

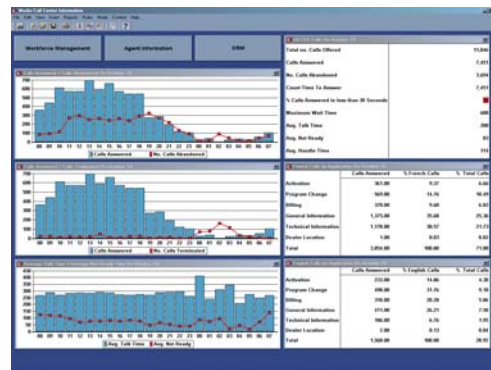
Media Call Center

The Analytical Tool that Maximizes the Value of Your Customer Relationships

Media Call Center tracks and analyzes customer contact data on the desktop or over the Web to give managers the power to respond quickly to customer needs.

The Challenge: Getting the Most From Your Customer Relationships

Organizations of all types and sizes are investing in the customer relationship, beyond the initial point of sale. Competitive companies must attract customers, build loyalty and make the very most of precious customer relationships by offering a distinct advantage: value-added service. To win at this game, you must anticipate your customers' needs and preferences almost before they do. But how do you do that?



The Solution: Media Call Center

To deliver value to customers, you need to gauge the effectiveness of your customer interactions. Media Call Center makes it easy for call center and customer support managers to monitor and analyze customer contact data. In the past, managers relied on IT staff to run their queries. The answers to typical questions took so long to generate that the data became irrelevant. Today, with Media Call Center, you can put the immediate power of analysis tools in the hands of your front-line managers. Media Call Center ensures that managers know their customers and can respond effectively — and profitably — to their needs.

Key Performance Indicators

Media Call Center uses predefined Key Performance Indicators (KPIs) to focus on call center operations, agent analysis, customer profiles, call center finances and customer satisfaction. The KPIs were developed by industry specialists to help measure and analyze all aspects of your call center operations. Results are displayed as charts and graphs in an intuitive dashboard on your desktop or over the Web.

Learn From Customer Inquiries

Media Call Centre analyzes call trends by customer, type, product and geography. Valuable insight about customers can then be shared throughout the enterprise. Knowing how to meet your customers' needs leads to higher satisfaction and greater revenues.

Analyze Call Center Performance

Customer relationship management is critically time-sensitive, so you need fast answers to your questions. With Media Call Center, you can analyze critical performance statistics and make adjustments that greatly increase the efficiency of your operations. Media Call Center makes it easy to compare real volumes to forecasted volumes, analyze cycle times for critical processes and products, calculate the cost per call and analyze overall call resolution.

Analyze Agent Performance

Media Call Centre helps monitor agent performance — a critical success factor for call centers that are large, geographically diverse or that handle a wide range of products. Your agents are often the main face of your company, and you need to ensure that their performance matches or exceeds industry standards.

Media Call Center

Media Call Center Features

Call Center Key Performance Indicators (KPIs) get you up and running quickly. Developed by Speedware in conjunction with industry specialists, KPIs are the heart of the data that users view in the dashboard. Media Call Center KPIs include the following:

- **Performance statistics:**

- Call volumes / forecasts
- Abandon rate
- Call handling time
- Average resolution time

- **Channel Detail:**

- Inquiry detail by channel
- Channel volumes
- Customer channel preferences
- Call resolution

- **Interaction Detail:**

- By customer segment
- By product group
- By geographical location
- Cost per interaction
- Average customer contacts

- **Agent Performance:**

- ACD statistics
- Call resolution
- Monitoring evaluations
- Customer satisfaction
- Account transactions

- **Quality Performance Metrics:**

- Response time
- Service level
- Cycle time

In addition, Media Call Center offers all the features of the standard Media software:

- **Dashboard**

Displays industry metrics and dynamic reports in graphic format.

- **Analysis rules**

Monitor evolving opportunities and problems in real time.

- **Calculation rules**

Determine averages, percentages and ratios.

- **What-if projections**

Help assess the impact of suggested changes to operations.

- **Copy and paste**

Data from charts into spreadsheets like Excel.

System Requirements

Recommended configuration for client:

Processor: Pentium® II 300 MHz or higher

RAM: 256 MB

OS: Windows 98 SE, NT SP6A, 2000 SP4, XP SP1

Browser: Internet Explorer 5.5 SP2 or higher

Recommended configuration for server:

Processor: Pentium® III 750 MHz or higher

RAM: 256 MB

Storage: 4 GB hard drive (200 MB free); CD-ROM

OS: Windows NT SP6A, 2000 SP4, XP SP1

HP-UX 11.0 or higher
IBM AIX 5.1 or higher

DBMS: Microsoft SQL Server 7 or higher

Oracle8i or higher

DB2 6.0 or higher

Media Call Center Helps You...

- Analyze critical performance statistics for multiple sites.
- Analyze customer contact preferences.
- Measure call volumes.
- Ensure that staffing is adequate for peak hours.
- Improve call resolution times.
- Communicate customer intelligence throughout the enterprise.
- Analyze agent performance results.
- Analyze critical call center or service center performance trends.
- Benefit from every aspect of your customer relationships.

About Speedware

Speedware, a wholly-owned subsidiary of Activant Solutions Inc., is a leading provider of enterprise software solutions. The company provides a complete suite of HP e3000 migration solutions, application development technology and business intelligence tools. Based in Montreal with a distribution network spanning 35 countries, Speedware offers market leaders the end-to-end solutions they require to achieve their business objectives and enhance their competitive advantage.

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