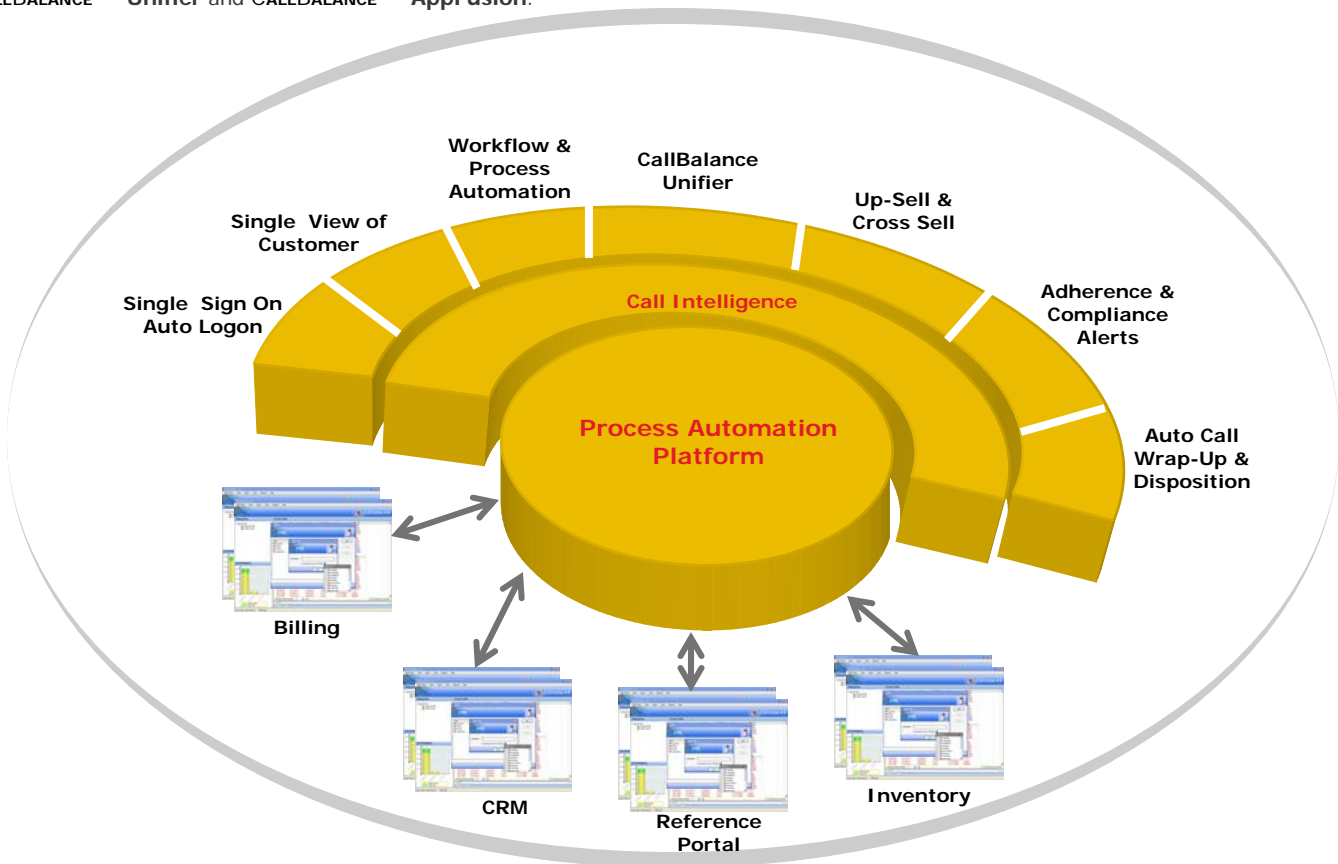


The modern customer service representative is tasked with doing more than ever – from handling basic customer service inquiries to performing complex sales transactions. As a result, demand is steadily growing for tools that enable agents to effectively execute increasingly complex tasks. CallBalance addresses this demand with CALLBALANCE[®] Unifier and CALLBALANCE[®] AppFusion.



