



# ICON Contact

Industry-leading contact centre  
technology, expertly delivered and  
managed



## We focus on our customers' needs to make sure you can, too

ICON Contact is Maintel's contact centre as-a-service solution. You choose the contact centre and UC applications you need, and then we host and manage them. We'll handle the technology, integration, support and updates; you simply focus on keeping your customers happy.

Hosted in our private cloud, ICON Contact delivers your telephony and contact centre infrastructure and applications from the cloud, with guaranteed quality and availability and on a simple fee per agent basis.

Each ICON Contact service is designed to fit your goals. Whether your aim is to gain the agility to respond to changing customer needs, to guarantee compliance or even just to keep costs down, ICON Contact can be shaped to suit. It's simple, cost effective and incredibly flexible.

## Your challenges

### **Customers and businesses are more demanding than ever before**

Working with businesses of all shapes and sizes at Maintel, we see the same challenge crop up: you're constantly being expected to do more with your contact centre and do more for your customers.

And while cloud services promise to unshackle you from the limitations of ageing legacy systems and restricted budgets, they might not always have the features you need.

In an increasingly omnichannel world, the breadth and depth of customer interactions is ever-increasing.

Customers expect to seamlessly span multiple channels in a single interaction without needing to repeat information. This leaves businesses facing a real challenge.

Today's business must deliver a truly omnichannel experience in order to keep customers happy.

Those businesses ahead of the curve are automating predictable, transaction-based tasks like paying a bill and updating their details in order to free up costly agents to handle complex, higher value customer tasks.

Achieving this often leaves you juggling multiple contact centre technologies, all with their own roadmaps, upgrade paths and support needs. Add in integration between apps and hosting and all the moving parts can quickly become a headache.

Traditionally, in order to achieve these goals you'd need to embark on a major IT project with high risks, high costs and enormous disruption to your business. The good news? It needn't be that way.

## Our approach

### **Contact centre as-a-service from Maintel**

Maintel has helped businesses of all sectors to better understand their customers and the way they communicate.

We've ploughed this expertise into the development of ICON Contact, our flexible, omnichannel contact centre that can be shaped to suit the needs of both your business and your customers.

Our hosted enterprise-class contact centre as-a-service solution combines the flexibility of the cloud with the features of a highly capable, on-premise solution.

ICON Contact delivers your telephony and contact centre infrastructure and applications from Maintel's private cloud, with guaranteed quality and availability and on a simple fee per-agent basis.



## Key features

An adaptable solution that enables you to anticipate your customers' demands ICON Contact's modular feature set allows us to build a contact centre platform that's unique to your organisation and designed for your customers.

You can:

- Communicate and track your customers across an omnichannel environment
- Adopt and integrate new channels and technologies into your environment
- Manage variable demand across different channels to optimise resources
- Easily react and flex to meet seasonal demands in the contact centre.

And as your needs evolve and change, we'll help you determine the best course of action and deliver it as part of our managed service.

At its heart, ICON Contact combines Maintel's Callmedia Expert Contact management system with a scalable, hosted IP Telephony solution.

Callmedia Expert Contact is our innovative, feature-rich contact centre management technology.

It empowers contact centres to help organisations provide the most compelling customer experience, matching each customer with the most appropriate agent, at the most appropriate time, and provides supervisors with unrivalled management information and insight.

It can also be integrated with Maintel's ICON Communicate and ICON Mobilise services to provide a cohesive UC and contact centre environment.

### **The best features of the cloud – without compromise**

ICON Contact combines the financial flexibility and hosted nature of the cloud with the security, reliability and feature set of an on-premise contact centre. You can deliver quality service to your customers in an affordable, scalable and manageable way. And because it's delivered as a flexible service, your contact centre can evolve with your business and your customers.

### **Capable, scalable and reliable**

Unlike other comparable hosting or cloud solutions, our ICON infrastructure has been designed specifically to support real-time communication services. It can scale from 50 to 200 concurrent users, with the flexibility to add and remove agents depending on your needs.

Our goal is to make your contact centre work better. Our independence and integration skills mean we're experts at smoothly managing complex contact centres, including different technologies from multiple vendors. Our core processes are based on ITIL principles, and we continuously adapt them to support your changing customer experience and technology needs.

## What does ICON Contact deliver?

### **Flexible capabilities to fit your customers**

You select a tailored solution from our pre-determined service options designed to reflect the needs of your organisation, people and customers.

ICON Contact allows you to cater for the individual requirements of different user groups, departments or functions within your organisation. Specific features can be assigned to different departments or users based on the work they do, with the costs tracked by our inbuilt expense management tool.

You must deliver a progressive, high quality service that differentiates you from your rivals. And with ICON Contact you pay for the service, not the technology, so your contact centre can continually evolve to offer new features, channels and services as your requirements and customers' needs change.

### **Freedom from your daily technology burden**

We handle the daily grind of contact centre system management, maintenance, support, updates and patches for you. This frees your internal people to focus on the customer experience you deliver, rather than get caught up in the hassles and management of your technology infrastructure.

### **Peace of mind**

We're experts at managing your critical customer communications. But to ensure your peace of mind, we offer strict SLAs which make sure your contact centre is doing exactly what you need it to do, without disruptions.

Our managed services ensure greater availability of service and improved delivery of critical communications applications too. With regular reports and a single point of contact for any queries, you always know what's going on in your contact centre and where to get your questions answered.

### **Effective omnichannel management**

ICON Contact helps you to react to changes in the way your customers communicate. And although your customers wouldn't know the term, multi-channel exchanges are being increasingly replaced by omnichannel interactions in the contact centre.

With ICON Contact, omnichannel means having one conversation with your customer and knowing what they want and what they like every time you interact with them. As single interactions cross multiple channels, we ensure your response is always integrated, informed and consistent.

