

# Mitel CX

Delivering omnichannel CX  
for today's consumers

<Presenter Name>, <Title>

<Date>





# Mitel CX

*empowers your business to:*

- 1 Embrace the Modern Consumer
- 2 Exceed Expectations
- 3 Increase Reach



# Mitel CX

powers sophisticated customer experiences

**Channels:** voice, email, chat, Chatbot, SMS, social media and open media

**Self-Service:** GenAI-powered voice and chat virtual agents

**Routing:** highly customizable omnichannel skills-based routing

**Reporting:** real-time, historical and custom reporting & analytics tools

**Add-ons:** Outbound, Quality Management, AI Insights, Workforce Management

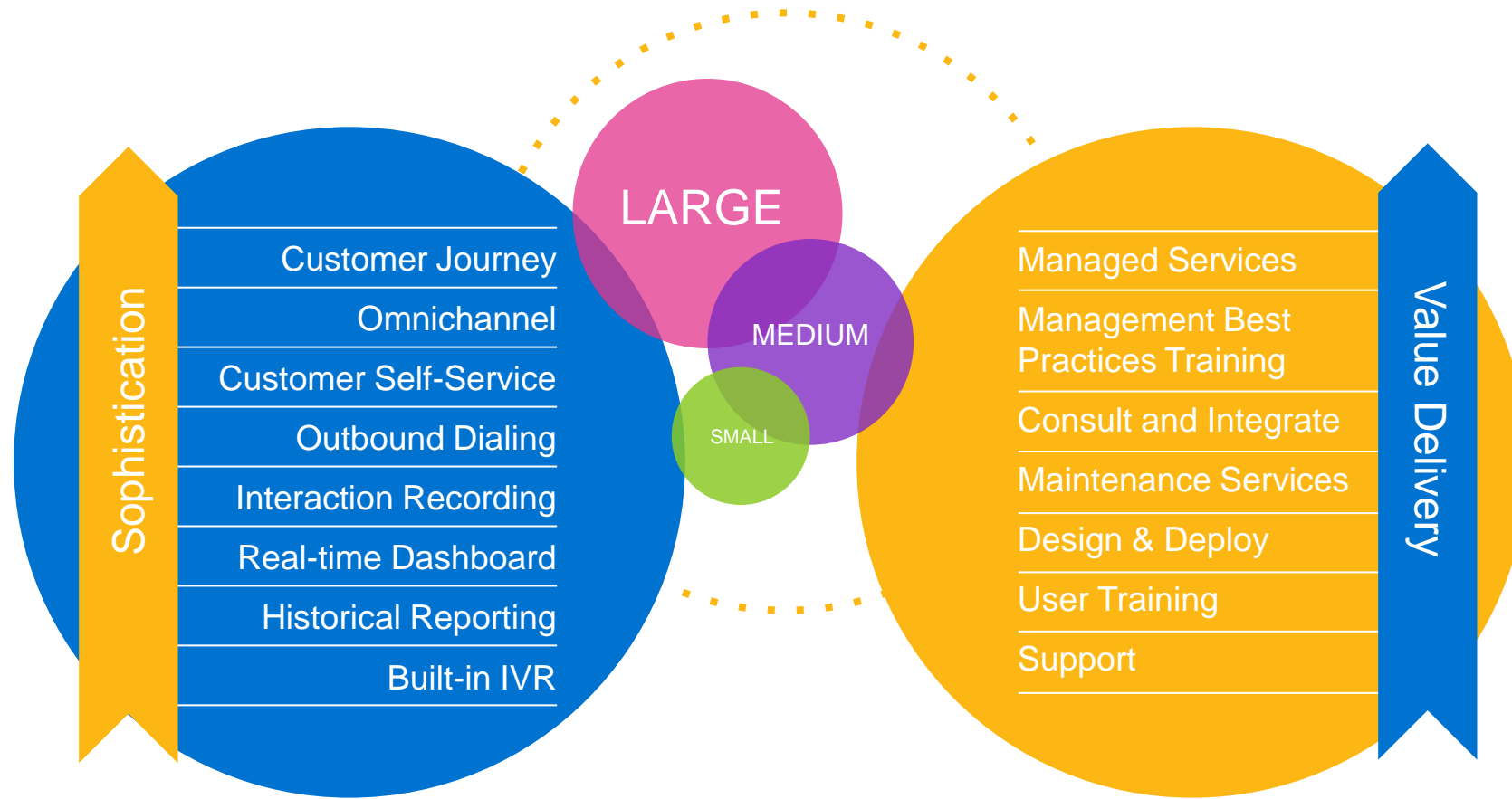
**Integrations:** Salesforce.com, Microsoft Dynamics, SAP, SugarCRM + ...

**Deployment:** on-premises, private cloud, public cloud

**Payment:** CAPEX (Perpetual License) or OPEX (Subscription)



# Mitel CX, a Complete CX Solution



Works with Mitel UC and Collaboration Platforms

**MiVoice  
Business**

**MiVoice  
MX-ONE**

**MiVoice  
5000**

**OpenScape  
Voice**

**OpenScape  
4000**

**MiCollab**



# Everything you need to deliver **Exceptional CX**

## Flexible Deployment and Purchasing Options

- On-Premise, Private Cloud, Public Cloud
- CapEx or Subscription

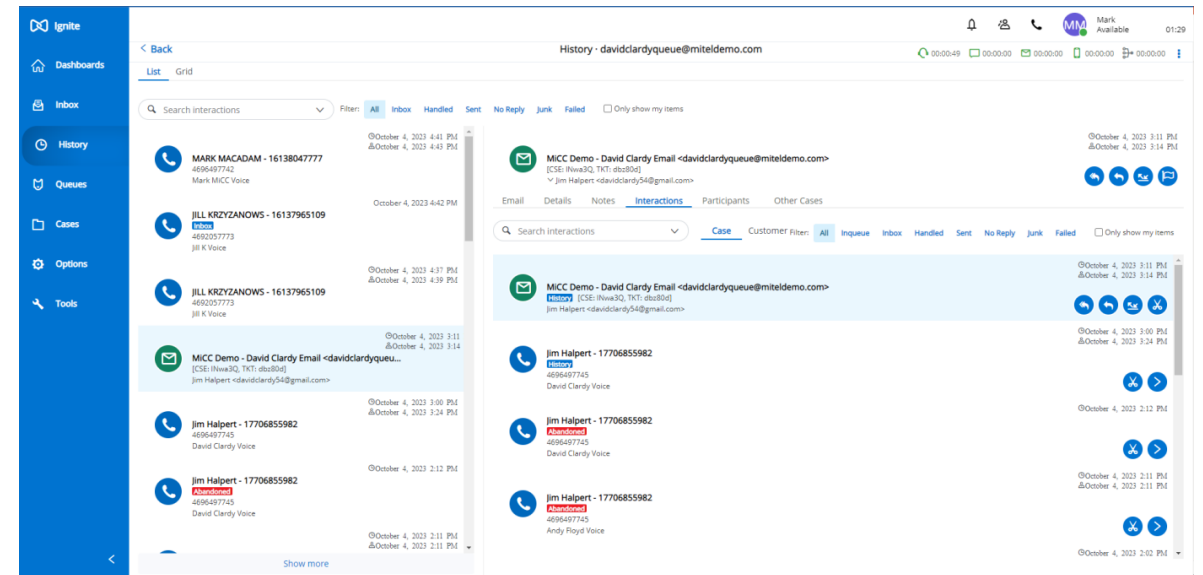
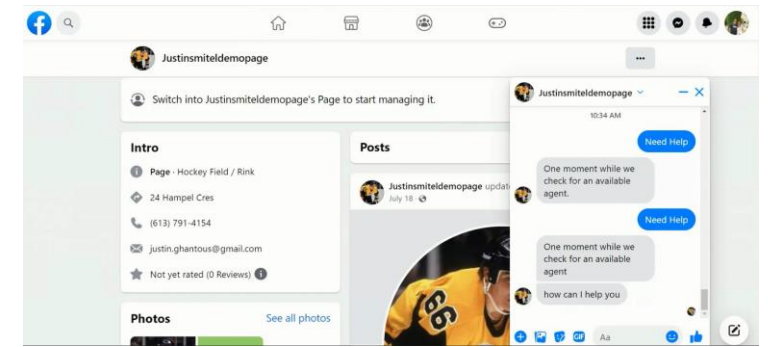
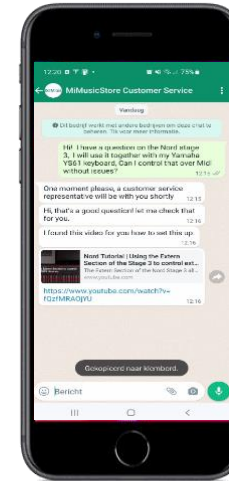


