

Aastra Solidus eCare™

Intelligent Interaction for Excellent Customer Care



A Fully Integrated End-To-End Solution for Enterprise Communication

Over 2,500 Solidus eCare customers across the globe can't be wrong! Every day, all over the world, customers are reaping the benefits of our feature-rich, contact center solution

The most successful enterprises are the ones that best understand and serve their customers. In today's complex business environments customers have options. It is not sufficient for just one or two functional areas to be responsible for the customer experience. From customer care to sales and marketing and all across other departments, organizations must become even more customer centric. Customer interactions, business processes and measurements must be analyzed and integrated to the business execution model.

Aastra's Solidus eCare™ offers best-in-class, intelligent interaction and communication and unrivalled customer-care service across all media. So much more than just a contact center, Solidus eCare is an all-in-one, powerful and flexible platform.

All-in-one, powerful, flexible toolbox

Aastra's contact center solution promises all this, and more! For Solidus eCare isn't just any contact center solution, offering the typical agent desktop, management and reporting applications you'd expect from any contact center solution. Instead, with Solidus eCare you get an all-in-one, powerful and flexible toolbox, delivering Unified Communications and Collaboration (UCC), true mobility, contact center services, self-service applications, business automation integration, as well as reporting and analytics. Everything you need to raise the bar of excellence, heightening customer satisfaction, organizational productivity and business profitability. Best of all, it's all available in one single solution.

Outstanding customer care

As enterprises explore their growth strategies in revenue and productivity, gaining a rapid return on investment (ROI) and heightening customer loyalty and value have consistently been identified as number one priorities on corporate agendas.

Align communication & business goals

Senior management is increasingly aware that its company's IT communication system must support ever-changing business requirements. In other words, to remain competitive, communication system goals must be aligned with overall targets.

No wonder IT departments are on the look-out for an all-in-one, contact center solution that integrates with back-end business applications and is flexible and scalable to accommodate changing business needs.

Smooth, rapid implementation and upgrading with minimal disruption is a must. Decrease in operational costs, Total Cost of Ownership (TCO) improvements and a virtually fail-safe solution are given. A single vendor, simplifying the IT environment and working life is also welcomed. Sounds familiar? Too daunting a task? Actually no. The solution? Solidus eCare.

Comprehensive solution - the heart of the business

Solidus eCare, a rich suite of seamlessly integrated UCC and contact center applications, offers advanced features to create efficiencies and peak management in your contact center. With full flexibility, full scalability, full openness and high availability, Solidus eCare enables consistent, efficient, first-rate customer service across all media.



Solidus eCare - intelligent interaction for excellent customer care



First impressions count - and last!

First impressions count. And first impressions last. Don't be fooled into thinking otherwise. A first-rate impression of a company will naturally reflect on its business. As the face of the company, an advanced contact center solution is a vital tool for cutting down on customer defection. Enhance customer loyalty and make them smile after interacting with your company.

Convenient one-stop shopping

Digging into the toolbox, you'll find an open integration environment, multimedia support, and a built-in auto attendant. Unique to Aastra's architecture are the embedded IP recording capabilities and the integrated Interactive Voice Response (IVR). You'll also find the BluStar Agent - Aastra's latest agent application - with advanced UCC features accessible to agents from any terminal, connecting them to the rest of the organization. Today's contact centers generate more data than virtually any other part of the business. Solidus eCare offers clear, easy-to-use, historical, real-time reporting and analytics to help the enterprise solve business problems, reduce operational costs and improve overall performance.

Solidus eCare's unparalleled track record of winning contact center awards over the past decade is hardly a surprise!

Adaptable to your organization's needs

Solidus eCare's openness and agility makes it readily adaptable to fit your organization's needs. Its open architecture, modular design and customized solutions get the job done, meeting your particular communication requirements to help solve business challenges.

Exceptionally robust, exceptionally scalable

Solidus eCare also happens to be exceptionally robust and scalable. Through documented high performance, it's designed to cope with mission-critical business operations and configurable to handle peak traffic of up to 40,000 calls an hour!

