume, and battery (99%), along with the time 5:25 PM.

Account Name	Billing City	Phone
Acme	New York	2801
Gadgets Galore	Menomonie	(715) 767-1000
TK Computer Centre	Phoenix	(623) 323-5643
Bubba Gump Shrimp	San Clemente	(949) 366-6260
Wally's Walleve World	Duluth	(218) 456-7890
Maria's Cafe & Bakery	Miami	(305) 989-2626
Widgets	New York	(212) 555-5254
Penn's Peach Emporium	Savannah	(912) 356-9898
Luiqi's Catering	Seattle	(206) 777-1234
Ashraf's Software Company		
Wave Rider Surf Gear	Long Beach	(562) 616-0090
Grizzly Dave's Mountain Adventures	Denver	(303) 656-7787

Executive View – Browser Widgets Plug-in

The screenshot shows the iGoogle interface in a Windows Internet Explorer browser window. The address bar shows the URL <http://www.google.com/ig?ie=UTF-8&hl=en>. The browser toolbar includes navigation buttons, a search bar, and various utility icons. The iGoogle header features the logo, a search input field, and buttons for "Google Search" and "I'm Feeling Lucky". A navigation menu at the top includes "Web", "Images", "Maps", "News", "Shopping", and "Mail". The main content area is populated with several widgets:

- Home**: A sidebar menu with links to "Google Calendar", "Weather", "Date & Time", "Driving Directio...", "NYT > NYTime...", "WSJ.com: What...", "BBC News | Wo...", "Reuters: Top News", "Slate Magazine", "Cisco Unified Pr...", "Voice Queue Su...", and "Contact Details".
- Cisco Unified Presence**: A widget displaying contact status for "Hegarty" (Available) and "Bob Grattan". It includes a search bar and a list of contacts with their status icons.
- Contact Details**: A widget showing details for "http://www.yahoo.com", including "Enterprise Data" such as ANI (651-873-9076), DNS (800-251-6626), Queue (Sales), Account (327-A5JF-87), Order # (M-87523), and Customer (ACME Dental).
- Voice Queue Summary**: A widget displaying a line graph showing performance metrics over time.
- Google Calendar**: A widget showing a calendar for November 2008, with the 17th highlighted.

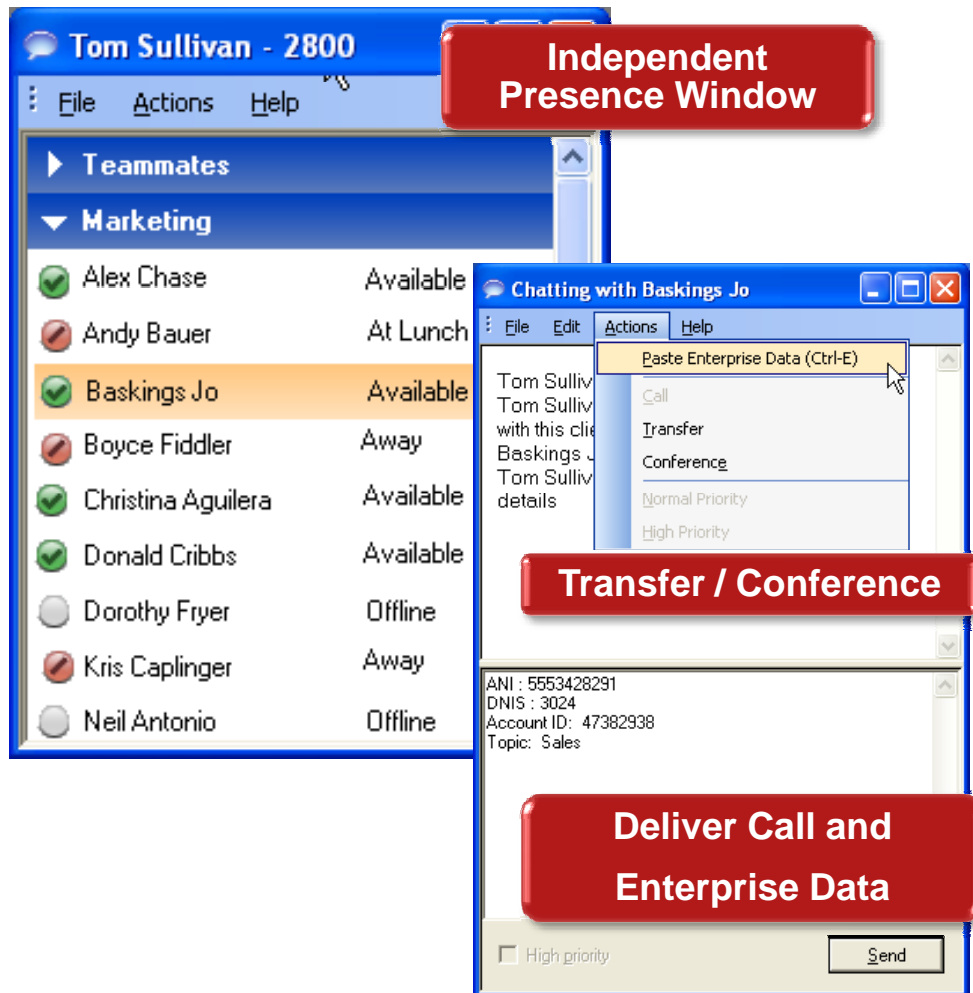
Red callout boxes highlight specific features: "presence & state" points to the Cisco Unified Presence widget, "contact details" points to the Contact Details widget, and "contact center performance" points to the Voice Queue Summary widget. A small image of a computer monitor and keyboard is visible in the bottom right corner of the browser window.