# Omnichannel Customer Experience (CX)



# Omnichannel Customer Experience

- Media blending of voice, email, chat, video, virtual agent, SMS, fax, social and 3rd party open media
- Single, customizable workflow routing interface used for all media
- Skills-based routing and configurable concurrent interaction workload
- Conversational self-service with GenAI-powered chat and voice virtual agents
- Agent tools like response templates, GenAI-powered auto-responses, suggested responses and next best action
- Omnichannel historical reporting, real-time dashboards, and GenAI-assisted analytics for deeper insights



# Phone (Voice)





# Phone (Voice) Customer Experience

Advise caller of queue status

Collect caller information for better routing

Conversational AI Voice Virtual Agent

Provide caller with flexible contact options while in queue

Provide optional queued or scheduled call backs

Automatically call the customer back if they abandon

Connect caller directly to the agent best suited to respond



# Phone (Voice) Agent Experience

The screenshot displays the Ignite CRM interface. On the left is a blue sidebar with navigation options: Ignite, Dashboards, Inbox (with a red notification badge), History, Queues, Cases, Options, and Tools. The main area is titled 'Inbox' and shows a list of interactions. The selected interaction is a voice call from 'MARK MACADAM - 16138047777' (1001) at 02:22. Below the list is a search bar for interactions and a filter dropdown set to 'Case' with 'Customer' selected. A table of filters includes 'All', 'Inqueue', 'Inbox', 'Handled', 'Sent', 'No Reply', and 'Junk'. Below the filters, there are three call history entries for the same contact, with the first one selected. The right pane shows the details for the selected call, including a 'Details' tab and various call control icons at the top. The details are organized into sections: Queue Name (7001), From Name (MARK MACADAM), System Received (October 4, 2023 4:49 PM), Queue Received (October 4, 2023 4:49 PM), Last Agent Response (October 4, 2023 4:49 PM), Interaction Id (E8EBAB10C63802353FD4), Case ID (0Mj15Q), and Supplemental Details (DNIS: 1001, Global Call IDs, ANI: 16138047777, Hunt Group: 6685, URL\_IVR: https://micc.trymitel.com/illumashield).

## Agent actions:

- Login / Logout
- Make Busy
- Do-Not-Disturb, etc.

## Monitor and support basic phone controls:

- Answer / Hang up
- Hold / Hold Retrieve
- Consult / Blind Transfer
- Invite supervisor to call
- Apply Classification/Account code to call

## Full omnichannel support (voice, email, Web chat, SMS, etc.) with interaction pivoting:

- Voice to Email, SMS
- SMS to Voice, Email
- Email to Voice, SMS
- Web Chat to Email, Voice, SMS



# Digital Channels



# GenAI-Enhanced Digital Channels

## GenAI Triage

Easily deploy GenAI chatbots across web chat, SMS/WhatsApp, email, and voice, with an easy-to-use AI Knowledge management system

## Enhanced Webchat

Highly flexible web chat widget, with enhanced agent handling tools such as translate and copilot

## Digital Channels

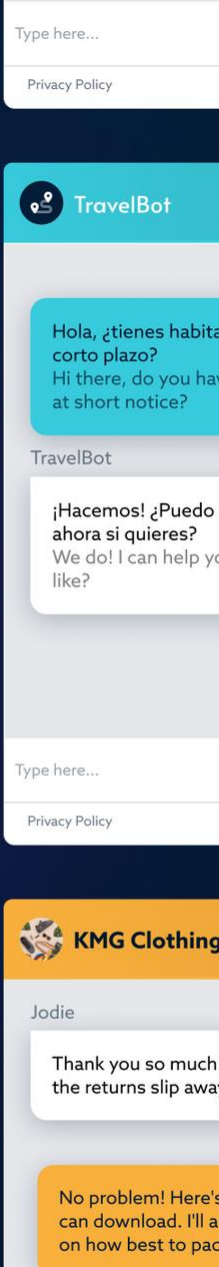
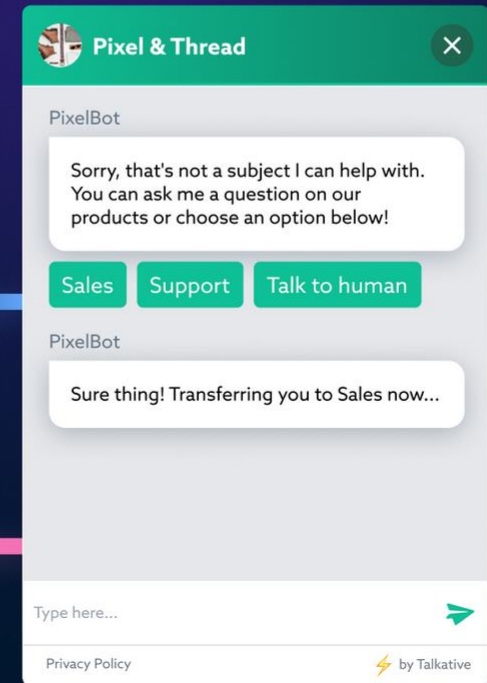
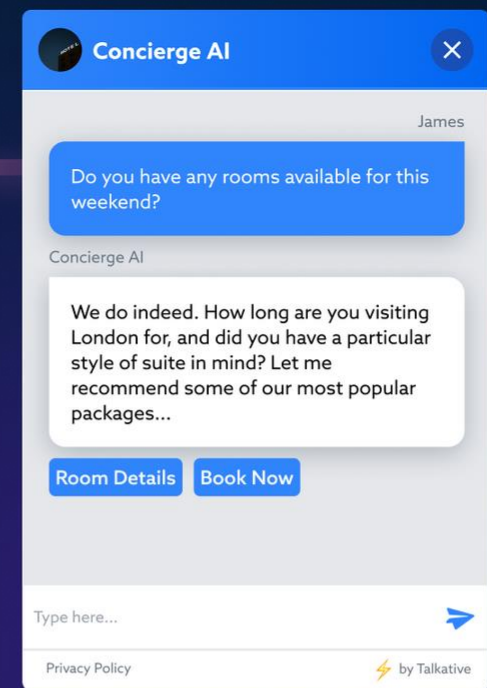
Use web chat, video chat, co-browse/screenshot, inbound/outbound SMS, WhatsApp, and Messenger channels

