

## *WebViews Solution & Services Brief: Borderless Contact Centre Portal Solution*

***Globalize your Contact Centre and extend its reach, access and services to new clients in different language and cultural jurisdictions around the globe.***

*Achieve global Borderless Contact Center capability; by combining the WebViews BBOD™ Contact Center Portal Solution and its Borderless Messaging (BMail™) system with your Internet based Contact Center Server.*

Nielsen/NetRatings reports that globally, over 1,900 million people currently have Internet access. Less than 20 percent of those connected to the Web are English speaking. Forrester Reports that more than 80 percent of those connected to the Web are non-English speaking and half of business transactions on the net will be conducted in a language other than English & outside USA by 2010. According to Jupiter Media Metrix, the number of individuals seeking online customer service will jump to 180 million by 2010.

IDC predicts that business will spend more than \$176 billion on e-customer care services by 2010.

- I. Extends Contact Center e-services to customers and users around the globe with diverse language and cultural backgrounds and needs.
- II. Helps to extend services to global level with no need for additional staff conversant in languages of newly targeted regions and customers, thus improving productivity and efficiency of the center.
- III. Improves customer satisfaction, by enabling the customers to use their preferred form and language of communications to request services – e-mail and web- to reach the contact center 24 hours a day, 7 days a week.
- IV. Improves access by handling client's in all European, Asian, and Middle Eastern languages, representing most of world's populations.
- V. Handles e-mail exchanges and Web interactions with ease and efficiency – regardless of the languages used both by client and Contact Center.
- VI. Improves center productivity by extending the reach of the services to areas and access to clients not covered.
- VII. Adapts and grows with your evolving business needs and covering new territories and language jurisdictions as your business grows.

Businesses today are struggling to find solutions on how to cope with the increasing demand for on-line communication in multiples of languages, and how to

deliver services to these diverse clients around the globe in their own languages and jurisdictional parameters to create customer loyalty and achieve customer retention. They want to achieve this without increasing their staff and hiring new people and creating an army of multilingual call center staff, thus improving productivity and reducing their overall costs.

This is why WebViews has developed its Global Contact Center Portal Solution – a comprehensive web based business solutions- to address the issue of multilingual and trans-lingual communication enabling businesses to do Borderless e-Business around the globe, thus giving your business a clear competitive advantage.

WebViews Global Contact Center Portal Server manages all internet based e-communications between clients and your Contact Center. It helps you to alleviate language issues related to client web site, e-mail messages and web data exchange, enabling the Contact Center firstly to serve diverse customers around the

globe and secondly dramatically improve your contact center's efficiency and effectiveness by utilizing the same staff and infrastructure to provide the additional required services.

The system's four modules, the **BMail™ Manager**, the **Web Server Manager**, the **Multilingual Site Manager** and the **Content Change Manager** interacts with the clients and your Contact Center to ensure smooth and language transparent e-communication and exchange of data between your clients and contact center expanding your traditional call center into a multilingual and trans-lingual contact center. And whether your customers reach you via e-mail, or web and whether they employ the same language used by Contact Center staff or any other language, your call center handles them with the same care and diligence as ever.

The individual components of the WebViews Global Contact Center Portal can be implemented in stages and in combination with your contact center portal capabilities to accommodate your company's current call center technologies and your corporate steady growing needs.

WebViews Global Contact Center Portal is built on open industry standards architecture and thus can interface and interact with your current call center's open standard based systems and technologies.

These modular solutions integrate with standard based Contact Center Portal

technologies, including **Nortel's Symposium Web Center Portal**, expanding your contact center's overall capabilities to interact with and serve clients with multiples of languages and cultures around the globe, while the Contact Center continues to operate in its own language as usual.

This allows you to leverage your current investment in call center web portals, interfacing and interacting easily and effectively with all clients and most importantly enabling you to quickly move to operational mode without spending too much time and investment in system development and integration phase.

Backed by advanced solutions, your company can harness WebViews ILP™ technology and its multilingual and trans-lingual capabilities to dramatically improve your reach and access to all potential clients and users around the globe thus always staying a head of the competition.

**BMail™ Service Manager – Delivering multilingual and trans-lingual e-mail services**

As more and more customer shop and seek support on line, and as they expand in different parts of the world, contact centers must be ready to accommodate growing proliferation of the email and other interactive services with many languages around the globe. WebViews Global Contact Center Portal addresses these new challenges by intelligently receiving the electronic queries in different languages and delivering them to you in your contact center's language and vice-

versa, delivering the contact center's prepared responses to end user clients in their own languages, thus creating a language transparent messaging and communication environment between your call center and your diverse clients in different language jurisdictions around the world.

WebViews Borderless Messaging (BMail™) system allows contact center subscribers to have their messages delivered in multiples of languages to contact center clients, while all return responses from the clients are received in the subscribing agent's preferred language. Going beyond Multi-Lingual, this new 'Trans-Lingual' messaging capability enables smooth communication between agents and client speaking different languages. Available to both enterprise and individual subscribers, users are empowered to both dialogue and transact with no need to understand the other party's language. Effectively, removing the barriers to global businesses and commercial dealings throughout the world.

