MiCC Integration: Website Calling, Cobrowsing and Web Chat

MITEL SOLUTIONS ALLIANCE
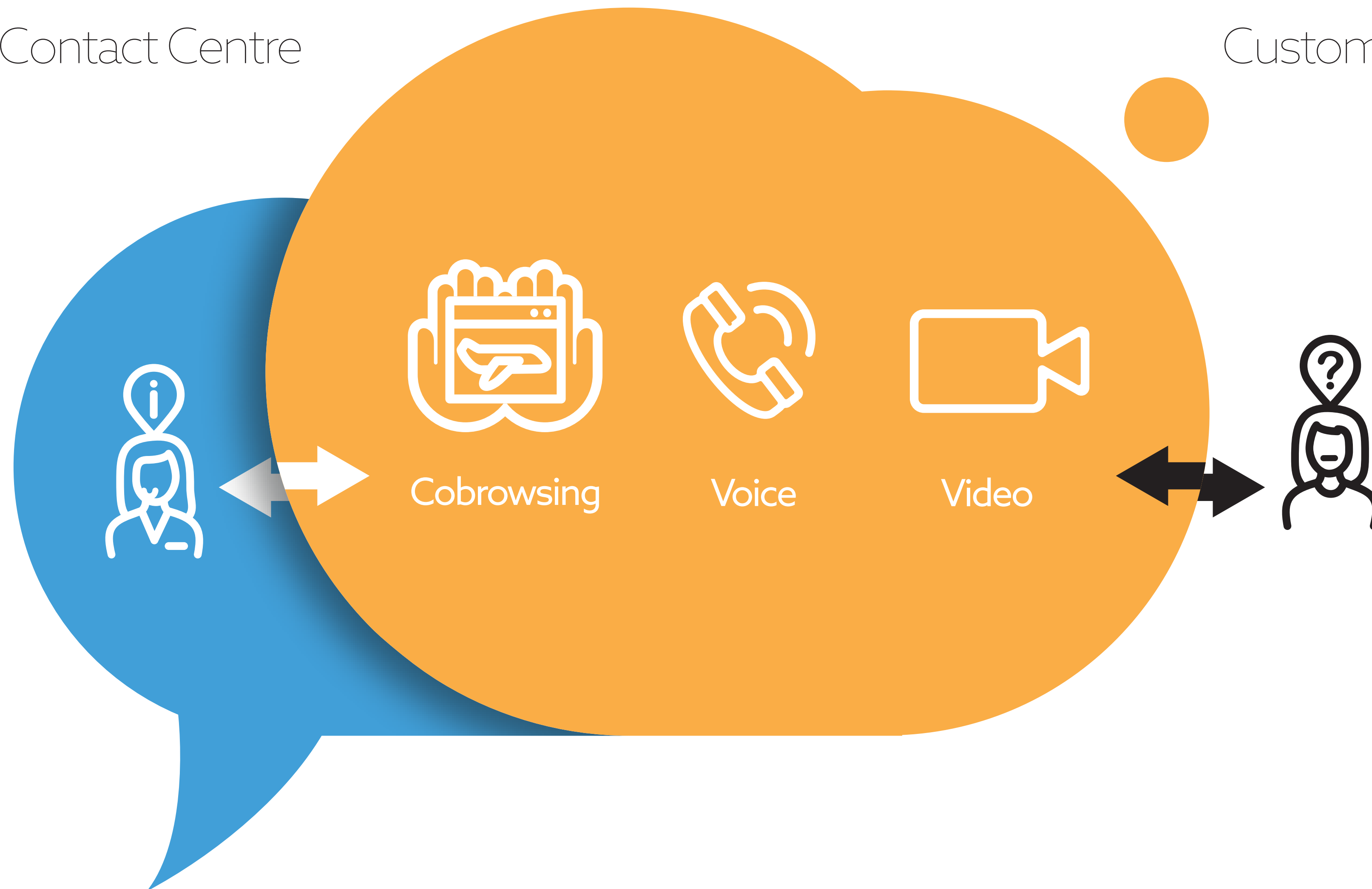
Opportunity

Simply extend your current contact centre offering

Bolt-On Service

WebRTC calling and cobrowsing integrated into Mitel Contact Centre.

Hosted Service

Simple to sell, deploy and manage.

Revenue Opportunities

Upsell to existing customer sites and win new business.

The Talkative Solution

Real time communication from website to contact centre

Webcalling

WebRTC voice and video calling from a website into Mitel Contact Centre.