## Powerful Analytics

AI-powered real-time alerts, dashboards, and topic analysis based on all your interactions

## Agent Experience

Digital channels are native to the Mitel CX agent client, with unified workloads, queueing, and reporting

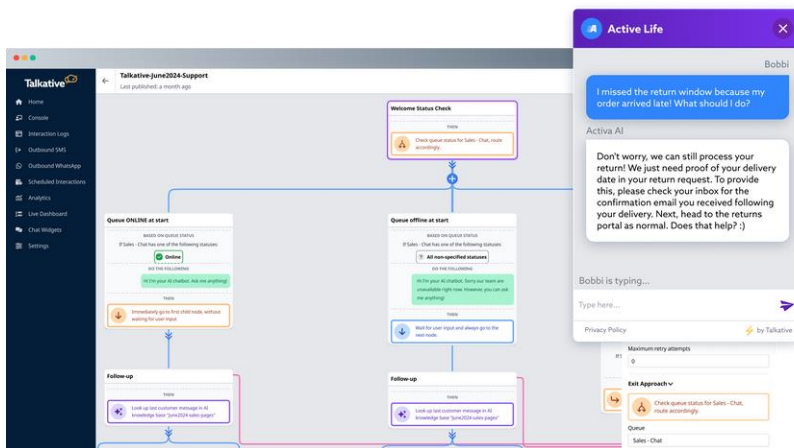


# Features & Capabilities

## AI Chatbot

Intelligent automation powered by generative AI

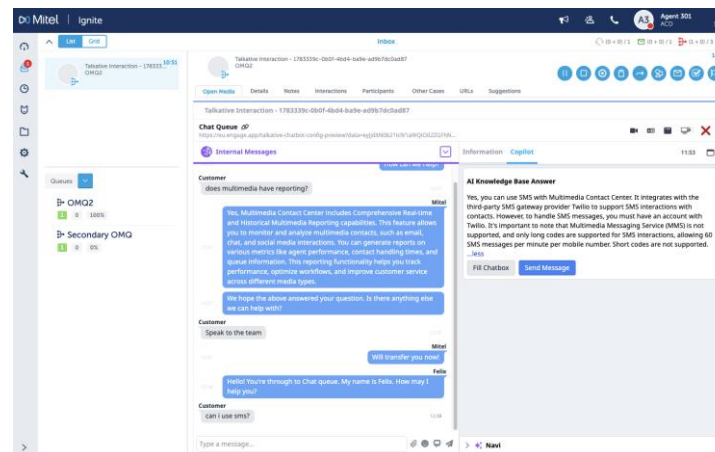
Powered by generative AI and Large Language Models (LLMs), Mitel CX's chatbot can automate up to 88% of customer queries with highly accurate and human-like responses - all within your current Mitel setup.



## AI Live Chat

Real-time agent chat support enhanced by AI

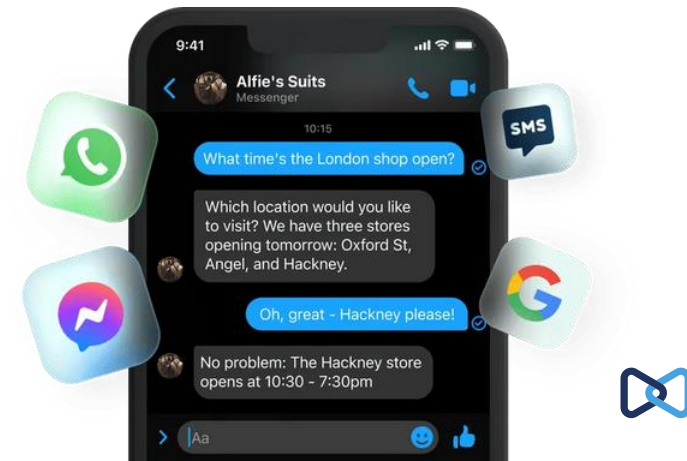
AI-enhanced Live Chat that's embedded in the Mitel CX agent client, empowering agents to perform better and faster with real-time response suggestions, next-step advice, and internal-facing chatbot, "Navi".



## Social Messaging

Meet & serve on popular platforms

Social messaging that's fully compatible with MiCC Business & Enterprise, enabling you to engage and serve customers via Facebook Messenger, WhatsApp, SMS/MMS, and more.

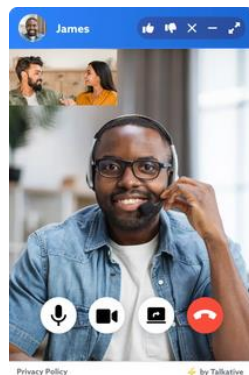
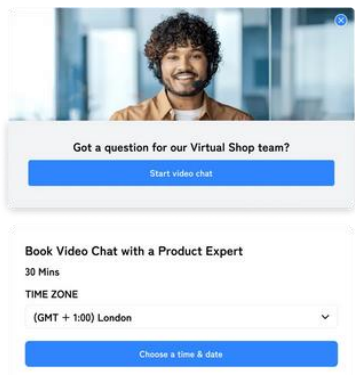


# Features & Capabilities

## Video Chat

Face-to-face interactions, anywhere, anytime

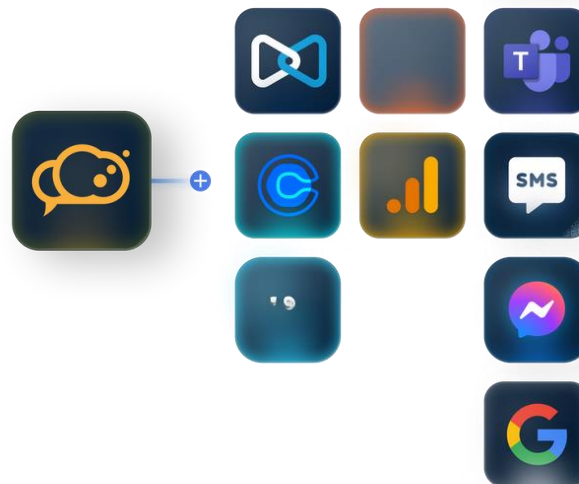
Video chat lets you take the in-person customer experience online. Deliver high-quality video calls via your website, app, and messaging channels, without leaving your Mitel environment.