CALLBALANCE[®] Unifier is a unified desktop for customer service representatives that provides a single point of access to all the mission-critical applications and call center tools required by the agent to effectively complete a customer interaction.

CALLBALANCE-Unifier represents the next generation of contact center desktops, using state-of-the-art technology to provide a platform for hosting and integrating all tools and applications required by the customer service representative – now, and in the future.

CALLBALANCE-Unifier is, in essence, a desktop interaction hub that integrates all tools and channels of communications with the customer. And powered by **CALLBALANCE-AppFusion**, the contact center desktop becomes a powerful platform for simplifying your customer service representatives' interactions with all of the various business applications they use.

CALLBALANCE-AppFusion is a process optimization platform that simplifies the contact center agent's interaction with business systems by automating and optimizing work processes, even processes that flow across disparate business systems. In order to access and interact with any and all application types, the platform employs a "non-invasive" approach to interface with different desktop applications. As a result the agent's process workflow can be collapsed without any replacement or modification of existing business applications

Business Problem

Today's customer service representative utilizes a wide variety of tools to serve the customer:

CRM systems, CTI screen pops, call scripts, navigational tools, email, chat, and a growing number of business applications required to retrieve and input customer data. As a result, the representative's desktop has become a maze of systems resulting in costly operational inefficiencies and headaches for both the agent and the customer. And, of course, most of these tools are unintegrated and have different modes of operation and user interfaces. This creates a chaotic work environment, adding a thick layer of complexity for the agent who is already striving to shorten handle times, provide better customer service, and maybe sell something. Should we really expect our agents to master such an extreme multi-tasking environment.

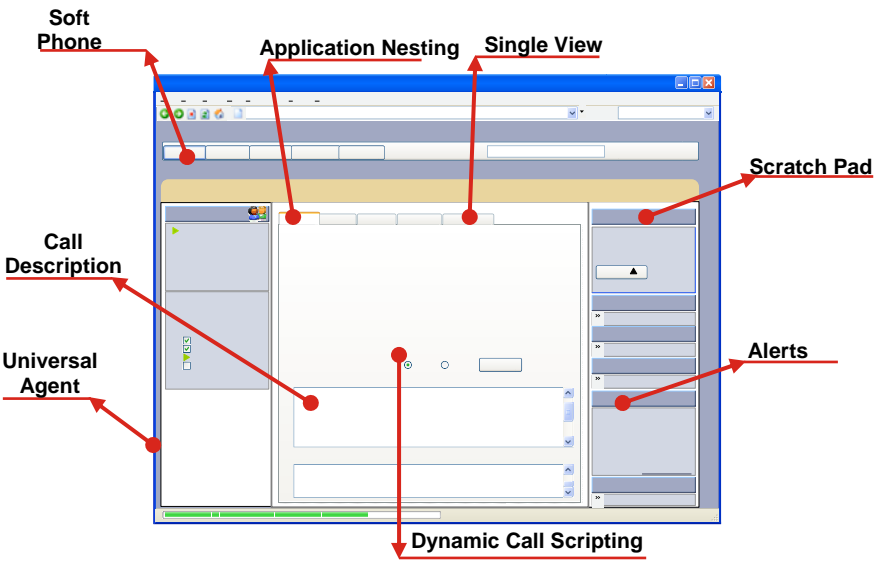
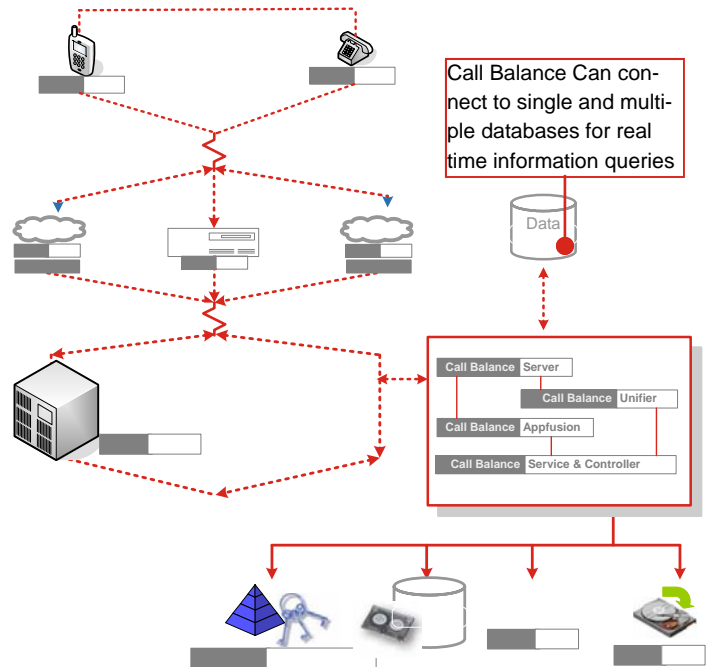
Solution