Cobrowsing

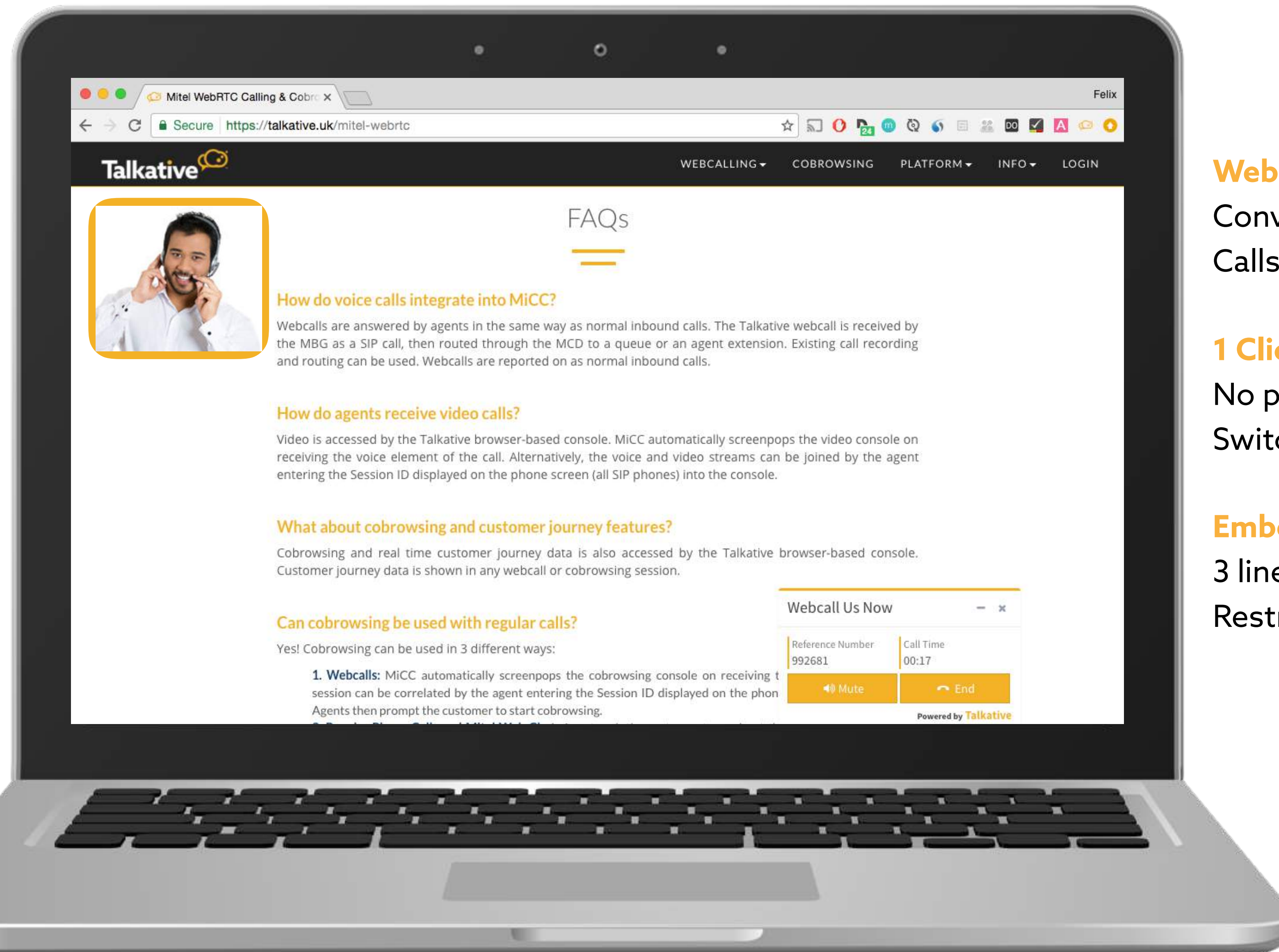Jointly browse with customers, annotate pages and push documents.

Web Chat

Fully featured web chat with escalation to voice and cobrowsing.

Webcalling

Voice and video calling from website to contact centre

Website Into MiCC

Convenient free calls for customers.

Calls integrate into existing MiCC.

1 Click Convenience

No plugins, logins or downloads required.

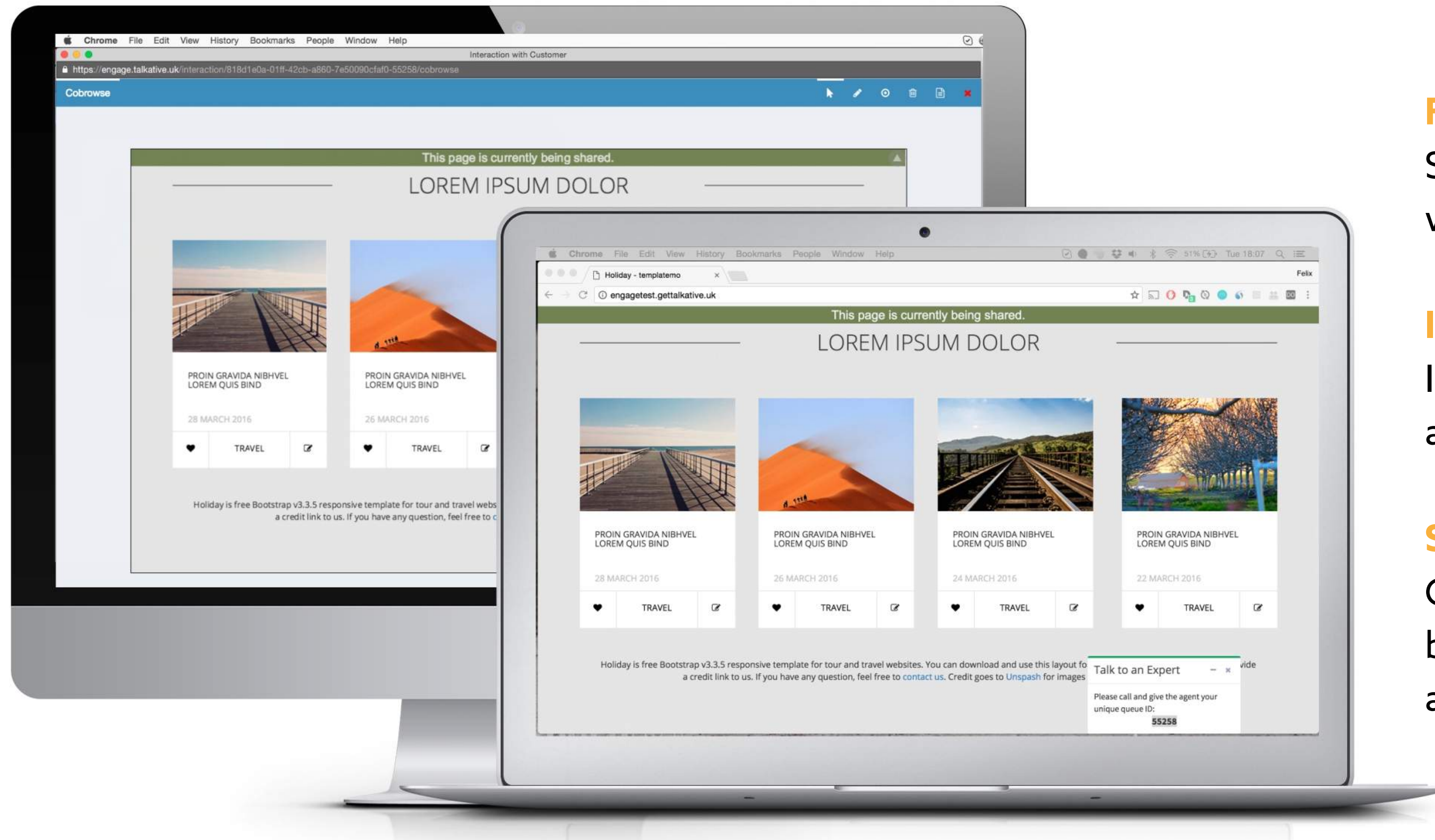Switch between chat, voice, video and cobrowsing.