## Omnichannel Integration

Unify your channels & existing Mitel setup

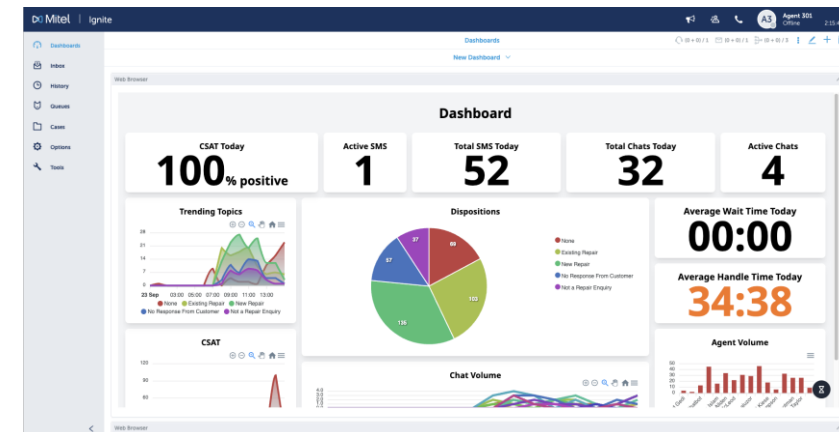
By integrating Talkative into your existing MiContact Center Business/Enterprise setup, you can create a cohesive solution that ensures a consistent and unified CX at every touchpoint.



## Analytics & Reporting

Data-driven insights for continuous improvement

Analytics and reporting features that provide extensive data insights to help MiCC Business/Enterprise users continuously improve their CX, operational efficiency, and overall performance.



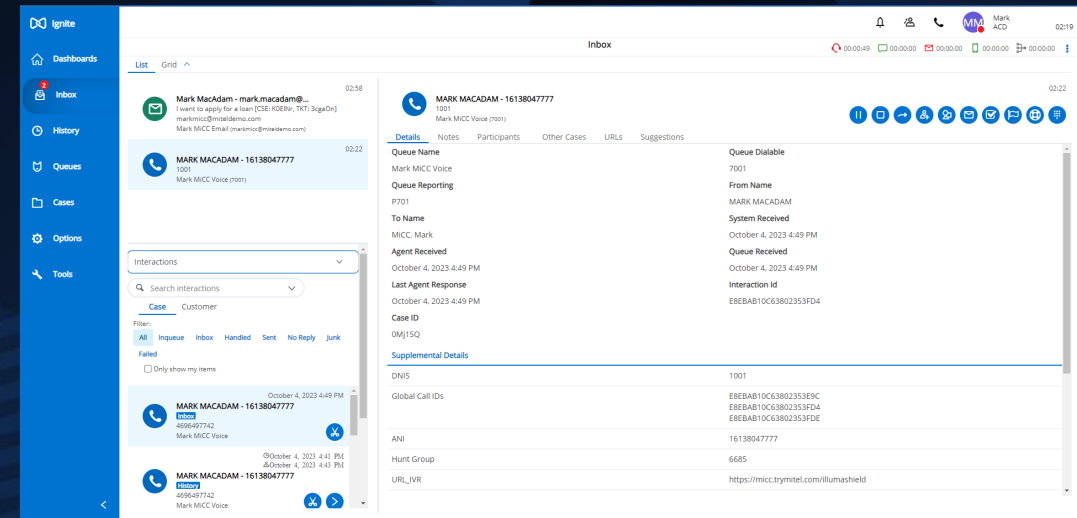
# The Agent Experience



# Agent Desktop

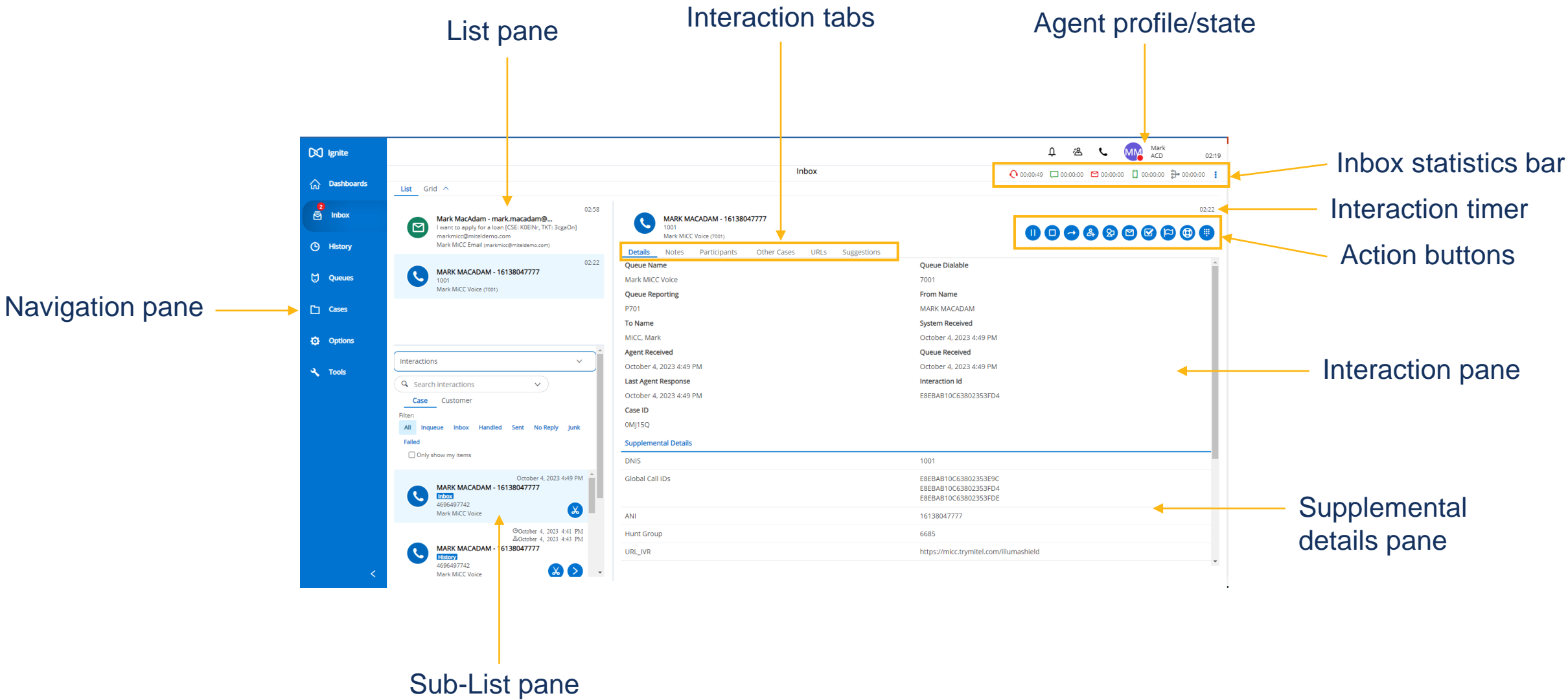
## Core Agent Desktop Features:

- Handle multiple contacts of different types simultaneously
- Agent Group Presence controls to join/leave agent groups
- Fully indexed transcript repository provides agents with a responsive search tool
- Easy access to customer/case history
- Account Code and Work Timer support
- Spellchecker and FAQ templates provided





# Ignite Agent Desktop



# Simplified Agent Experience

## Ignite Agent Interface

- Unified agent web client for all media
- Integrated MiCollab UC client
- Pre-announce, silent monitor, whisper and barge capabilities
- Fully customizable screen pops
- Launch Web pages, custom applications, or CRM pages as contacts arrive
- Quickly access agent actions (Do Not Disturb, Make Busy, Account Codes, Request Help, etc.)
- Leverages the most common Web browsers (Chrome, Firefox, IE, Safari)

The screenshot displays the Ignite Agent Interface. On the left is a blue sidebar with navigation options: Ignite, Dashboards, Inbox (with a red notification badge), History, Queues, Cases, Options, and Tools. The main area shows an 'Inbox' with a list of messages. The selected message is from 'MARK MACADAM - 1613804777' (1001) via 'Mark MiCC Voice (7001)'. Below the message list is a search bar for interactions and a filter menu. The right pane shows the 'Details' for the selected message, including fields for Queue Name, Queue Reporting, To Name, Agent Received, Last Agent Response, Case ID, and Supplemental Details (DNIS, Global Call IDs, ANI, Hunt Group, URL\_IVR).

