

KAKAPO

SYSTEMS

# UNITY CONTACT CENTER

The SMB Contact Center for Cisco  
BroadSoft | Supercharging customer  
engagement with Omnichannel





# INTRODUCING UNITY CONTACT CENTER FOR THE SMB

Unity Contact Center provides small to medium businesses (SMBs) with a unified communications platform, that utilises the emerging technologies of omnichannel. It integrates with some of the world's most popular CRM platforms and is hosted on a 100% cloud-based platform. Built for Cisco BroadSoft, it's tailored for the unique requirements of Agents, Supervisors, and an SMB's entire contact center.

Unity Contact Center supports SMBs around the world with providing exceptional customer experiences. Whilst all Contact Centers aim to provide stellar customer service, they do not all require the same blanket features of a one-size fits all solution, which are often tailored for businesses accommodating hundreds, if not thousands, of Agents. Understanding this, Unity Contact Center has been developed to provide the quality features that an SMB requires, whilst considering the knowledge and financial costs attributed.

Gone are the days of the one-size fits all for CCaaS options.

## ENABLING EXCEPTIONAL CUSTOMER SERVICE

When a customer connects to an Agent, there is the expectation for exceptional customer service. Whether conveyed through response times, or the performance of an Agent. Unity Contact Center improves the customer experience by providing an SMB and its Agents with the robust tailored tools to match those of the 'big businesses'.

Unity Contact Center elevates the customer experience, improving response times across all channels and providing quality of life features for an customers. With features such as callbacks and the ability for Agents to monitor previous conversations, for key information, so a customer doesn't have to repeat themselves.

## EMPOWERING AND SUPPORTING AGENTS

As an SMB, the pool of available Agents may be smaller than that of its 'big business' competitors. To improve the Agent experience and allow Agents to do considerably more with less, Unity Contact Center is built for ease of use and with intelligent features, designed with the SMB Agent in mind.

With an interface that allows Agents to engage with all voice and omnichannel communications across all contact center queues, and as well as the unique capability for Agents to access previous queries via transcripts and conversation histories.

Unity Contact Center has completely streamlined processes for Agents and enhances their customer facing abilities.



## THE POWER OF CLOUD: SCALABILITY FOR GROWTH, FLEXIBILITY FOR HYBRID

As a 100% cloud-based solution, Unity Contact Center provides several benefits. Firstly, developing the architecture in this way enables a contact center to scale the solution to match its own growth, ensuring that as a cost effective CX solution, Unity Contact Center can expand and contract as required. Secondly, being a cloud-based solution enables for Unity Contact Center to function within the hybrid-working environment. This provides a significant benefit for a modern business, who can equip contact center teams with all the necessary software, internal training, and communication tools, without the need for a dedicated office environment.

## A ROBUST OMNICHANNEL SOLUTION TO ENHANCE CX

By supporting an omnichannel experience within a single unified platform. Unity Contact Center innovates by providing an easy to navigate interface with a wide range of channel engagements available. This enhances the CX offering, giving them greater scope for communication with their customers, and the ability to engage with these customers easily across all their channels. This allows a contact center to both perfect their CX strategy, able to actively see their highest engagement channels and build around them. As well as ensure they have a robust omnichannel environment that can help capture a growing customer base.



“UNITY CONTACT CENTER IMPROVES THE CUSTOMER EXPERIENCE BY PROVIDING AN SMB AND ITS AGENTS WITH THE ROBUST TAILORED TOOLS TO MATCH THOSE OF THE ‘BIG BUSINESSES’.”

# SUPERCARGING CUSTOMER ENGAGEMENT WITH OMNICHANNEL

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 Contact Center** – 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.

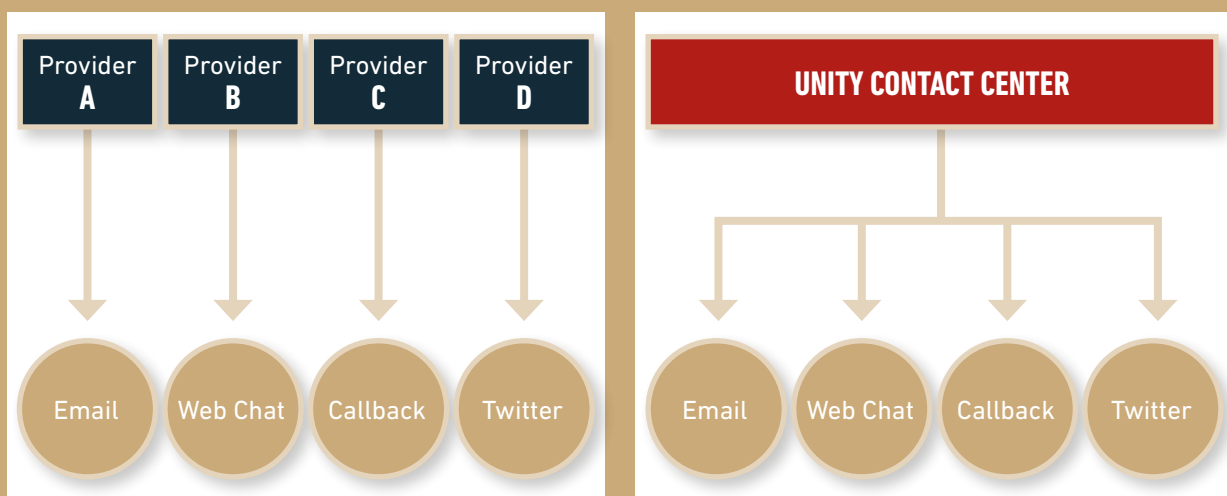
“**SUPERVISOR USERS CAN PROMOTE VIP CALLERS TO THE TOP OF A QUEUE, SILENT MONITOR AND BARGE-IN ON ESCALATED CONVERSATIONS AND CAN RE-TASK AGENTS TO DIFFERENT QUEUES AS OPERATING CONDITIONS REQUIRE.**”