Embedded

3 lines of code to be added to website.

Restrict calls to certain customers/pages.

Cobrowsing
Solve customer issues in real time

Fast & Accurate Rendering

See exactly what the customer sees. Works with complex websites and behind authentication walls.

Interaction

Interact with elements, jointly navigate the website, annotate, fill in forms and push documents.

Security

Cobrowsing is restricted to your website (no other browser tabs or desktop). Full audit trail of interactions and ability to mask sensitive elements and pages.
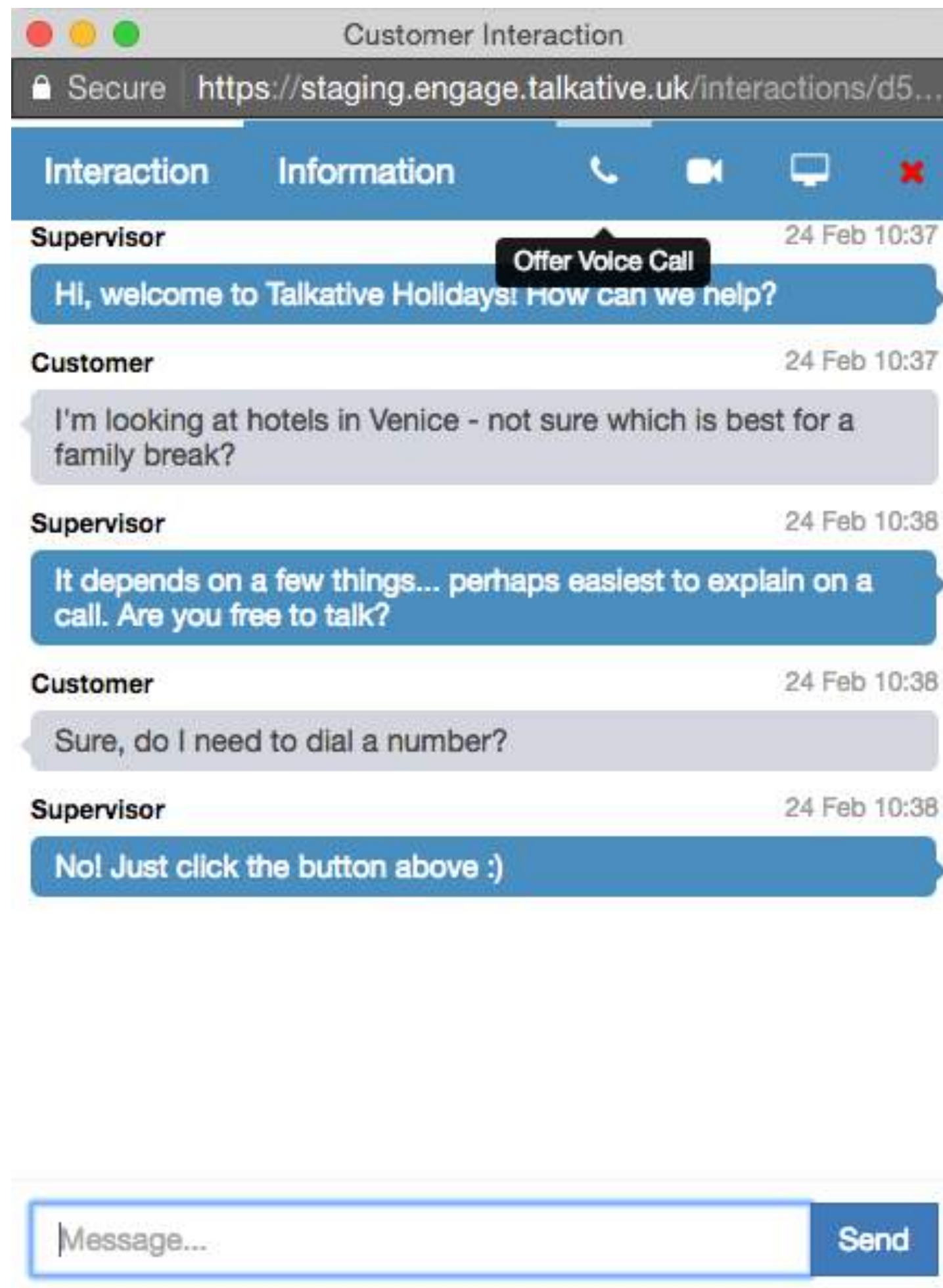
3 Use Cases:

