



Connecting the world.
HiPath ProCenter Portfolio

www.siemens.com/hipath

SIEMENS

Global network of innovation



Turn real world challenges into business opportunities.

HiPath ProCenter Portfolio is tailor-made for success.

As management continuously strives to meet the traditional day-to-day contact center challenges – efficient and effective customer handling, increased agent utilization and reduced employee turnover along with improving productivity – you are now being asked to take on a larger role in fulfilling your organization’s customer relationship management (CRM) strategies.

Today you are expected to improve customer satisfaction, increase customer loyalty, generate more revenue per customer and implement new media channels – all while maintaining the same processes, structure and rigor that form the foundation of contact center processes.

In addition to realizing key CRM goals, with Siemens HiPath™ ProCenter® Portfolio of products and services your company can achieve increased ROI through agent, manager and administrator efficiencies while increasing customer revenue and retention. You can have immediate impact on your contact center efficiency by

monitoring and making Real Time adjustments to routing, queuing and skill-setting parameters.

Siemens’ HiPath ProCenter Portfolio helps you address the challenges of operating a successful contact center in the real world – a world of new media, functional growth and enterprise application integration. We offer a range of solutions as part of the Siemens HiPath ProCenter Portfolio; each tailored for specific contact center requirements ranging in agent size and functional sophistication – from simple to highly advanced.

HiPath ProCenter Compact	HiPath ProCenter Office	HiPath ProCenter Suites
<p>A simple, cost effective software solution based on uniform call distribution (UCD), including basic Real Time and historical reporting statistics.</p> <p>For smaller businesses or departmental.</p>	<p>A contact center solution featuring group and Skills-based Routing, integration with HiPath Xpressions unified messaging, voice, fax and e-mail handling.</p> <p>Administrative, supervisor, Real Time and historical reporting capabilities optimized for small to medium-sized businesses.</p>	<p>Packaged, modular application designed to seamlessly add functionality and agent capacity. The suites include tools for managing and routing multi-channel customer interactions.</p> <p>Features Skills-based Routing, multimedia agent desktops, a broad range of management and reporting tools along with pre-built and customized CRM integration capabilities.</p> <p>For businesses with single site or multi site configurations.</p>



Since contact centers vary in size and complexity, we offer a range of solutions as part of the Siemens HiPath ProCenter Portfolio.



Siemens' patented Skills-based Routing and automated performance routing ensure maximum efficiency as well as greater customer satisfaction.

In today's world, your customers assume you will be accessible in a fast and efficient manner regardless of the channel of interaction. But, think of the complexity of directing hundreds, even thousands of customer interactions through the telephone, e-mail, web and automated IVR (interactive voice response) channels – on a multitude of subject areas, inquiry types and issues. And in an increasingly global business environment, these interactions may arrive across time zones and in different languages.

The HiPath ProCenter Portfolio of offerings provides a range of customer interaction routing methods, founded on our patented Skills-based Routing capability, that automate the management of such diverse customer needs, communication channels and agent skills requirements.

Patented Skills-based Routing

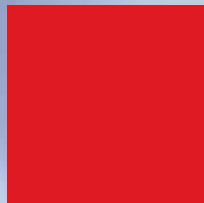
Customers increasingly expect to receive individual attention and have their situation resolved on the first attempt and with the first agent reached. Often, however, customers fail to reach an agent with the knowledge, expertise, or insight to resolve the situation on first contact.

HiPath ProCenter's patented **Skills-based Routing** determines the requirements of each incoming contact, dynamically forms a virtual group of agents with the skill set necessary to handle the contact, then disbands the group once the contact has been placed with the best qualified agent.



Specialization while maintaining efficiency.

Align your agents' skills with customer needs.



Customers experience faster problem resolution by not having to repeat the same details to different agents. In a sales environment, incoming contacts are routed to agents with strong selling skills, leading to higher close rates and additional sales opportunities via cross-selling and up-selling attempts. Using our Skills-based Routing agents perform fewer transfers and call backs, resulting in lower toll charges per customer interaction, shorter call durations and higher call handling capacity per agent. HiPath ProCenter's patented routing targets specific skills so agents require less training time and can ramp up faster to start handling calls.

HiPath ProCenter Performance Routing
Optimizing customer to agent skills matching while ensuring contacts are handled within the right time frame is a daunting task for any contact center manager. The situation is further complicated by fluctuating contact patterns and volumes.