Turn your contact center into a profit center

You've heard it before and we'll say it again: retaining current customers is far more cost-effective than acquiring new ones. In fact, an increase in customer retention of 5 percent is correlated to an increase in revenue of between 25 to 95 percent! Transform your contact center into a profit center by offering your agents the best possible support to provide the absolute most professional service – at all times.

Aastra has more than 35 years of contact center experience and 14 years of experience of server-based, contact center solutions



For a Superior Customer Experience

Most qualified agent every time

With its advanced, patented, multimedia, skills-based routing, Solidus eCare easily outperforms the competition. By routing queries to the most qualified agent or expert - across business functions, locations and organizations - customers receive instant, qualified responses to their queries. Empower your agents by giving them the chance to respond knowledgeably and resolve queries.

Time for high-priority customers

With access to directories and employee information, both the number of interactions and the amount of time agents spend on customer queries are greatly diminished. Such time savings free up agents to focus on high-priority customers with complicated queries, providing them with true, live, high-quality customer care that they deserve and, through interaction with real-time social networking tools, have come to expect.

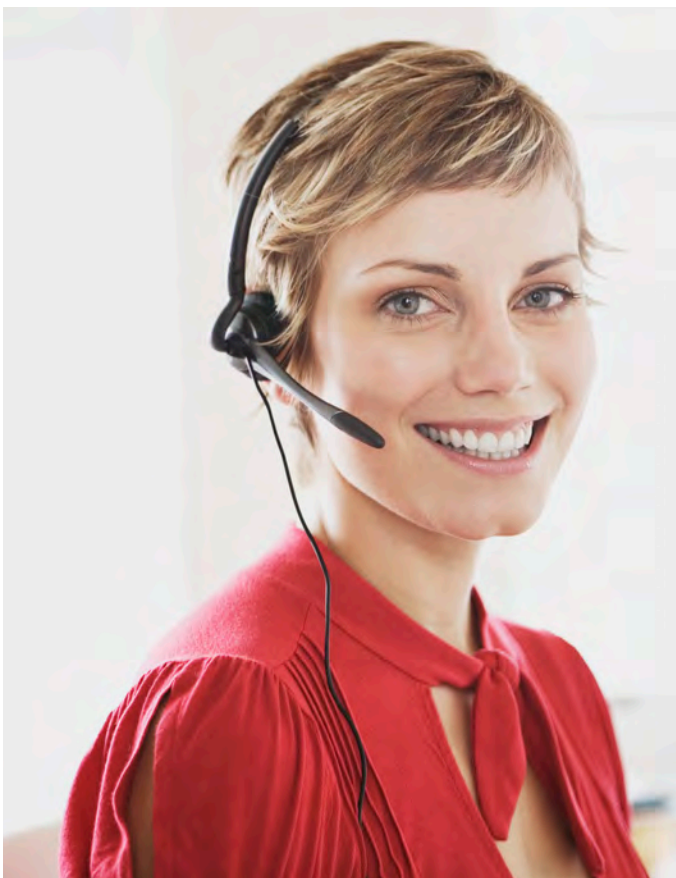
First-call resolution

By integrating appointment management, scheduling and self-service applications - IVR/Script Manager, speech office, and the like - repetitive, routine tasks can be automated to free up staff for more complex, specialized queries. Add agent mobility to the equation, as well as the added resources and expertise that UCC brings to the contact center, and you're set to go!

Solidus eCare has supported agent mobility from the very start, winning multiple awards for its superior mobility offering

Freedom - any media, anywhere, anytime

Thanks to UCC integration, agent mobility and self-service applications, Solidus eCare offers your customers the freedom to make contact through the media and communication device of their choice - and more importantly - from wherever and whenever! Customers today, used to real-time social networking tools, have come to expect such communication flexibility.



From the Business Perspective

Crème de la crème

With skills-based routing across all media, streamlined analytics and administration, native presence management, Instant Messaging (IM), directory support, conferencing and collaboration functionalities, as well as occasional and expert agent usage - both stationary and mobile - Solidus eCare is the crème de la crème of contact center solutions.