1. Cobrowse with webcalling
2. Cobrowse with web chat
3. Cobrowse over phone call (PIN to correlate)

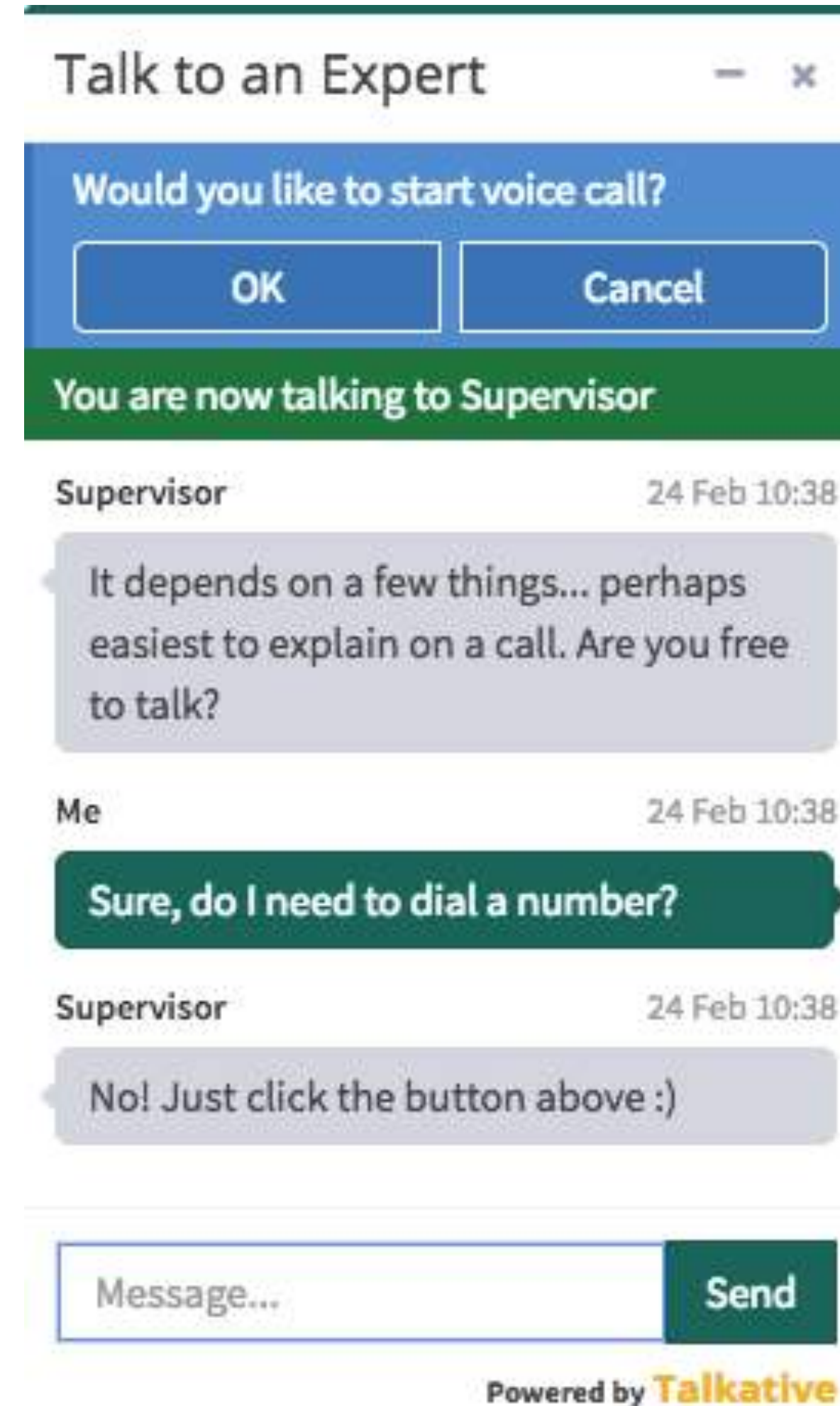# Web Chat with Voice, Video & Cobrowsing

Agent View

Customer View

Canned Messages
Configure canned messages to maximise agent efficiency.

Escalate to Voice
Escalate calls to an individual agent's extension, or forwarded into separate queues.

Escalate to Video,or Cobrowsing
Video or cobrowsing within the same console.

Reporting
Full chat logs and analytics for every interaction.

Real Time Insight
Real time data displayed to agents during calls
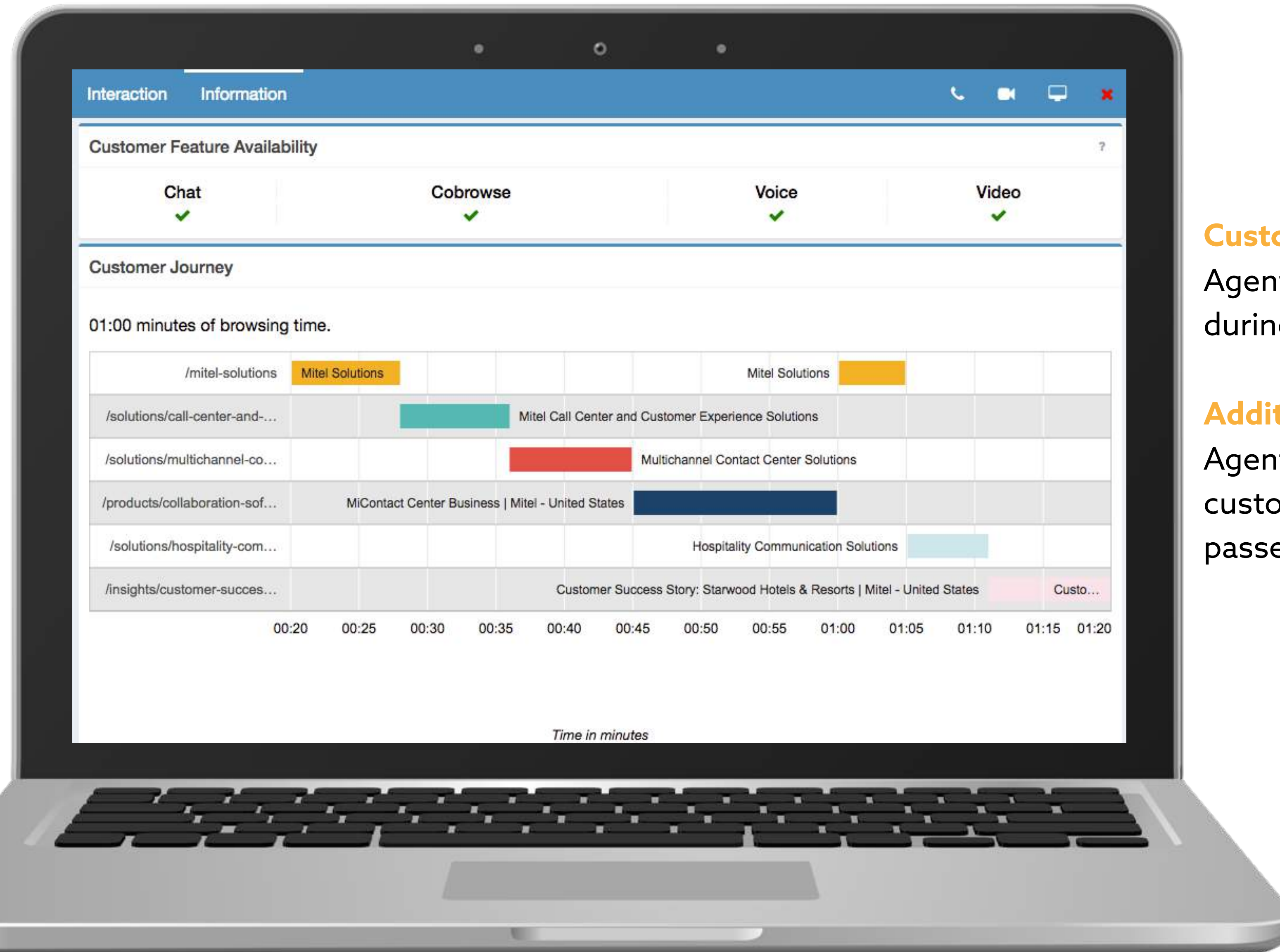
Customer Journey