Queue Name	Queue Dialable
Mark MiCC Voice	7001

Queue Reporting	From Name
P701	MARK MACADAM

To Name	System Received
MiCC, Mark	October 4, 2023 4:49 PM

Agent Received	Queue Received
October 4, 2023 4:49 PM	October 4, 2023 4:49 PM

Last Agent Response	Interaction Id
October 4, 2023 4:49 PM	E8EBAB10C63802353FD4

Case ID	Supplemental Details
0Mj15Q	1001
	DNIS
	Global Call IDs
	ANI
	Hunt Group
	URL_IVR



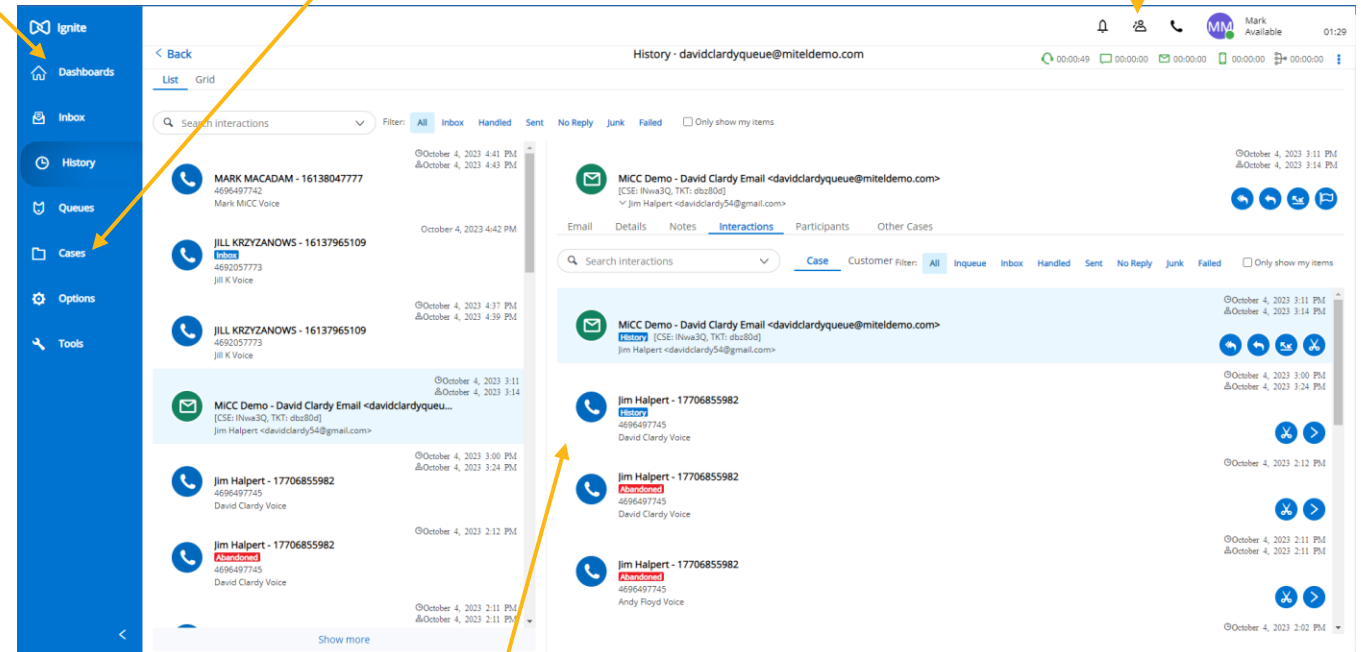
# Ignite Agent Features

Dashboards to view employee, agent and queue statistics in real-time

Omnichannel case management

Request Help

- Pick interactions from queue
- Screen Pop contact info and/or CRM data
- Assign case follow-ups with reminders
- Add/remove conversations to/from cases
- Customer contact list
- Auto insert queue-based email signatures
- Insert canned response templates for email and web chat
- Agent greeting



Cross-channel conversation history



# Agent Desktop Features

- **Screen Pop**

- Screen Pop is configurable to occur when contacts are offered
- Screen Pop can be configured as a URL or executable
- Variables (i.e., from email address) related to the media may be passed with the URL or executable to auto-populate screen pops

- **Multimedia Real Time Dashboard**

- User-friendly UI enables agents and supervisors to quickly navigate through the hierarchy of queue, agent, and employee devices for all media
- Pin devices to the monitor and view only the relationships across the hierarchy that relate to the pinned devices

- **Queue Folder views**

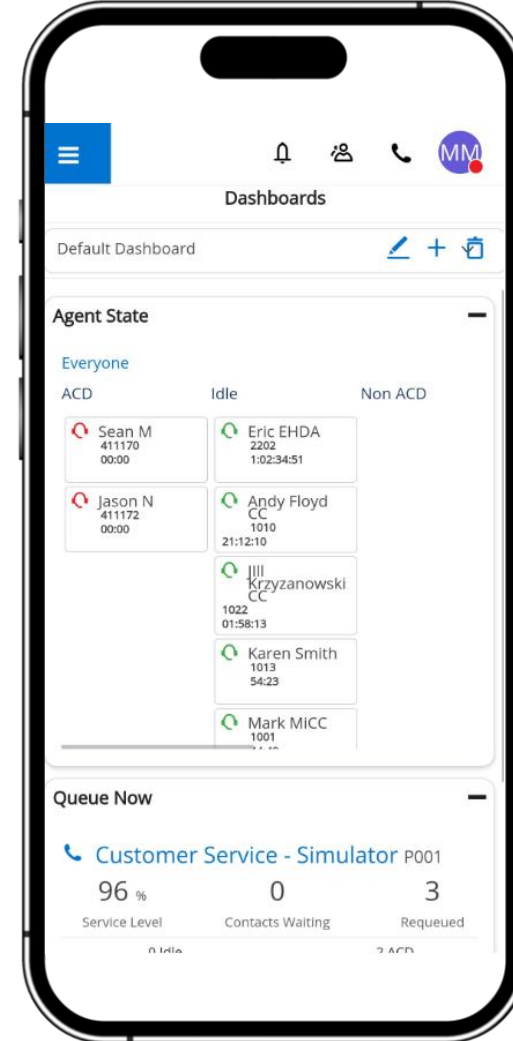
- View queued contacts for all channels and allow agents to pick contacts
- Access to Queue Folders can be restricted through security roles



# Ignite Mobility Features

## Access Ignite from any supported, Web-enabled device:

- On a tablet, supervisors can view contacts in queue and manage agent states as well as handle emails, chats, and SMS
- On a smartphone, agents and supervisors can handle voice interactions



