

The background of the entire page is a photograph of two business professionals, a man and a woman, in an office setting. The woman, who has curly brown hair and is wearing a white sleeveless top with a red lanyard, is looking down at a tablet computer. The man, partially visible on the left, is also looking at the tablet. A large, bold red diagonal line runs from the top right corner towards the bottom left, crossing the image. In the top left corner, there is a red rectangular box containing the word 'KAKAPO' in white, uppercase letters. Below this box is a white rectangular box containing the word 'SYSTEMS' in red, uppercase letters.

KAKAPO

SYSTEMS

# UNITY CONTACT CENTER

---

**Unify all customer contact across multiple  
channels – all in one cloud platform**





# CONTENTS

---

2	CUSTOMER COMMUNICATION HORIZONS ARE EXPANDING
2	SUPERCHARGE CUSTOMER EXPERIENCE WITH OMNICHANNEL
3	THE CHANNELS
4	A BLENDED AGENT EXPERIENCE
4	EMPOWER AGENTS WITH UNITY CONTACT CENTER
5	TAKE COMPLETE CONTROL OF CONTACT CENTER MANAGEMENT
6	FULL DASHBOARD OVERSIGHT
6	HOW UNITY CAN SUPERCHARGE YOUR BUSINESS
8	REQUIREMENTS TO UTILIZE UNITY CONTACT CENTER'S CHANNELS
9	ABOUT KAKAPO SYSTEMS
9	HOW WE CAN HELP

# CUSTOMER COMMUNICATION HORIZONS ARE EXPANDING

Customers of today are now more digitally educated than ever.

With so many channels of communication at their fingertips, a modern contact center must be able to meet customers on their preferred channel of choice.

But customers are not just digitally educated, they are also more demanding.

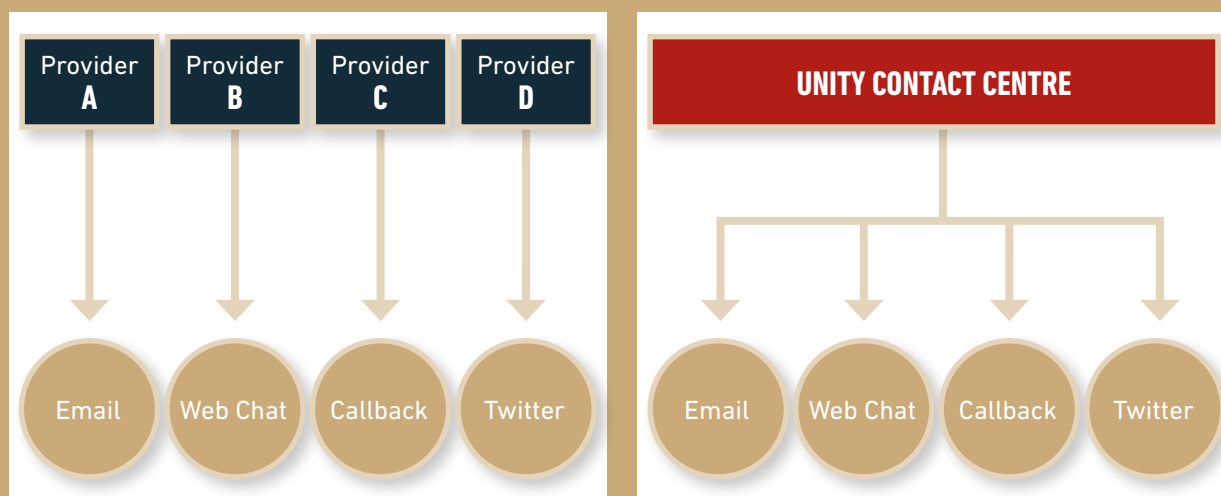
To match this demand, a contact center needs to be versatile. It needs to be easy to navigate and crucially, to be driven by feature-rich software that empowers contact center teams.

An exceptional customer experience is a mixture of many different factors collectively working to make a customer feel valued and equally heard – from response times to the quality of communication and the channel it takes place. These components are all a large part of fostering positive, productive relationships with customers and require a contact center solution that can grow with the business.

## SUPERCHARGE CUSTOMER EXPERIENCE WITH OMNICHANNEL

The number of digital communication options for customers is growing. Traditional voice and calling options now share relevancy with a whole spectrum of different digital channels that range from the classic telephone call, all the way to social media. This means that more customers than ever are conversing digitally across several channels.

### UNIFY ALL CUSTOMER CONTACT – ALL IN ONE CLOUD PLATFORM



So how does Unity Contact Center improve customer service? By unifying all channels within one, easy-to-navigate and feature-rich interface, creating a true one platform, many possibilities solution. This integration of channels allows Agents to multi-task seamlessly, without the reliance on multiple different software applications so that they can always stay at the top of their game.

## THE CHANNELS



### PHONE CALLS

The cornerstone of customer-to-business communication, Unity Contact Center provides all the call handling features expected of an intuitive Contact Center app.