Agents can see where the customer is on the website during calls and how long they've spent on each page.

Additional Info

Agents can see which features are available to customers, as well as other customer information passed through from the CRM or website login details.

Historical Insight

Real time data displayed to agents during calls

Analytics Dashboard & Reporting
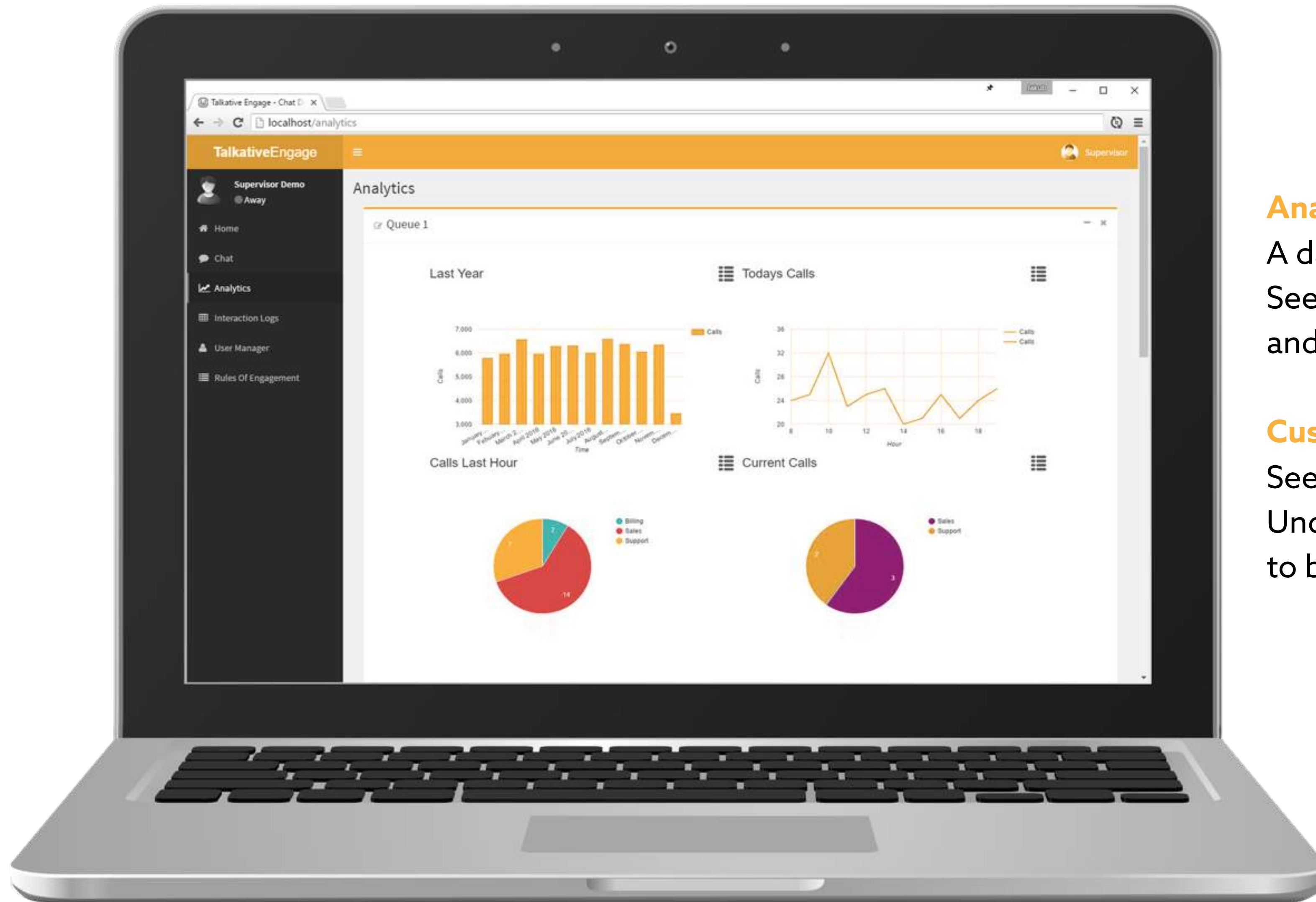
Analytics Dashboard

A dashboard to show usage of all aspects of the system. See which features were used during each interaction and inspect chat transcripts.

Customer Journey

See which web pages customers are calling from. Understand how, where and why sessions are requested to better understand the customer journey.