# The Supervisor/Manager Experience



# Performance Management

## Real-Time Dashboards

Respond to changing contact center volume levels as they occur

## Historical Reporting

Understand contact center performance levels and share this information with others

## Resource Planning

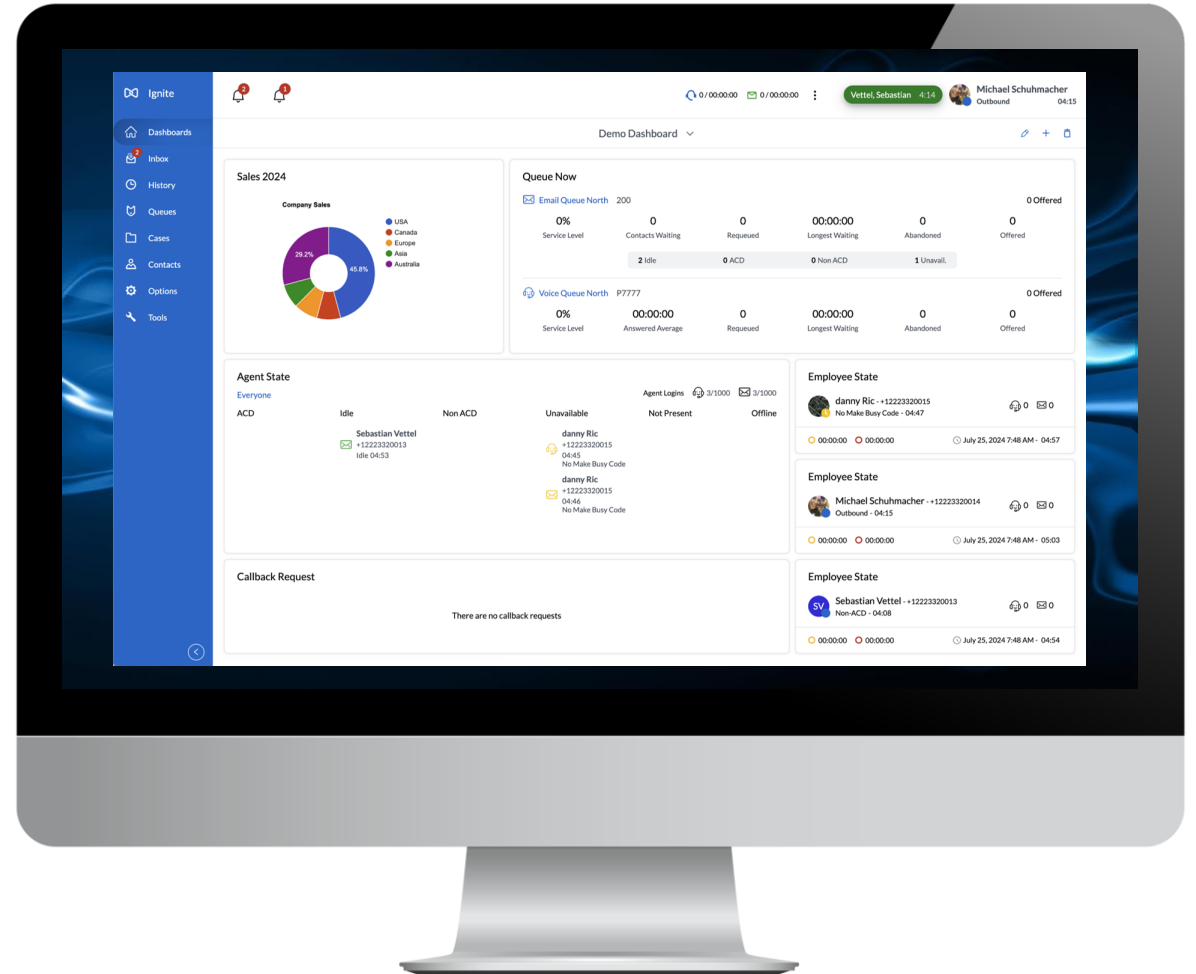
Forecast and plan resource utilization for future contact center volumes

## Experience Management

Analyze service levels across channels and easily manage resources to optimize the customer experience

## Quality Monitoring

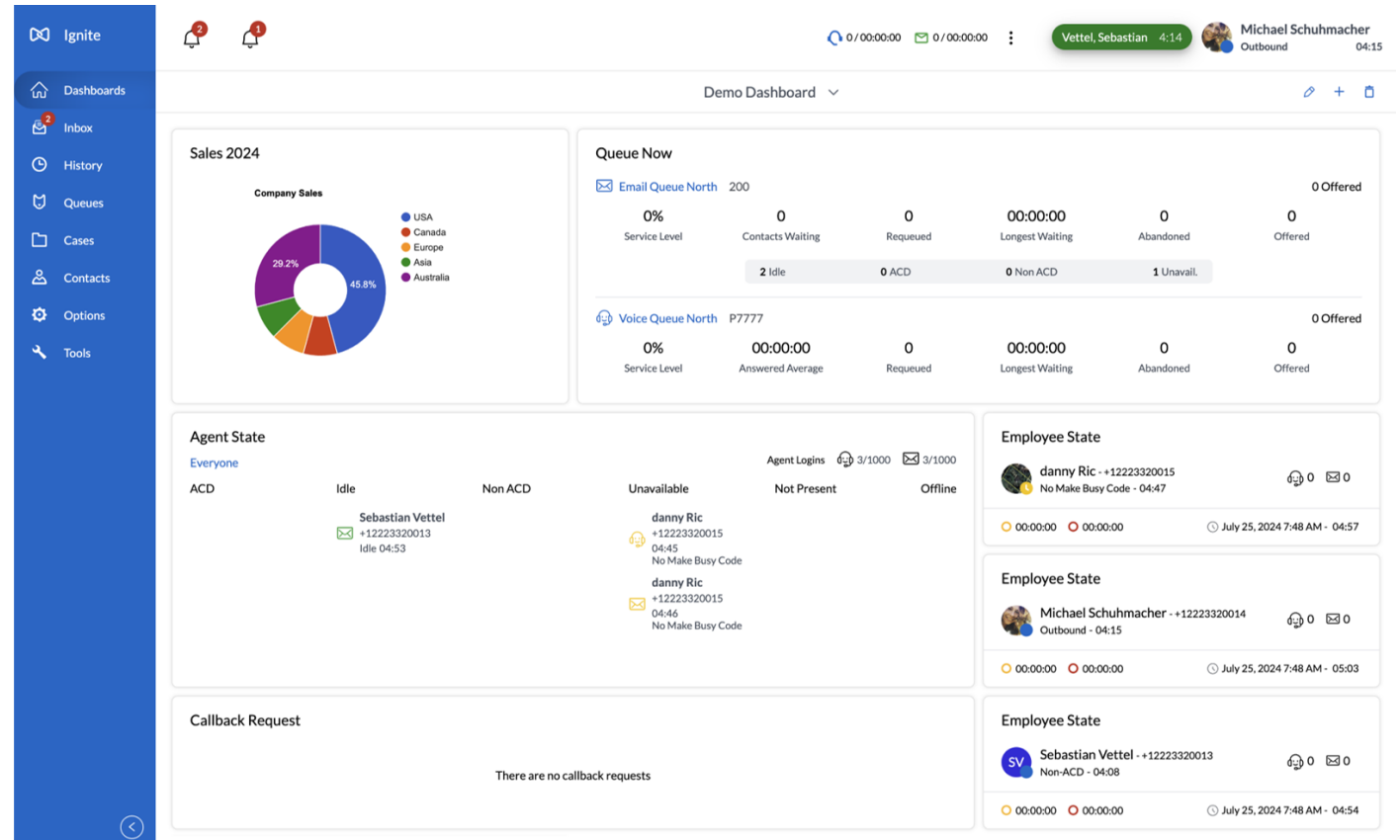
Coach and motivate agents to ensure effective service and develop skills