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Universal Agent Desktop – CallBalance Unifier is role-based, meaning the appearance and arrangement of the desktop can adapt based on the specific function the agent is performing. As a result agents are equipped with the resources to handle multiple product lines and services – customized to the task they are performing.

Dynamic Call Scripting – A powerful and easy-to-use call scripting tool that generates dynamic scripts. The script reacts to responses by the agent; a selection made in the IVR; or the role the agent is playing. The call script also can seamlessly interact with business systems that information entered in the script automatically posted to support systems such as billing, CRM, or order management applications. The agent is able to remain in the script during the entire call without having to toggle back and forth between applications, or the script can automatically navigate the agent to where they need to be for the next step in the call.



SoftPhone Features – Provides agents with call control features from the desktop such as availability, call transfer, conferencing and call holding.

Application Nesting – Provides a universal Unifier that acts as a hosting environment and single point of access to existing business applications. Agents can easily access appropriate business applications using tabs on the desktop.

CTI Integration – Enables screen pops of customer information as well as automatic script and offer selection based on customer ID or inputs.

Single Sign-On – CallBalance Unifier eliminates redundant log-in activity by enabling agents to enter a single user ID and password for all applications used to support their tasks.

Alerts – Fully customizable alerts to communicate critical information about customers, up-sell/cross-sell offers, or corporate information, before and during the interaction.

Scratch Pad – The Scratch Pad eliminates redundant data entry and increases data entry accuracy. With the Scratch Pad, information that is entered in one application can be automatically populated into similar fields in other applications.

Knowledge Management – Provides agents with easy access to pre-existing help systems, knowledge bases, information portals, frequently asked questions and other reference materials.

Desktop Personalization – Manager scan empower each agent, if desired, to change the color, font, and layout of the desktop to fit personal tastes.

Process Optimization for a Simplified Interaction

CallBalance Unifier is powered by CallBalance AppFusion, the process optimization platform. CallBalance AppFusion can rapidly and seamlessly integrate any and all business applications to present a single view of a customer or a single view of a process. A transaction that requires the agent to navigate across several applications and touch tens of screens can be reduced to a single page view of the transaction. What took minutes can literally be reduced to seconds, while eliminating data entry errors, stress and frustration

Benefits
Eliminates the inefficiency of the desktop maze by providing the agent with a single interface to access the multitude of disparate systems and resources needed to effectively perform his or her job.

Enables companies to transform single product agents to universal agents, maximizing agent productivity.

Unified desktop, agents can shorten calls, improve customer interactions, be trained more rapidly, take better advantage of up-sell opportunities, and provide a consistent experience to customers. It is modular and completely customizable, enabling your organization to configure the desktop with just the features you need, or use them all to achieve maximum benefit with a look and feel appropriate for your business.