Integrating for business efficiency

Most organizations need to integrate their contact center solution with other internal systems and databases, handling functions such as statistics, supervision, logging and errors. True to Aastra's openness, Solidus eCare is based on open interfaces. Combine this with easy-to-use APIs, Open Media Connect, and you've got smooth, instant integration with third-party business processes and applications - Customer Relationship Management (CRM), Workforce Management (WFM) or Enterprise Resource Planning (ERP) and social media interfaces etc. Such high flexibility allows you to offer your customers total-solution services.

True mobility - the key to success

Solidus eCare is unique in its true mobility offering. Aastra Mobile Extension expands the flexibility of the already powerful Solidus eCare platform, by supplying mobile or roaming agents instant access to the rich set of extension features, accessible through their mobile devices. Agents can work wherever a mobile phone is used - at home or at a remote site - or even during just your peak periods. With telephony and communication features from the MX-ONE platform and Solidus eCare readily available, agents can enjoy true mobility and the freedom to work from anywhere.

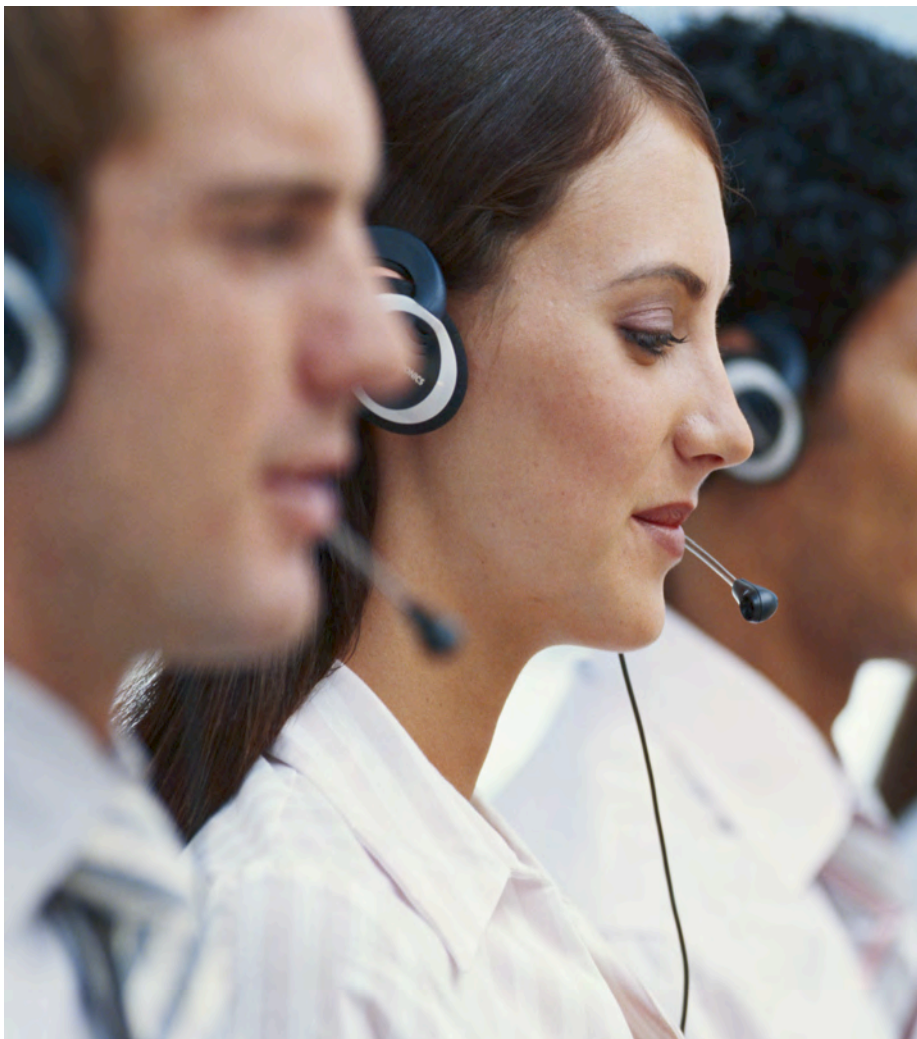
Maximize efficiency & uptime

Few operations within an organization are as dynamic as a contact center. Continual change however calls for intuitive, flexible control. The agent's desktop application tool facilitates efficient call handling and integrates social networking media tools - IM, SMS, voice, fax and e-mail - maximizing agent efficiency and uptime - to the benefit of customers. Through agent-monitor customization, display preferences are automatically updated when agents switch from one workstation to another.

Bring experts into the contact center

Imagine the power of your contact center if agents, knowledge workers, back-office staff, specialists and key staff members were all connected and could instantly collaborate. With Solidus eCare, they can. In fact, Solidus eCare is the first contact center solution to integrate not just agents but all employees and experts into the contact center thanks to the Aastra BluStar Agent, making UCC functionalities available at agent fingertips, connecting them to vital internal resources outside the contact center. With Personal Call Routing functionality implemented in an enterprise contact center, specialists can also assist as a Solidus eCare agent and still be able to prioritize incoming calls to their personal number. Customers interested in gaining competitive advantage - particularly in the finance, insurance and emergency services sectors - are taking advantage of UCC power by organizing specialists and other knowledge workers as back-office support to the contact center.





Take your enterprise to a whole new communications level with Solidus eCare!

Evolves with your business needs