HiPath ProCenter Performance Routing assists you by automatically and simultaneously optimizing skills matching, service levels and agent utilization enabling you to balance customer demands with performance goals.

When a contact in queue exceeds a pre-set service level such as wait time, performance routing is automatically initiated, accelerating the rate at which a call is passed to an eligible agent.

Performance Routing reduces the potential for abandoned calls or unacceptable customer wait times without the need for manual intervention or supervisor attention. You can handle a larger contact volume, while maintaining service levels, with no additional headcount.

Create more value per customer contact.

New ways to attract more business.



HiPath ProCenter's Multimedia Routing applies the same methods, processes and structure for routing, queuing and tracking interactions across all media.



Business Rules Routing, a new feature available in the HiPath ProCenter Suites, simplifies the process of directing customer interactions on the basis of business value, such as purchase history.

Business Rules Routing complements our Skills-based Routing foundation by providing a practical way to incorporate call data, operational data from the HiPath ProCenter server and customer data into routing decisions, on a call-by-call basis.

For example, you can alter the routing of specific customer interactions in order to provide VIP service to clients with large purchasing histories, escalate critical service situations, prevent customer defections or convert inbound interactions to additional sales via cross-selling and up-selling opportunities.

Whereas similar solutions require time-consuming and expensive custom programming, Siemens provides the Business Rules Editor, a graphical user interface designed with simplicity and ease of use in mind. It puts the contact center manager in charge of defining new routing procedures to improve contact center performance in line with business goals.

Multi-Site Routing

Multi-site contact centers have an additional requirement of balancing interactions across different locations in order to equalize contact loads, improve agent utilization and ensure skills availability.

HiPath ProCenter Networking improves traffic flow between sites with call-by-call, skills-based, load-balancing capabilities and the use of site performance statistics.

For multi-site contact centers, **HiPath ProCenter Networking** provides the means to optimize call load balancing, ensure skills matching and lower toll charges.

Multimedia Contact Blending

The HiPath ProCenter Portfolio's pre-integrated multimedia modules can be added as needed, providing smooth migration with **Multimedia Routing** that enables your contact center to apply the same processes and structure to all interactions- inbound and outbound voice, e-mail and web collaboration – leveraging the existing and familiar management framework. For example, e-mail and web chat requests are pushed to the agent desktop utilizing Siemens' patented Skills-based Routing.

The HiPath ProCenter Portfolio enables you to deliver more immediate access and faster response rates to your customers.



Faster, more immediate access. Today's reality.

Experience the benefit of Real Time Communications.



Just as your contact center is evolving to expand customer access through new media channels, you must also meet the ever increasing demands from customers and agents for Real Time Communication capabilities.

HiPath ProCenter Email provides agents pre-defined response templates, and the ability to launch inbound attachments and to attach files to e-mail replies.

With **HiPath ProCenter Suites' Web Collaboration**, chat requests are immediately pushed to the agents PC desktop. During a "live" web collaboration session, agents can push web pages and conduct escorted browsing in Real Time with customers.

These integrated multimedia capabilities also allow agents to optimize interactions with customers by having the entire contact history at their fingertips, regardless of media used. With the multimedia interface integrated into the Agent PC desktop, providing unified tools and functionality, training costs for adding new media are dramatically reduced.

HiPath ProCenter's Interactive Voice Response (IVR) system provides 24 hour self-service options giving you the means to optimize your customers' access to the information and resources they need from your business in Real Time, without waiting for an agent. The HiPath ProCenter Portfolio offers a world-class IVR system for transaction processing, information access and other inbound call automation applications.

By automating access to routine or personal customer information and bypassing agents, the Interactive Voice Response System reduces hold times and abandoned calls. Agents are freed up to handle more complex interactions or those that require a "personal touch".

HiPath ProCenter working with the **HiPath MobileOffice** portfolio allows customers to gain immediate access to specific agents, regardless of the agent's location. Agents located at home or in remote offices can handle the contacts routed to them with all the same tools available to agents at a central site. In addition, the supervisor can monitor and manage agents as if they were located right in the call center. Utilizing remote agents can help your company increase agent retention, reduce hiring and training costs and expand the geographic area of your potential labor pool, often allowing access to lower cost labor.

HiPath ProCenter Suites have an easy to use, yet powerful integrated **Agent PC desktop** that gives your agents immediate control over all aspects of customer interaction – receiving inbound voice calls, responding to e-mail messages or web chat requests, collaborating with peers or supervisors in the contact center.