### EMAIL

Logging email messages and responding to them are made easy. This includes customisable email channel options, that allow for in and out-of-office profiles that can automate replies, based on availability of Agents.



### CALLBACKS

Giving customers an option to request an Agent to call them back when the Contact Center isn't busy is the perfect solution for reducing the burden upon Agents and giving customers that extra touch of royalty treatment through customer service.



### WEB CHAT

A real-time Web Chat that is easy to create and even easier to deploy to web pages (through a simple java script copy and paste), allows customers to contact a business directly for an instant answer.



### SMS MESSAGING

Make a Contact Center available to receive SMS messages. Once received, an Agent will have the ability to respond using SMS, or to schedule a conversation on a different channel if required.



### TWITTER

Adding Twitter allows Agents to respond to tweets, express praise and rants of frustration quickly and easily, all from within Unity Contact Center.

“BY PROVIDING THIS BLENDED EXPERIENCE FOR AGENTS, CUSTOMER HANDLING CAPABILITY CAN BE SCALED AND MORE TRANSACTIONS PROCESSED AND PROCESS MORE TRANSACTIONS WITHOUT INCREASING AGENT HEAD COUNT OR OVERBURDENING YOUR CURRENT TEAMS.”

## A BLENDED AGENT EXPERIENCE

Agents play a significant role in providing exceptional customer experiences, so equip Agents with the right tools to ensure customers are in the best possible hands.

Unity Contact Center provides Agents with a blended experience, wherein all engagement channels are seamlessly presented within the intuitive Agent interface, simplifying the handling of channel activity.

By providing this blended experience for Agents, customer handling capability can be scaled and more transactions processed and process more transactions without increasing Agent head count or overburdening your current teams.

## EMPOWER AGENTS WITH UNITY CONTACT CENTER

### INTELLIGENT AGENT ACD

Agents are always busy. With an intelligent ACD, allow Unity Contact Center to dynamically place Agents into unavailable when responding to a conversation and then place them automatically into wrap-up post conversation, so that they can remain focused on customer service.

### ADVANCED ROUTING

Always keep Agents in the conversation. Sophisticated routing options for all channel types and options connect customers to the best equipped Agent.

### CANNED WEB CHAT RESPONSES

Unity Contact Center supports concurrent web chat sessions, providing Agents with quick access to canned responses and links, improving customer response times.

### CONVERSATION HISTORIES

Agents are able to access conversation histories across various channels. With access to this powerful tool, Agents have a complete overview of conversation contexts and can productively take control of conversations.

### ESCALATION

Sometimes, a little extra help is required. Agents can escalate conversations which allow for Supervisors to gain complete vision of any active conversations, with the additional ability to enter the conversation if also required.



# TAKE COMPLETE CONTROL OF CONTACT CENTER MANAGEMENT

Robust management requires a robust toolkit. Unity Contact Center's powerful Supervisor management app provides in-depth real-time and historical performance reporting and intuitive options for managing Agents.

Gain complete control of Agent management with:

- Full visibility of contact center teams made available within the interface.
- Customisable thresholds and the ability to dynamically re-task Agents to high demand queues.
- Conversation transfers that enable quick responses to customer enquiries.

**REVIEW, RE-TASK, REDEFINE – Re-define what customer engagement means to you. With a complete overview of channels and Agents, Supervisors can spot high demand channels, set thresholds, and dynamically transfer Agents to ensure reductions in customer wait times and that Agents are in the queues that need them.**



## METRICS THAT MATTER

Metrics are an intrinsic component of a well performing contact center and a key role of Supervisors is to utilize them for improvement. Unity Contact Center provides a plethora of metrics across the entire breadth of your contact center operations, including Individual Metrics and Collective Metrics.

Supervisors can also see relevant, real-time performance information, with access to historical reports for all conversations, to formulate winning strategies.

## PROVIDE TRAINING AND SUPPORT AGENTS

Inspire your team to be the best with the ability to monitor conversations then relay feedback, so you can ascertain what's going well and where to improve.

If an Agent alerts you for assistance, Supervisors can also utilize Barge-In to directly enter a conversation between them and a customer.

# FULL DASHBOARD OVERSIGHT

**Configurable Statistics** – Dashboard can be configured from over 80 statistics to highlight metrics that are important.

**Key ACD Stats** – See essential ACD statistics to understand quickly how the Agents and Call Centers are behaving.

**Agent Gamification** – Using the dashboard as a leaderboard, encourage self-management and competition to inspire and bring out the best in your Agents.

**Thresholds and Alerts** – All statistics can be configured with color-based alerts, graphically highlighting problems for immediate attention.

Graphical elements include Badges and Tiles, Graphs and Charts and Full and Half Gauges.