Engagement Rules

Choose how, when and where contact is offered
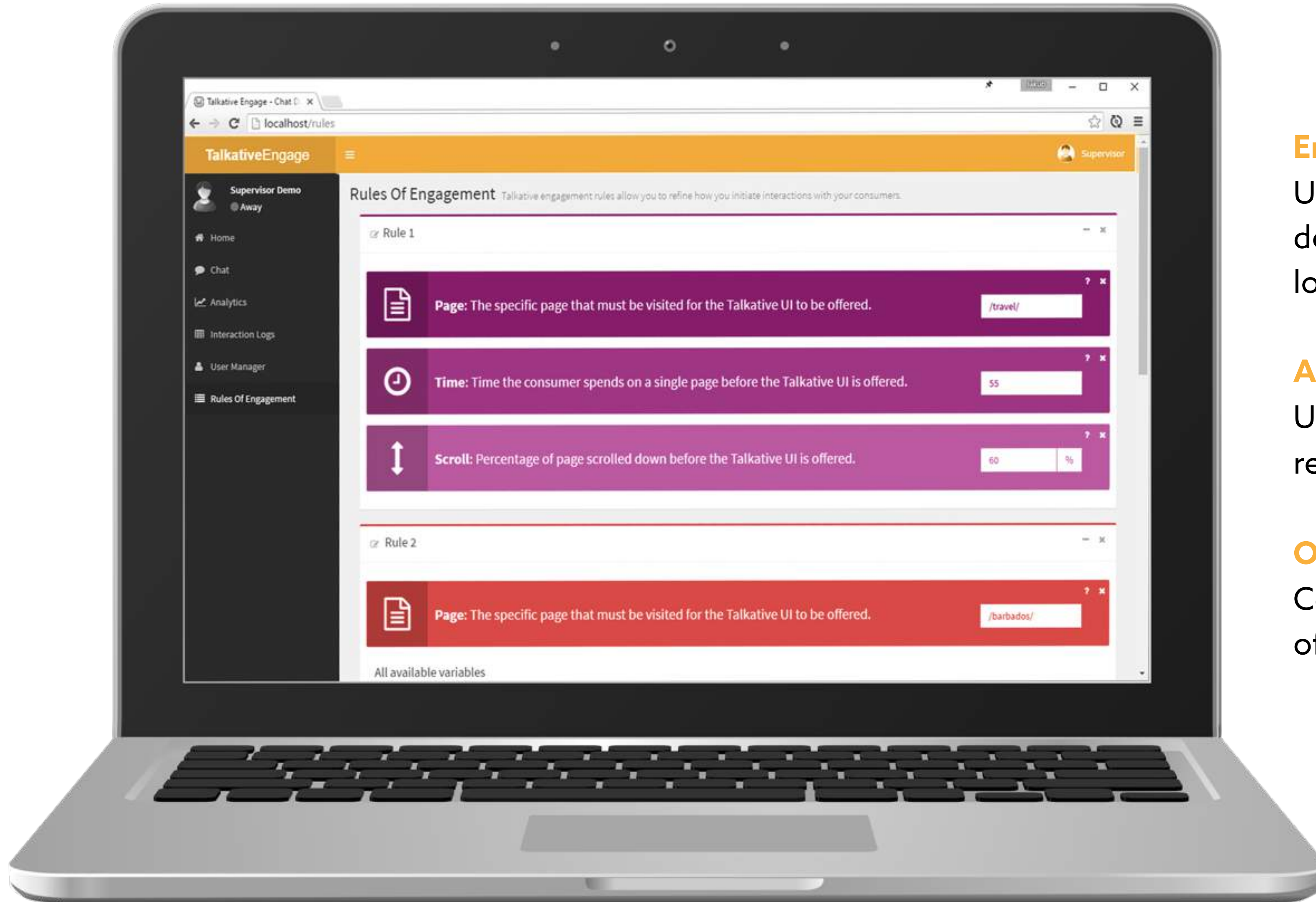
Engagement Rules

Engage Customers Intelligently

Use 'engagement rules' to offer contact to customers depending on their behaviour. Parameters include login ID, page URL, time spent on website.

Agent Groups

Use the customer's browsing context to route the request to the most suitable agent group or queue.

Office Hours

Configure the UI to disappear outside of chosen office hours.

Mitel Integration
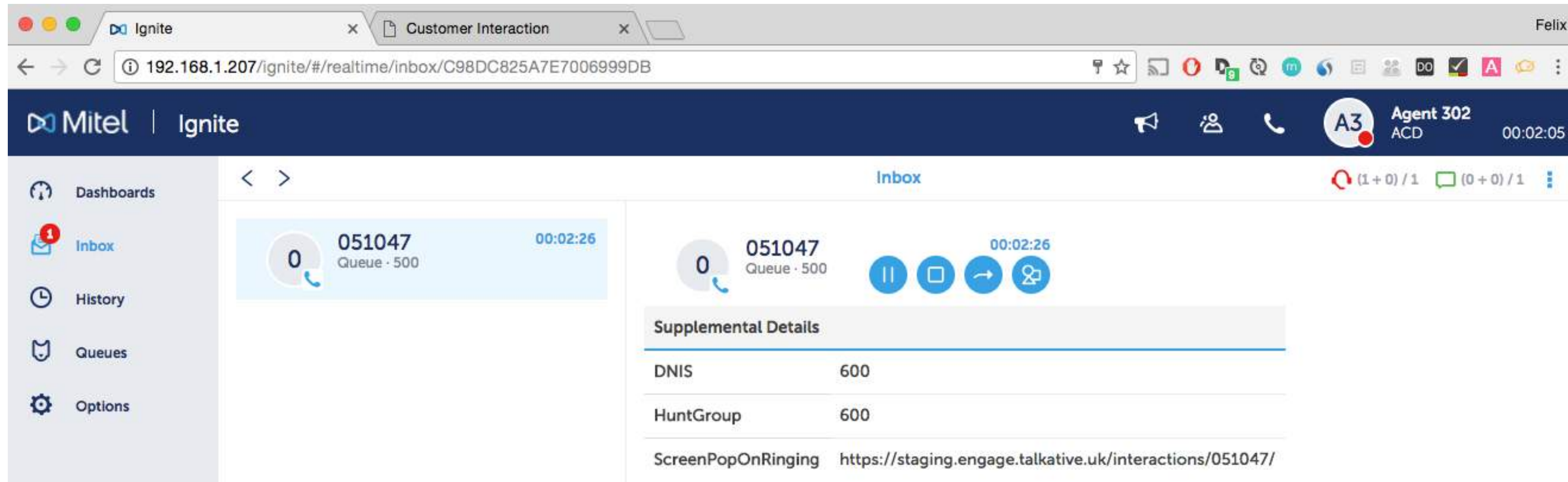
Voice Uses MiCC

Webcalls are answered by agents in the same way as normal inbound calls. The call is received by the MBG as a SIP call, then routed through the MCD to a queue or an agent extension. The 'from' number is the Talkative Session ID.