By providing a Real Time customer view, agents can solve customer problems on the spot, spending less time on transfers, hand-offs and callbacks and more time identifying sales opportunities. Using the integral CTI capabilities within the HiPath ProCenter Suites, customer contact data is delivered via screen pops to the agent at the same time as the contact. In addition, agents receive constant, Real Time feedback on how closely their personal performance statistics are meeting contact center productivity targets, enabling them to adjust their activities to instantly improve customer service levels.



Put the power of
multimedia into the hands
of your managers.

Tools for maximum management productivity.



The HiPath ProCenter Suites provide unified views, reports and administration to simplify multimedia management.

In order to handle the increasingly complex environments, contact center supervisors and managers need to proactively manage and optimize service levels and resource utilization. How you manage your customer contact center has a direct effect on the long-term satisfaction of both employees and customers. The HiPath ProCenter Portfolio offers the tools you need to ensure the efficiency and effectiveness of your contact center while maintaining the highest quality of service.

Today, businesses realize the importance of integrating the various customer contact channels. Yet despite the explosion

of e-mail and web interactions, many businesses still struggle with turning multimedia to their advantage.

That's why our Siemens HiPath ProCenter solutions offer fully integrated multimedia contact management – voice, e-mail, web collaboration, callbacks, fax and more – allowing you to provide your customers with the consistent, first-rate service they have come to expect from established voice-only centers.

With a unified view of all customer interaction events, such as queuing, routing, and reporting, **HiPath ProCenter Supervisor** allows you to save time while

maximizing your contact center's performance – irrespective of media.

HiPath ProCenter's **Mobile Supervisor** "untethers" contact center managers so you can now monitor contact center service levels and resource utilization from any location with Real Time statistics such as contact queues, agent performance statistics and agent states delivered to any browser based handheld or wireless device. **HiPath ProCenter MessageStream** enables managers to receive alerts, notifications and management level reports in Real Time, through virtually any wireless device.



Siemens provides you with the Real Time management capabilities you need to ensure true quality of service.

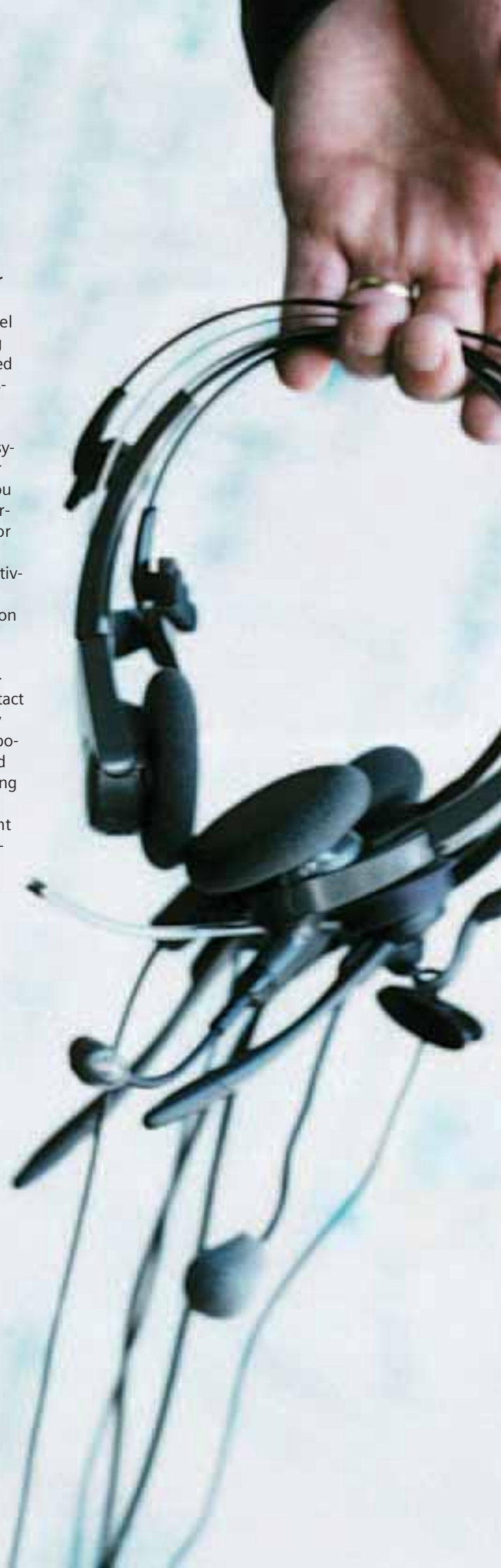
The **HiPath ProCenter Administrator** allows managers to make changes “on the fly” to agent skills, service level thresholds and other settings shortening customer hold time, reducing abandoned call rates and improving customer satisfaction.