contact center performance



Beyond the Contact Center

Communicating with Subject Matter Experts



- Agents and Supervisors see “Subject Matter Experts” (SMEs)
- Agents initiate chat, call, transfer, or conference with SMEs
- Administrators control visibility of contacts
- Presence selection window is independent
- Updated with the latest Agent ACD state and SME Presence State

Embrace Social Networking

- Integrate wikis (knowledge), blogs (forums) and RSS feeds (real-time information) within the workflow applications
- Give agents more freedom to manage their own activities
- Provide them with a broader community of resources and better access to information
- Allow managers to monitor usage and integrate tools into best practice workflows
- Unify reporting and effectiveness measurement



Types of Networking Between Communities of Agents

- Within the same location that specialize on certain products or services
- Across different locations but in the same enterprise
- Knowledge workers with subject matter expertise in certain products or services
- Federated communities of agents across different enterprises but in the same industry (i.e. WebEx)
- Federated communities of agents across enterprises and industries but with specialized interest on certain products or services



Unique Contact Center Requirements to Accommodate Web 2.0 (Saddletree Research)

- Workforce Management Scheduling will have to include time for agents to participate in collaborative efforts
 - i.e. wiki edits and time to participate in company sponsored or approved communities of interest
- Desktop Monitoring must expand to include Web 2.0 services
- Evaluations and reports will have to be modified to include participation and support of the additional activities driven by the availability of Web 2.0 services



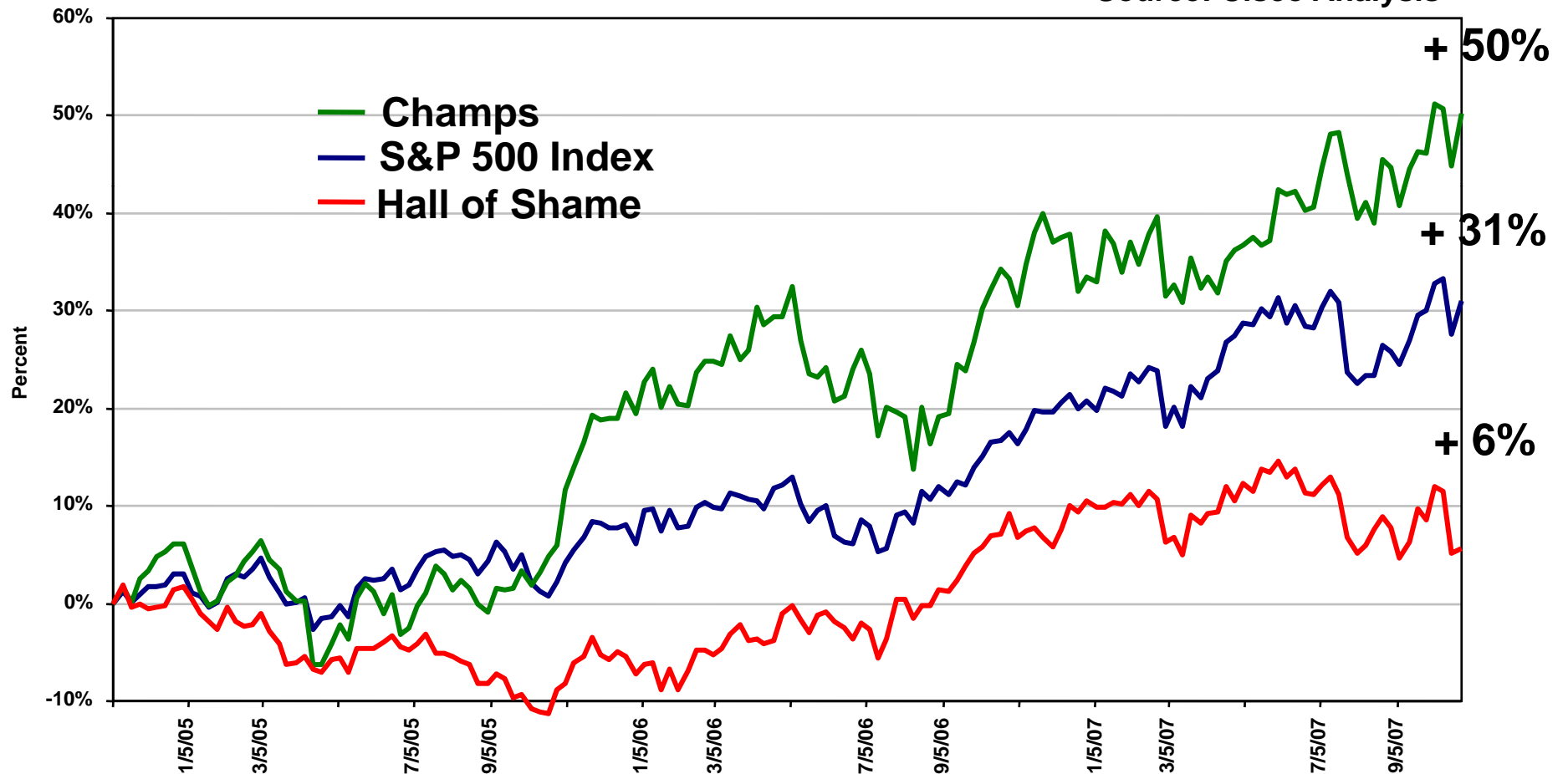
**WHY DOES
THIS
MATTER?**

Customer Service Really Does Matter

Service perception is correlated with stock performance.

Nov 1, 2004 to Oct 31, 2007 Percent Growth

Source: Cisco Analysis



How Web 2.0 Supports Business Goals

- Agents are more effective – provide better quality service
- Agents are more efficient
- Agents are better connected to other agents, experts and managers
- Agents are happier
- Customers are happier
- Customers stay customers
- Business excels because information flows



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