Available in Tabular and Graphical options, Unity Dashboard allows configuration of over 50 essential and desirable statistics to highlight metrics across a Contact Center that are important. Some of these statistics include:

Queue Statistics	Agent Statistics
Inbound Calls	Inbound Calls
Answered Calls	Answered Calls
Calls in Queue	Bounced Calls
Longest Wait Time	ACD State

## HOW UNITY CAN SUPERCHARGE YOUR BUSINESS

### DEFINE YOUR CONTACT CENTER WITH THE UNITY PORTAL

The Unity Portal is a cloud platform that offers complete control over a contact center. Within the Unity Portal, gain a complete overview of your contact center. The portal further enhances your contact center offering by providing the ability to create queues, channels and personalise a wide range of the finer details such as:

**Web Chat Widget** – Make a web chat widget look unique with an array of customisation features.

**Presence Based Scripting** – Through a simple copy and paste of a generated JavaScript onto your webpage, host a live web chat which will be available to visitors on your web pages during times that you have set as in-office. When no one is available to answer the web chat, it will no longer be visible on the web pages.

**Availability Profiles** – Set channels to display different messages to customers depending on the availability of your business.

**Routing Options** – Within the portal, create the routing parameters for your channels and queues.





## UNITY CONTACT CENTER BENEFITS FOR YOUR BUSINESS

Exceptional customer service and even better customer relationships are the key to generating revenue, developing the reputation of your business, and maintaining loyalty through retention.

**Efficiency** – Increase your intake of enquiries without needing to increase the size of your team. Unity Contact Centers provides easy multi-tasking capabilities that can truly enhance the productivity of any sized team.

**CRM Integration** – Your pre-existing customer data is important. Unity Contact Center integrates with some of the world's most popular CRM platforms so you can take what you've got and make it better.

**SMB Optimised** – Unity Contact Center has been designed with its primary use case, an SMB, at the core of design decisions. The intelligent, simple to manage software can give smaller teams the platform to operate just as efficiently as some of their larger competitors without their reliance on resources.

**LIMITLESS SCALABILITY** – Unity Contact Center is a 100% Cloud-Based Solution, allowing users to easily scale Queues, Channels and Agents without limits or bottlenecks.

## DIVERSE APPLICATIONS FOR EXCEPTIONAL CUSTOMER SERVICE

Unity Contact Center is an app that features several core software modules, which function together and as individual standalone apps. These components include:

**Unity Agent** – A single unified interface platform designed for Contact Center Agents to handle all call and communication channels. Unity Agent provides the ability to escalate conversations to Supervisors, to chat to colleagues and the tools for Agents to manage individual KPIs and accurately respond to incoming traffic.

**Unity Supervisor** – A single unified platform built for Supervisors/Managers. It's a supervision console that provides real-time and historical performance reporting as well as features tailored for the needs of Supervisors. Supervisor users can promote VIP callers to the top of a queue, silent monitor and barge-in on escalated conversations and can re-task Agents to different queues as operating conditions require.

**Unity Dashboard** – A large screen interface with configurable graphical and tabular layouts to show various stats on conversations in queue and general contact center performance in an elegant and intuitive interface.

**Unity Contact Center Portal** – A cloud platform that connects to Microsoft 365, Exchange service, Gmail, Twitter etc as required to connect all the customer service touch points as needed.



# REQUIREMENTS TO UTILIZE UNITY CONTACT CENTER'S CHANNELS

---

**Web Chat and Callback** – A website with the ability to embed JavaScript upon the pages where you require these functionalities.

**Calls and Media, Calls-only** – You must have ACD queues.

**SMS Queues** – A phone number that is capable of receiving SMS messages.

**Twitter** – A Twitter handle (for example; @ACMESupport).

**Email** – An IMAP compliant email server and email addresses set up as points of contact for your contact center (for example; support@acme.co.uk).

To use Unity Contact Center as a Windows application you must have:

- Approx 500mb of hard drive space on your local machine.
- Minimum computer spec: Dual core 3Ghz. RAM 4GB. Video Card: 256MB onboard RAM.
- Windows 8.1, Windows 10, and Windows 11.
- Both 32 and 64-bit versions of Windows are supported.



## ABOUT KAKAPO SYSTEMS

---

At Kakapo Systems, we are software solutions providers developing apps that enhance call and contact center offerings for the Cisco® BroadSoft® platform.

Our solutions are built for small to medium businesses, with an ethos that puts genuine human connection and intuitive, feature-rich, yet accessible applications at the forefront of our design decisions.

We are an international company, with offices in London and India, supporting clients all over the world.

## NEXT STEPS

---

To request a free trial or demo of **Unity Contact Center**:



**Visit** [www.kakaposystems.com](http://www.kakaposystems.com)



**Contact** [tellmemore@kakaposystems.com](mailto:tellmemore@kakaposystems.com)

---

FIND US ON







KAKAPO

SYSTEMS

© Kakapo Systems 2023

T +44 (0)207 084 6845

E [tellmemore@kakaposystems.com](mailto:tellmemore@kakaposystems.com)

W [www.kakaposystems.com](http://www.kakaposystems.com)

International House | 36-38 Cornhill | London | EC3V 3NG

FIND US ON