Video, Cobrowse & Chat

Cobrowsing, chat and cobrowsing are accessed by the Talkative browser-based console. MiCC automatically screenpops the session on receiving the call (requires IVR licence). Alternatively, the session can be correlated by the agent entering the Session ID displayed on the phone screen (all SIP phones) into the console.

Coming Soon

MiCC Open Media API will allow native integration with Ignite web client. Due for release Q3 2017.

Use Case 1

Webcalling voice to generate and understand calls

3 Call received by contact centre, passing through any existing routing, recording or reporting

4 Voice call between agent and customer

Customer ←———————————————————→ **Contact Centre**

1 Customer requests voice call from website

2 Talkative receives a request and initiates a SIP call

Talkative
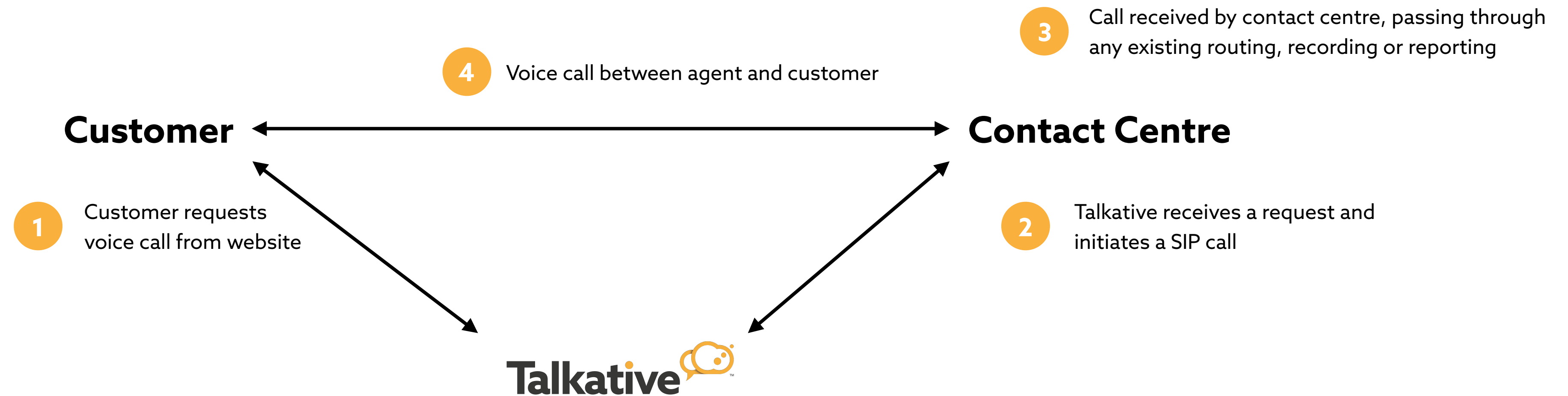
Suitable Companies:
Travel, Retail, Financial Services, companies with phone driven sales.

Problems:
Company website designed to drive calls. Majority of revenue generated from inbound phone calls. Investment in legacy contact centre infrastructure.

Solution:
Webcalling voice allows website visitors to make calls from website. Inbound calls received by existing contact centre. Analytics reveals deeper insight into customer journey.

Use Case 2
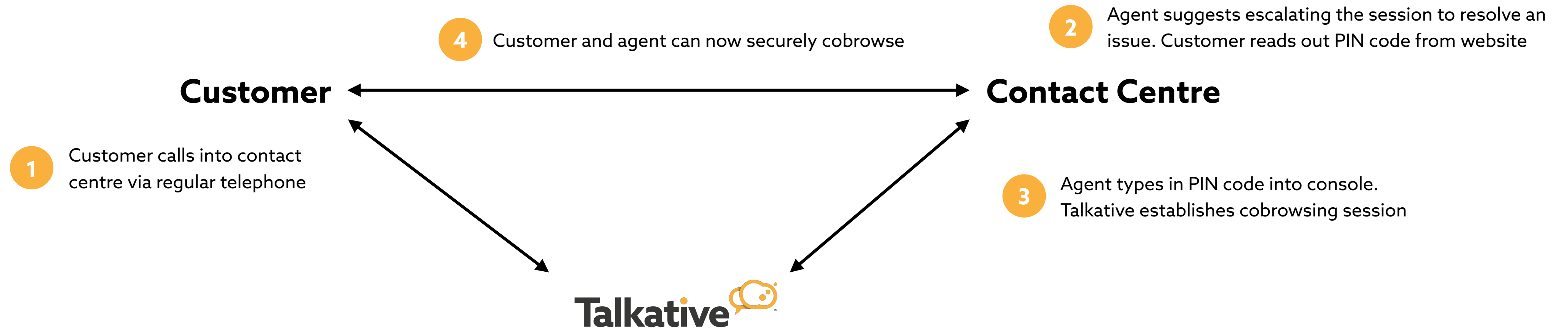Cobrowsing to reduce call times and solve customer issues

4 Customer and agent can now securely cobrowse

2 Agent suggests escalating the session to resolve an issue. Customer reads out PIN code from website

Customer ⟷ **Contact Centre**

1 Customer calls into contact centre via regular telephone

3 Agent types in PIN code into console. Talkative establishes cobrowsing session

Talkative

Suitable industries:
Financial services, companies with complex website processes.

Problems:
Agents can't see what customers are looking at, or interact with their session.

Solution:
Cobrowsing lets agents join customers during calls to reduce call times and improve CX.