HiPath ProCenter Suites also offer an easy-to-use simulation tool, **HiPath ProCenter Simulator**, that provides the insights you need to anticipate and solve these operational problems, without the need for professional services support. You can simulate and forecast contact center activity based on historical information and “what-if” parameters in a non-production environment.

The unique and innovative **HiPath ProCenter Simulator** can drive your contact center effectiveness and efficiency by quantum leaps, allowing you to try hypothetical staffing or routing scenarios, and spot potential problems without impacting your live system. Detailed graphical reports let you see the effect of different scenarios on service levels, agent scheduling and agent utilization.

Manage your contact center in Real Time.

Identify issues before they become critical.



Tool	Functionality	Benefits
Supervisor Desktop	<ul style="list-style-type: none"> • A single monitoring view of all contact media types and agent groups in Real Time • Control agent states, adjust agent-groups, define alerts 	<ul style="list-style-type: none"> • Optimizes agent utilization across all media • Increases customer satisfaction by enabling supervisors to adjust interactions on the fly
Administrator	<ul style="list-style-type: none"> • Simple, flexible graphical tool that enables central configuration of routing rules, agent profiles • Visual editor to illustrate the entire contact center design 	<ul style="list-style-type: none"> • Increases management efficiency by centralized, "change it once" administration capability • Allows Real Time routing changes to ensure business goals are achieved
Reporter and Graphical Report Writer	<ul style="list-style-type: none"> • Consolidated Real Time and historical multimedia reports. • Contact center data in a graphical, intuitive and actionable format 	<ul style="list-style-type: none"> • Enables faster, more effective operational decisions with management tracking of all media interactions • Provides a rich source of data to identify operational improvements and revenue opportunities
Enterprise Manager	<ul style="list-style-type: none"> • Graphical Real Time networking management and monitoring • Desktop views of traffic statistics between networked sites 	<ul style="list-style-type: none"> • Improves agent utilization and scheduling across multi-sites • Increases management productivity with centralized control of multiple sites
Message Stream	<ul style="list-style-type: none"> • Remote delivery of call queues, agent summary, agent states • Event triggered alerts are "pushed" in Real Time to any SMS or WAP enabled device 	<ul style="list-style-type: none"> • Provides on-the-spot analysis of performance issues, and "live" updates as conditions change • Enables managers to immediately impact service levels by sending messages to redirect agent activity
Simulator	<ul style="list-style-type: none"> • Non-production simulation and forecasting tool using historical data and "what-if" scenarios • Practical, hands-on tool, does not require professional service 	<ul style="list-style-type: none"> • Reduces abandoned calls and idle agent time, forecasting resource allocation, service levels and agent activities • Allows testing of new routing scenarios in a controlled, safe environment proves return on investment such as switch or trunk capacity

HiPath ProCenter Supervisor and Management Tools



Total solutions to evolve your contact center. Your future is assured with us.

Every dollar you spend on contact center infrastructure must deliver measurable bottom-line results. Staying within the limits of your budget and protecting your enterprise from future spiraling costs as you grow your contact center operations are top priorities.

Unified Suite, Pre-Integrated Modules
HiPath ProCenter Suites offer pre-integrated modules that enable functional growth and scalability with a seamless migration path.

The ability to upgrade capabilities as you need it without adding separate point solutions reduces application development cost and configuration time. HiPath ProCenter Suites tightly integrated multimedia features allows you to maintain familiar agent and manager interfaces, prevents application silos and avoids any disruption to your ongoing contact center operations.

Because our solution is packaged and modular, you benefit from cost-effective, fast and easy implementation.

Practical Evolution Path

Our flexible communication platform allows you to evolve from TDM to IP with one application suite, which means investment protection. Your business can avoid the long and often complex migration paths that other companies have experienced.

Incorporated into Siemens' HiPath strategy is the ability to seamlessly migrate existing and new contact center applications between circuit-switched, legacy telephony systems and new packet-switched IP communications platforms.

