



callmedia



Callmedia



with Microsoft Skype for Business

### A truly native Skype for Business omni-channel contact centre

Microsoft® Skype for Business™ has rapidly become a leader in the unified communications market, delivering one of the most cost-effective and disruptive UC platforms available.

But when it comes to truly unifying customer communications, Skype for Business doesn't offer the capabilities expected of an enterprise grade contact centre solution today. With customer experience playing such a vital role in the success of any business, it's increasingly important to deliver a complete, omni-channel customer experience to stay competitive. And Callmedia can help you achieve this.

With Callmedia you can get even more value out of your investment in Skype for Business by effortlessly extending its functionality to your contact centre.



#### What is Callmedia?

Callmedia Expert Contact is an established, feature-rich and highly available contact centre platform which is natively integrated with Microsoft Skype for Business.

Callmedia has been built around the guiding principle of 'Expert Contact', which aims to match contact centre agents to customers in a way that maximises the value of every interaction. With Callmedia, we transform the agent experience through a simple, modern and efficient Desktop experience. Callmedia provides agents with all the tools needed to handle the contact in a seamless and efficient manner.

## Why Callmedia with Skype for Business?

Callmedia has been helping contact centres work better for 20 years. But when we came to partner with Microsoft to bring Callmedia's expertise in customer experience to Skype for Business, we didn't want to simply treat it as "another PBX". We wanted to embrace the new capabilities it brings, protecting your investment and allowing your customer service agents to use it seamlessly with your back-office.

Our design philosophy has been to "let Skype be Skype" – allowing your people to get all the benefits that the Skype for Business gives you to collaborate both internally and externally, and apply that to the customer contact experience.

Callmedia with Skype for Business brings you the best of both worlds – deeply integrated with Microsoft's APIs delivering a great experience for your customers, and the Skype experience for your agents.

## Product at a glance

- Callmedia Expert Contact is an established feature-rich, highly available contact centre platform which is natively integrated with Microsoft Skype for Business.
- Callmedia seamlessly integrates with your existing infrastructure, enhancing your investment in Skype to deliver a full omni-channel customer experience.
- Callmedia is available both on premise and in the cloud.
- A native Skype solution which directly integrates with Skype for Business using the Microsoft API's.

## Make your contact centre work better with Callmedia

We are increasingly seeing our customers' strategic plans include Microsoft Skype for Business, but frequently they aren't sure of the exact path to take to unlock the promised benefits they need without restrictions.

As a leading enterprise level provider of cloud and onsite contact centre solutions, our clients rely on us to be able to provide an easy to use, reliable and secure product for handling customer engagements. Customers are now expecting to engage with businesses across all digital channels. Achieving this means delivering a full omni-channel experience, and this is something that Callmedia have a wealth of expertise and experience in delivering.

## Key benefits of Callmedia with Skype for Business:

This solution delivers a contact centre which offers:

- 360-degree view of the customer.
- Blended inbound and outbound media.
- Outbound campaign dialling.
- Fully integrated queuing experience.
- Workflow & scripting allowing agents to deliver a consistent customer experience.
- Single sign-on, integrated with Microsoft Active Directory.
- Multi-channel enablement—voice and full digital media (Email, multi-chat, social media, sms)



## About Callmedia

A Microsoft Gold Partner, Callmedia has been making contact centres work better for more than 20 years, helping our users deliver a great omni-channel experience for their customers, ensuring regulatory compliance and making the most out of every interaction. Callmedia is a Maintel company.