### **Flexible and transparent costs**

There are simple per agent, per month pricing options for each of the two levels of managed service (foundation and enhanced). Payable annually, the solution includes all technology and services in one simple bill.



# ICON Contact service options

## Foundation services include, as standard:

### A contact centre platform consisting of:

- Advanced routing, including skills and intelligent database routing
- Service level adherent
- Intuitive agent desktop
- Expertise-based collaboration and presence
- Blended multichannel routing – inbound and outbound voice, webchat, email, SMS, social media
- Comprehensive MI suite with historical reporting and real-time wallboards
- IVR system
- Advanced knowledge management
- Full workforce optimisation capabilities including recording, quality management and workforce management
- Bespoke integration services.

### An enterprise telephony solution including:

- Migration of existing geographic and non-geographic numbering, delivered via SIP connectivity from the PSTN.

### Monitoring and availability:

- 99.99% annual service availability with contractual SLAs
- Break-fix maintenance of all related customer premise-based equipment
- SLAs covering availability of related communication circuits and data connectivity
- 24/7 Maintel service desk
- Customer dashboard for full visibility of service status and performance monitoring.

## Management and billing:

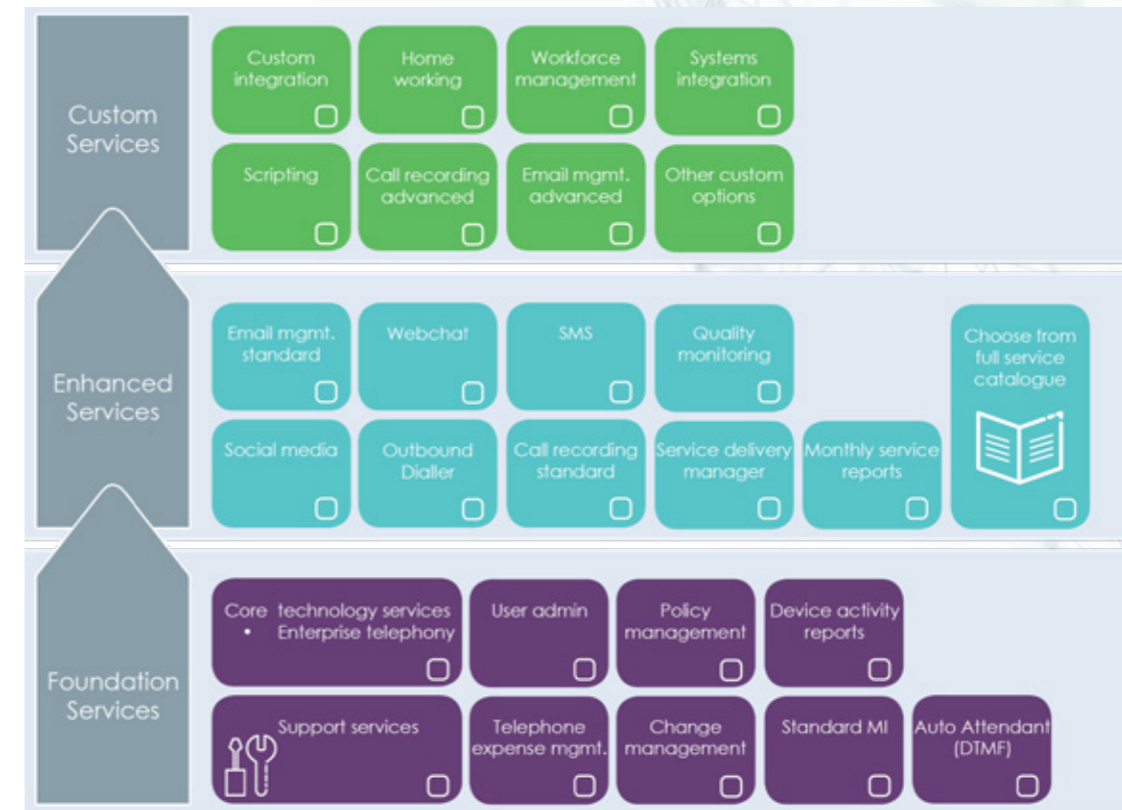
- Proactive patch management
- Built-in change management
- Quarterly billing
- Quarterly service level reporting
- Maintel ITEM – providing detailed breakdowns of telephone charges and cost centre usage.

## Our ICON services

Maintel's ICON Services deliver a powerful range of flexible, secure and resilient communications capabilities based on Mitel, Avaya and Microsoft UC platforms, hosted in the Maintel cloud.

Our ICON services deliver the technology and service capabilities you need to fulfil your communications needs and drive productivity across your business. Our foundation services consist of predetermined components including the core technology, support, management and any essential features.

ICON's real flexibility comes from our enhanced services, which allow you to select from a range of extensive options to deliver the capabilities you want. Different services can be mapped for different user types or departments. ICON Services can also incorporate fully customised options if required, with bespoke design and integration requirements to suit your needs.



## Benefits across the business

ICON Contact delivers value across your organisation.

- Operations board:** benefit from a feature-rich, scalable and adaptable omnichannel contact centre that underpins your customer experience requirements with the reassurance that new services will be easily accessible as and when they come to market.
- Management:** spend less time on systems management and focus on contact centre business management and customer experience. Operational performance is guaranteed, with moves, changes and enhancements delivered as a service.

- IT team:** outsourcing the running of your contact centre infrastructure and applications means you can focus on strategic business activities like introducing and integrating new services.
- End-users:** enjoy the ease of using advanced technology designed to deliver multichannel, fully compliant processes that make user experience straightforward and consistent, making it easier to deliver excellent customer experience.



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