# Ignite Supervisor Features

## Dashboards

- Real-time monitoring of employees, agents and queues across all channels
  - Agent Group Performance by Media by Agent
  - Employee Group Performance by Employee by Agent
  - Queue Performance by Queue with Agent Handling Info
  - Unified Queue Group & Queue Traffic Charts
- Initiate call Monitor, Coach, Barge-in
- Callback monitor
- Interactive Contact Center
- Interactive Visual Queue





# Dynamically Control Agents and Queues

## Interactive Contact Center

- Dynamic control of agents and queues
- Queue control using schedules and plans (based on queue conditions)

## Interactive Visual Queue

- Supervisors can monitor all queues and pick up contacts from queues and push them to other queues or agents
- Queue Now monitor allows supervisors to drill down to the views of agent group(s) and agents and see full multi-channel metrics in real time

The screenshot displays a contact center interface. On the right, a detailed view of an agent named Karen Smith (ID 1013) is shown. Her status is 'Idle' and her site is 'Default Site'. Below this, there are tabs for 'State' and 'Agent Groups'. Under the 'State' tab, there are four status options: 'Available' (green dot), 'Busy...' (yellow dot), 'Do Not Disturb...' (red dot), and 'Offline' (grey dot). An orange arrow points from the 'Offline' status option to the 'Karen Smith' entry in the queue list on the left. The queue list is titled 'Idle' and contains five entries, each with a green circular icon and a refresh symbol. The entries are: Eric EHDA (2202, 1:02:29:35), Andy Floyd CC (1010, 21:06:54), Jill Krzyzanowski CC (1022, 01:52:57), Karen Smith (1013, 49:07), and Mark MICC (1001, 39:33). The 'Karen Smith' entry is highlighted with an orange border.



# Custom Notifications & Alerts

- Supervisors and Agents can be alerted via visual and audio notifications when pre-defined thresholds are met within the following stats:
  - Queue Now
  - Agent State
  - Employee State
- Alert notification via:
  - “Bell” icon with list of active alerts
  - Active alerts dashboard
  - Toaster in Web Ignite - optional (toggle on or off)
  - Sound – optional (toggle on or off)

The screenshot displays the Ignite web interface. On the left is a blue sidebar with navigation options: Ignite, Dashboard, Inbox, History, Queues, Cases, Options (selected), and Tools. The main content area is split into two columns: 'Options' and 'Notifications'. The 'Options' column lists sections like Profile, Customization, Phone, Diagnostics, Email, Chat, Notifications, and About. The 'Notifications' column shows 'Your Notifications' with a red badge indicating 2 notifications. It includes a 'Message Alert' section and a list of notifications. Two notifications are visible, both stating 'Longest wait time exceeds 5 minutes' and 'Repeated: 3', with a 'Dismiss' button for each. The interface also shows a 'Dismiss All' button and a 'Most recent' dropdown menu.



# Built-in Historical Reporting



## Historical Reports

- Comprehensive historical reporting with over 400 report templates
- Fully custom reporting tool
- Wizard-based report designer
- Edit existing or create new reports combining agent, queue, DNIS, and trunk data in a single report

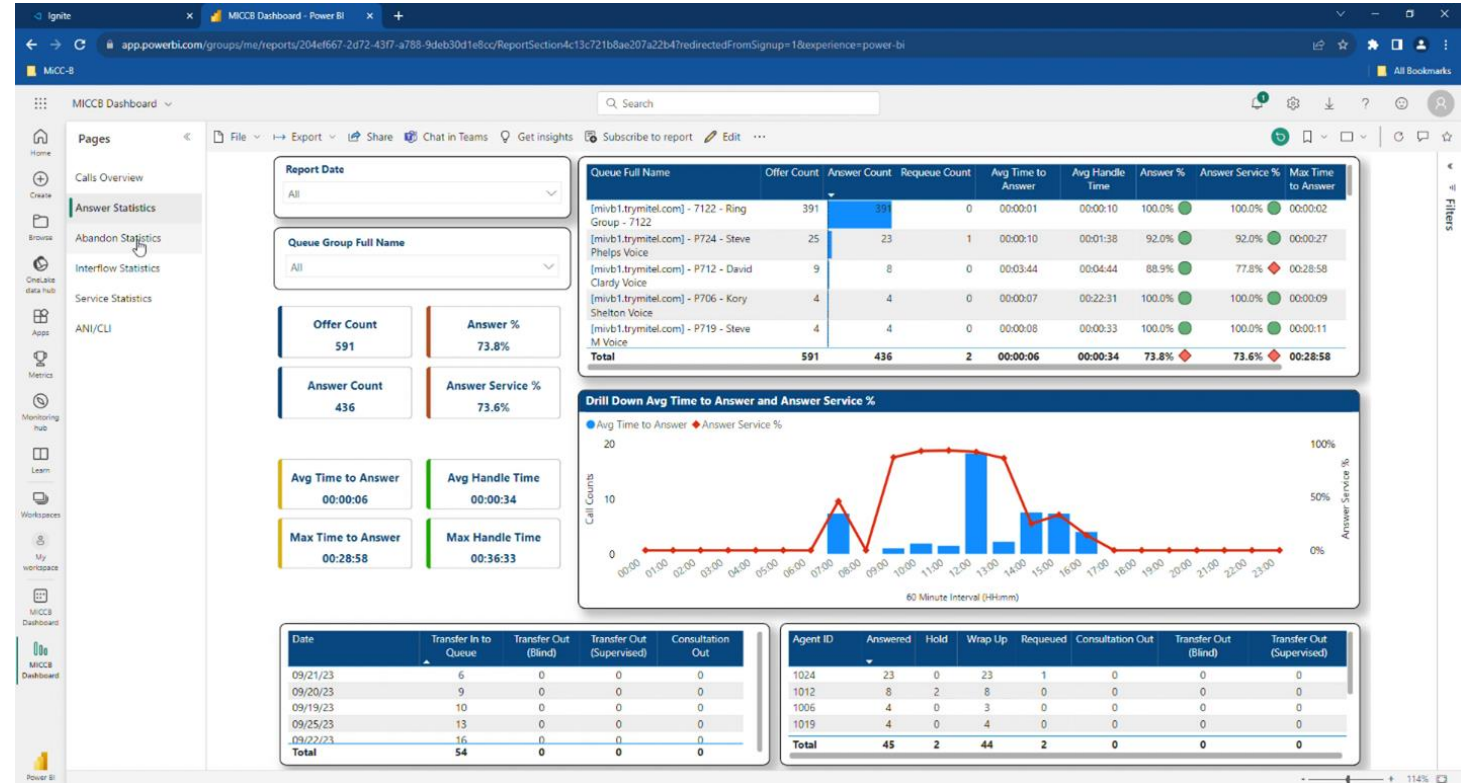


# Reporting and Analytics Dashboard via 3<sup>rd</sup> Party BI Engines

Create your own custom dashboards using 3<sup>rd</sup> party Business Intelligence (BI) engines, such as...