The HiPath ProCenter Suites facilitate this migration, with its ability to run in TDM, IP and mixed environments. In addition to fully integrating with Siemens' IP-enabled enterprise platforms, HiPath ProCenter also interoperates with non-Siemens communication platforms.

Total contact center solution

Siemens can provide a total contact center solution – from communications platforms in the traditional or IP environment, to Workpoints for the agent desktop. With Siemens global professional services team, networking capabilities, industry alliances and partnerships, HiPath ProCenter Suites is at the heart of a “one-stop shopping” solution for your contact center.

The HiPath ProCenter Suites integrate with a range of complementary contact center applications including CTI applications and customer interaction channels (IVR, web server, e-mail, outbound). HiPath ProCenter solutions become an integral component of your enterprise application environment with pre-built CRM Ready Kits and interfaces for WorkForce Management, Quality Monitoring and System Management applications.

Our packaged **CRM Ready Kits** offer pre-integration with key, industry leading CRM solution vendors such as Siebel and SAP providing faster and easier implementation.



The CRM Ready Kits act as the glue between the HiPath ProCenter Suites and your CRM applications and processes. With little or no programming, you can quickly deploy CTI functionality including screen pops for incoming calls, agent statistics, customer data access and Real Time reporting information. Agent productivity increases with single point login and blended HiPath ProCenter and CRM functionality at the desktop.

The HiPath ProCenter Suites enable you to quickly deploy agent scheduling, forecasting and reporting functionality through a pre-built interface that supports your **Workforce Management** application. Contact center managers can develop agent schedules based on statistical data received from historical reports. You can manage agent requests for time off, track and forecast call center trends and even test schedules using the HiPath ProCenter Simulator to ensure optimization prior to implementing schedules.

The HiPath ProCenter Suites also integrate with Quality Monitoring applications through a pre-built interface, enabling you to effectively capture, evaluate, analyze and improve customer communications over all media, resulting in improved agent training, customer service and sales effectiveness.

Let the HiPath Services team help you implement your solution.

To get the most out of your contact center, you need more than just technology. You need the expertise to put that technology to work for you. That's why Siemens offers a full range of professional services to complement your in-house technology staff, including consulting, project management, systems integration and vendor coordination.

Grow your contact center's business value.

To evaluate whether you have the capabilities in place to improve your contact center productivity, deliver cost savings and increase ROI, ask yourself these questions:

- Are you aligning customer requirements with optimal agent skills for all media interactions?
- Can your managers monitor Real Time customer interactions and make changes on the fly to skills and service level settings?
- Can you offer your customers voice, e-mail and web collaboration while maintaining the same routing and queuing processes?
- Are you able to rapidly add contact center functionality as your needs evolve through modular, pre-packaged applications?
- Does your vendor provide one-stop shopping – including CRM pre-integration and professional services for customization?

Our strengths – your gain.

The HiPath ProCenter Portfolio offers you a total customer interaction solution designed to readily evolve in size, additional media or migration to IP, future-proofing your contact center.

Real-world management tools boost performance and generate greater customer satisfaction. Siemens leads the way in Real Time Communications, which is why the HiPath ProCenter Portfolio will always keep you one step ahead of the competition.

www.siemens.com/hipath

Siemens Communications is one of the world's largest players in the telecommunications industry, active in more than 160 countries. Unique in global comparison, Siemens Communications consolidates experience and competence in every key market segment – mobile or fixed-line telephones for consumers as well as complex network infrastructures, solution packages and applications for enterprises and network operators. In addition to its hardware and software portfolio, Siemens Communications offers comprehensive service along the entire value chain. For each and every customer, anytime, from A to Z.

On this basis Siemens Communications is developing solutions for tomorrow's communication. The road to the future has a name: "LifeWorks@Com", an innovative concept aiming at making communication easier and more effective. Both in business and private life, for every network and every device. Concentrating on what's important for our customers, that's what LifeWorks@Com and Siemens Communications stand for.

More information about Siemens Communications at www.siemens.com/communications

© Siemens AG 2004 • Communications • Hofmannstr. 51
D-81359 Munich

Order No. A50001-N14-W49-4-7600

The information provided in this brochure contains merely general descriptions or characteristics of performance which in case of actual use do not always apply as described or which may change as a result of further development of the products. An obligation to provide the respective characteristics shall only exist if expressly agreed in the terms of contract. Availability and technical specifications are subject to change without notice.

The trademarks used are owned by Siemens AG or their respective owners.

Printed in Germany.

EN_071 WS 020503.