Use Case 3
Web chat into voice, video and cobrowsing

2 Agent decides to escalate session and invites customer to voice, video or cobrowsing session

3 Customer accepts invitation to escalate

5 Customer and agent can now use voice, video or cobrowsing

Customer ← → **Contact Centre**

1 Customer initiates web chat session on website

4 Talkative establishes voice, video or cobrowsing session

Talkative

Suitable industries:

Retail, Financial Services, Ecommerce

Problem:

Companies looking to unify their website communications and omni channel strategy. Complex products or services that require interaction across multiple touch points.

Solution:

Chat used to selectively qualify customers. Voice to convert customers to high value products or services. Video used to demonstrate products.

Customer Personas
Coordinating objectives across an organisation

Marketing Director

Greater info on marketing campaign effectiveness and call attribution.

Sales Director

Drive calls for sales driven phone lines, more upselling opportunities.

IT Director

Simple to deploy cloud solution, integrates with existing Mitel kit, easy to manage.

Contact Centre Supervisor

Reduce call times and greater upsell opportunities.

Contact Centre Agent

Cobrowsing and customer journey tracking gives agents greater insight and control.

Head of CX

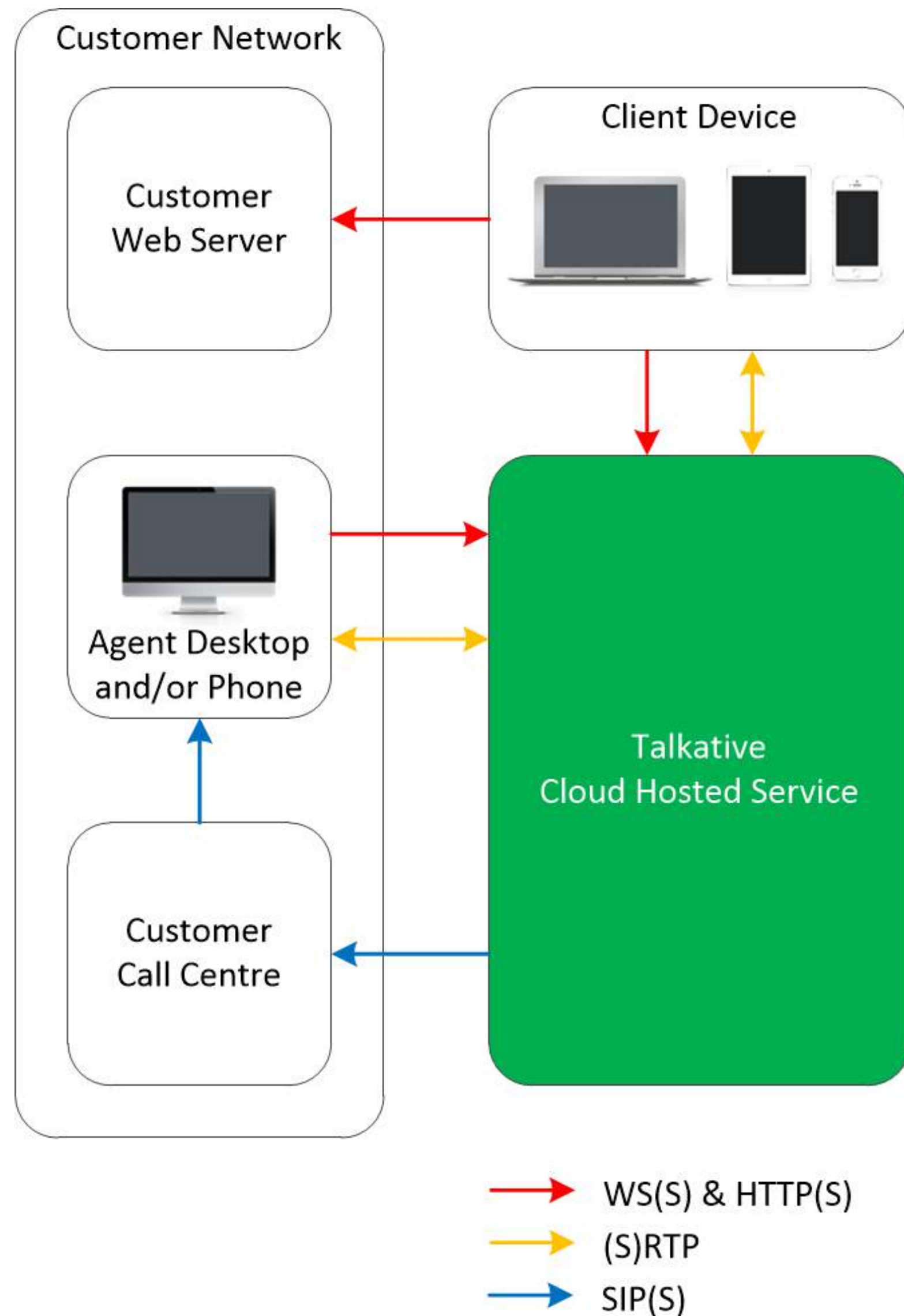Convenience and choice for customer from omni-channel digital touch points.

Web Developer

Simple integration and scope for customisation with Talkative website API.

Simple to Deploy

Lightweight, over the top solution

Website Integration:

Attach 3 lines of code, easily configure UI.

Telephony Integration:

Voice integrates with MiCC. Talkative servers hosted in cloud.

Choose Settings:

Issue agent accounts, engagement rules, office hours.

Further Reading:

Adding Scripts Guide >

Website API Guide >

Cloud Security Overview >

On-premise deployment details available on request

Sales Support

Talkative supports channel partners with sales and service

Sales Enablement

Free demo accounts, meeting support, trials for key accounts.

Marketing

Slides, brochures, event support.

Technical Support

Deployment training, pre-sales support, ongoing customer support.

Suggested Next Steps

Meeting or Call:

Meet in person or conference call to discuss proposition

Online demo to see solution

Answer any questions

Sales Enablement - Talkative to Provide:

A free account for your website and for demo purposes.

Slide decks and access to sales literature.

Sales training

Winning Accounts:

30 day free trials for key accounts

Offer to existing customer base or to help win new business

Talkative can join customer pitch meetings, or provide personalised demo videos

Contact:

info@talkative.uk

+44 (0) 1633 302069

https://talkative.uk/mitel-webrtc