Sample analytics dashboard



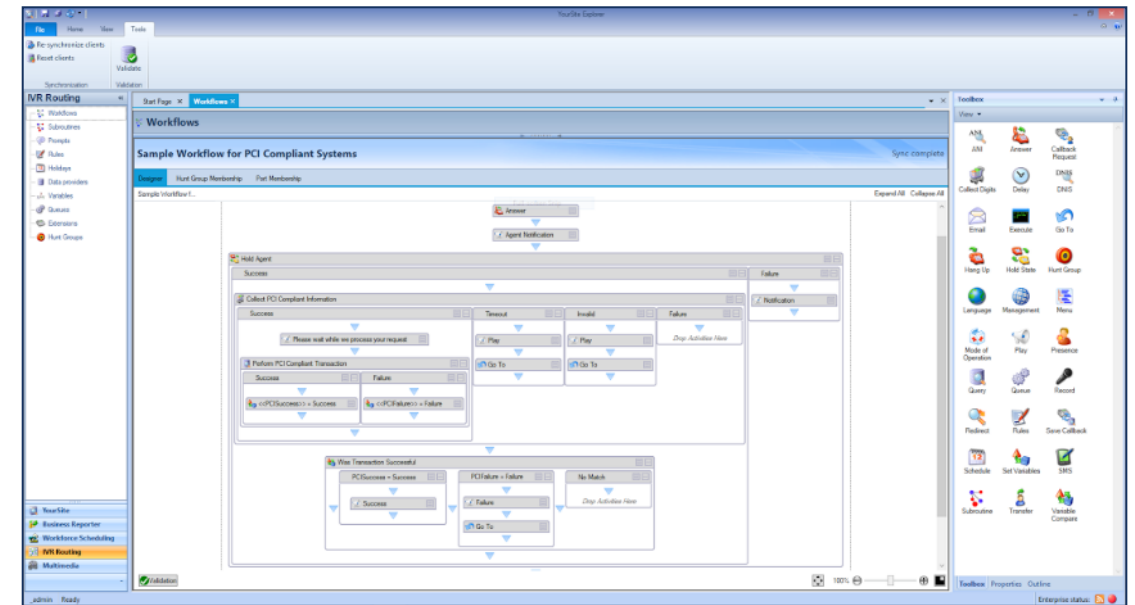
# Interaction Workflow Designer



# Fully Customizable Interaction Flow Designer

## IVR Routing

- Visual call flow editing
- Collected Digits
- Queue conditions
- Interactive menu designer
- Integrated prompt editor
- Voice and Web callbacks
- Real-time monitors (Port and Web callback status)
- Speech-enabled self service (Text-to-Speech and Automatic Speech Recognition)
- Simple outbound power dialing, notifications, and self service
- Resilient, fault tolerant, and highly available
- ANI/DNIS/Redirect branching for scalability



“YourSite Explorer” Workflow Designer



# Mitel CX INTEGRATIONS

## CRM



## WFO



## Service Management



## Social Messaging



## Outbound



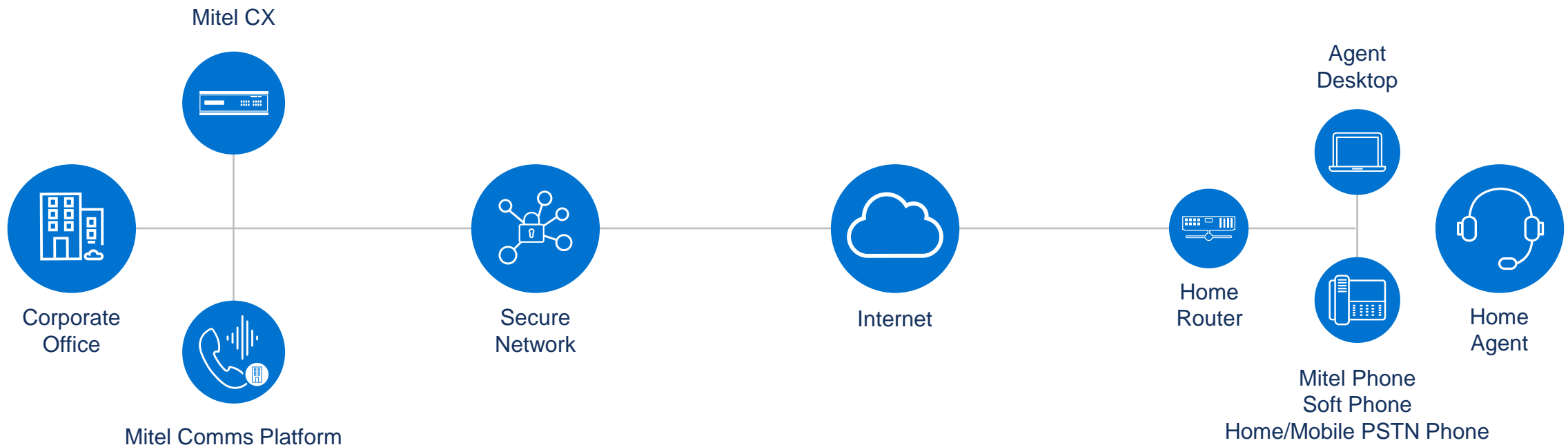
## Dashboards



# Agents Anywhere

## Extend full voice and data capabilities to remote agents

- No VPN required
- Supports desk phones, soft phones, and all Mitel CX applications
- Extend contact center capabilities to External Hot Desking Agents (EHDA) at any external phone number on any endpoint





# Complementary Solutions

## Integrated applications that are critical to creating differentiated customer experiences:

- **Mitel Interaction Recording** – Record customer interactions to efficiently coach and train agents, comply with industry regulations and mitigate risks
- **Mitel Quality Management** – Compliments Mitel Interaction Recording with a complete suite of quality assurance, evaluation, coaching and e-learning tools
- **Mitel Speech Analytics** – Uses keyword spotting, speech transcription and emotion detection to capture the “voice-of-the-customer” to reveal trends and expose areas for improvement
- **MIR Insights AI** – Uses GenAI to automate your quality management processes by identifying adherence phrases and patterns to evaluate your agents and uses these insights to create meaningful dashboards and reports that improve the quality of your contact center
- **Mitel Workforce Management** – Forecasting, scheduling and analytics that puts your employees in the right place at the right time while giving them the power to check their work schedules, view messages, make shift trades, request vacation, state preferences and add overtime availability
- **MiContact Center Outbound** – Delivers Preview, Progressive, Power and Predictive outbound dialing along with customer campaign management
- **Mitel Web CRM Connector** – Provides sophisticated, unified desktop agent experiences within Salesforce.com, Microsoft Dynamics, Zendesk, Oracle suites and much more



# Mitel CX,

*An industry-proven customer experience solution that...*

1

Provides prompt, informed, and omnichannel customer experience to your customers

2

Supports your digital transformation by addressing the needs of today's digital mobile consumers

3

Improves agent productivity and customer satisfaction, increases revenues and controls operating costs





Powering connections