Borderless Messaging™ Services deliver human quality content, at regular e-mail delivery speed and with language transparency, all through one simple service! Delivering seamless service in many languages, BMail™ removes the burden and expense of dealing with foreign language messages.

In receiving accurate message content in a desired language, the agents now can concentrate on the content of the message

rather than on deciphering or creating responses in other languages. Resulting in increased individual and Contact Center productivity and efficiency.

The subscribing agents have the choice of selecting a host of service types when they subscribe to Borderless Messaging (BMail™) Services. They have the option of selecting the service types including 'Outgoing Services' and 'Incoming Services'. In addition, subscribers may select the inclusion or exclusion of "Incoming Attachments" or "Outgoing Attachments" as part of their BMail™ subscription service features.

They can also select attachment types which can be Microsoft Word, an HTML web page, or plain text document.

Subscribers also have the option to select source and destination language pairs. Options are provided for most of the world's language pairs including Western, Northern and Eastern European Languages, Asian languages and Middle Eastern Languages.

Additional BMail™ features include provision of a copy of the destination email to the sender and/or a copy of source email to the recipient. BMail™ may also be used for regular e-mail services.

BMail™ Services are offered in a variety of Plans. These plans enable clients to select the most appropriate Plans for their needs. This enables the Web site owners to select the type of BMail™ services to be offered in different regions and for different

languages and for different products and services. Thus enabling to tailor the BMail™ services to each areas specific needs and priorities.

Subscribers to BMail™ receive plug-in software that automatically installs to their Microsoft Outlook. Once installed, the subscriber will have the ability to specify the language in which e-mails and attachments are created and delivered in a specific language for each recipient. Same features can be selected for each web site e-mail address, which is considered a BMail™ subscriber with all its options. Providing the ability to align the language of the web site with those of its users. Once selected the flow of messages and attachments will be in a language transparent fashion relieving both the client and the agent from the burden of the language.

Upon engaging in a service use, the e-mail messages and attachments will arrive at a BMail™ enabled Server environment. This environment will automatically create and send the e-mail in the destination language for each recipient's mailbox. Depending on options chosen BMail™ may provide a confirmation message to the message originator. For subscribers with incoming BMail™ service option, the enabled BMail™ Server will recognize the language of incoming e-mails and if different from the subscriber designated language, the message will be automatically localized to the designated recipient's language and be delivered to the subscriber in this pre-

selected language. The same will happen to incoming attachments.

### **Web & Fulfillment Service Manager – Delivering multilingual and translingual Web pages and documents**

WebViews Web and fulfillment service manager enables dynamic interaction and exchange of text, graphic, images, Web pages and Word document attachments between agent and online customer using BMail™ as the carrier. These features personalize the interaction and help deliver much superior service- while providing customer with enhanced self service capabilities in their own language and leaving the agent to operate in her own language, thus taking the burden of the language from the shoulders of the online customer, the agent and the Contact Center.

Consider a case, where a customer is navigating through an e-market web site, requesting a document which was originally available only in English. The site visitor would like to purchase the product, reading a synopsis of the required product specification. Upon request, the agent will engage the online customer and will send an e-mail to the customer attaching the requested document in the available language. The document will be delivered along with the e-mail in the desired language of the customer. Thus providing a multilingual as well as translingual service to the client, expanding the reach and access and services of the contact Center to areas and

language jurisdictions not available to that center.

Of course, this example illustrates some of the different features of the Web and fulfillment managers features.

### **BBOD™ Contact Center Management Services**

The business intelligence and reporting capabilities

embedded in WebViews ILP™ contact center management portal solution, providing you up to the minute data on the performance of each agent and volume of data and messages exchanged between on line customers and the contact center. Through industry-standard open SQL and ODBC interfaces and through

access via the internet you would be able to consolidate data with other corporate databases for the integrated view of the customer services.

The web based reporting capability enables management to monitor the ongoing progress of the work on minute by minute basis.

### **Our Professional team is ready to help**

As you expand your horizons to global market place, you can draw upon the expertise of WebViews world class professional services. WebViews team has gained its unique and unmatched experience and expertise over many years of research and development of the ILP™ technology and over 15 years of technology consulting experience in implementing e-business, CRM, Internet and Intranet solutions for Fortune 1000 and other blue chip clients around the world.

### **About WebViews**

WebViews Inc. specializes in the delivery of outsourced, on-demand e-business globalization & localization Services and borderless business consulting & systems integration services. Using

WebViews award winning ILP™ technology; we create a Language Transparent Operating Environment™ enabling business and individual subscribers to conduct Borderless Business Everywhere around the globe. WebViews services include integration of subscribers' legacy systems with ILP™ technology and BMail™ systems, adding multilingual / multi-market / trans-lingual features and capabilities to their business and messaging systems and technology environments.

*Please contact us to discuss how WebViews can assist you in transforming your local business activity to a global operation by using its Borderless Business On Demand (BBOD™) Services and Solutions.*

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