**Unity Supervisor Contact Center** – 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 Contact Center** – 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.

## 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.



“**UNITY CONTACT CENTER SUPERVISOR EQUIPS TEAM LEADERS WITH THE TOOLS THEY NEED TO MONITOR, MANAGE AND ENHANCE THE EFFICIENCY OF THE CONTACT CENTER.**”

# UNITY SUPERVISOR CONTACT CENTER

## COMPLETE CONTROL OF CONTACT CENTER MANAGEMENT

**Unity Contact Center Supervisor equips team leaders with the tools they need to monitor, manage and enhance the efficiency of the Contact Center.**

Ensure Agents deliver the best customer service on all conversation types including Web Chats, Tweets, SMS, Emails, Callbacks as well as inbound and outbound voice calls.

### WHAT'S HAPPENING RIGHT NOW?

View all queued and unreserved conversations to intelligently manage and reroute incoming media.

### MONITOR CONVERSATIONS

Silently monitor conversations to help observe and train team members for optimum performance.

### SLICK AGENT MANAGEMENT

Easily change the ACD Status and Join/Leave Queue status of Agents for an all-round management application.

### REPORTING AND ANALYTICS

Analyse how the Contact Center is behaving by accessing historical reports for Agents, Media Streams and Queues.

### MANAGE ALL CONVERSATIONS

Supervisors can transfer conversations from one Agent to another. For example, if an Agent is sick and has an Email reserved, another Agent can deal with it.

### TOTAL CONVERSATIONS QUEUED

Choose to display key statistics to view how many conversations are queued, how long they've been queued for and the overall average answer time.



# UNITY AGENT CONTACT CENTER

## EMPOWER AGENTS

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 current teams.

## 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.

“...EQUIP AGENTS WITH THE RIGHT TOOLS TO ENSURE CUSTOMERS ARE IN THE BEST POSSIBLE HANDS.”

# UNITY DASHBOARD

**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 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





# DEFINE THE SET-UP OF UNITY CONTACT CENTER WITH UNITY PORTAL

The Unity Portal is a cloud platform that provides the ability to create queues, channels and personalize a wide range of the finer details such as:

**Web Chat Widget** – The array of features allows customization of the Web Chat widget to suit the needs of the business.

**Presence-Based Scripting** – Through a simple copy and paste of a generated JavaScript onto a webpage, a live Web Chat can be hosted which will be available to visitors on web pages during times that are 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** – Different messages can be displayed to customers on set channels depending on the availability of the business.

**Routing Options** – Within the portal, routing parameters can be created for channels and queues.

## REQUIREMENTS TO UTILIZE UNITY CONTACT CENTER'S CHANNELS

**Webchat 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.

# THE UNITY CONTACT CENTER EXPERIENCE

## IMPROVE USER EXPERIENCE

Unity Contact Center consolidates all omnichannel engagement and inter-contact center communication tools and features within a single, easy-to-use platform.

## IMPROVE TEAM EXPERIENCE

By providing dynamic ACD state management and monitoring for Supervisors, along with a customisable contacts tab, provisioned with a variety of communication functions such as conferencing, direct calls, transfer, quick contact look up and more.



## IMPROVE CUSTOMER EXPERIENCE

Customers can connect with Unity Contact Center through both direct voice and a variety of omnichannel sources. Quality of life is also provided to the customer, with the inclusion of Callbacks and previous conversation histories and transcripts that enable Agents to reconnect with previous customers with ease.

## IMPROVE BUSINESS EXPERIENCE

Through this one-platform CX solution, the wider business has robust access to key statistics and an enhanced scope to connect with their current/intended customer base. With infinite cloud scalability and low deployment costs in terms of both financial and labour resources, a business can then focus on applying their resources more strategically.





## ABOUT KAKAPO SYSTEMS

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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

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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)

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