Solidus eCare allows you to start small, with just a few features and agents, and then build step by step, in tune with your business growth. Capable of integrating with your existing IP telephony infrastructure, the Solidus eCare applications suite is actually designed to protect your earlier investments. Its modular design allows evolving with your business needs, growing from a small call center to a large-scale, multimedia call center that can accommodate up to 1,200 agents! Now that's scalability!

Remote agents - powerful advantage

Contact center managers can hire skilled agents - as qualified as in-house staff - anywhere in the world where facility costs are lower. Home-based agents incur fewer overhead expenses and can be drawn from a pool of geographically dispersed resources. By staffing across time zones, during peak business times or holiday seasons, service hours can be extended, giving you a powerful advantage in customer relationship management (CRM).

Dispersed sites behave as one, single unit

Solidus eCare can be configured to support up to ten geographically dispersed, virtual contact centers, monitoring, historical and real-time reporting, as well as analytics, can all be managed from one single centralized access point.

Improved Total Cost of Ownership

With its integrated architecture and concurrent licensing schemes, requiring few hardware components, Solidus eCare can rightfully boast about its low TCO. No additional servers are needed for the complete contact center solution with agent applications, UCC capabilities, universal skills-based queuing and routing, IVR, mobility, reporting, analytics, and tenanting. Solidus eCare is also deployable in a customer's existing VMware virtualized server environment, giving you all the benefits that virtualization technology has to offer, including increased VMware redundancy options. Viewed as an extremely cost-effective move, not only is the hardware footprint diminished, but also energy consumption, maintenance costs, physical space and staffing requirements.

Smart, future-proof investment

Solidus eCare offers full scalability to expand into a full-featured, globally deployed contact center while allowing you to maintain a specific level of local management and administration, and retain centralized control of your costs. At the end of the day, just remember - you set the migration pace; we follow.

From the IT Perspective

Documented swift deployment

Competitively priced, Aastra's solution is swift in deployment and both flexible and customizable. The proof is in the pudding; Solidus eCare was implemented in three sites in three different countries. The complete cut-over, from start to finish, took place in less than three weeks. Customer representatives were trained remotely in a single day. The project, impacting over 60 customers and 250 seats, included advanced IVR structures, self-service solutions, business-system integration and production-data export to external data warehouses.

From the agent's perspective, a whole new set of streamlined tools supporting daily business with customers was made available - pop-up screens, information boxes, call-backs, email, IM, etc. And after the switch-over, existing agent applications, such as web forms, web services, SharePoint portal servers and gadgets, were directly integrated and could still be used.

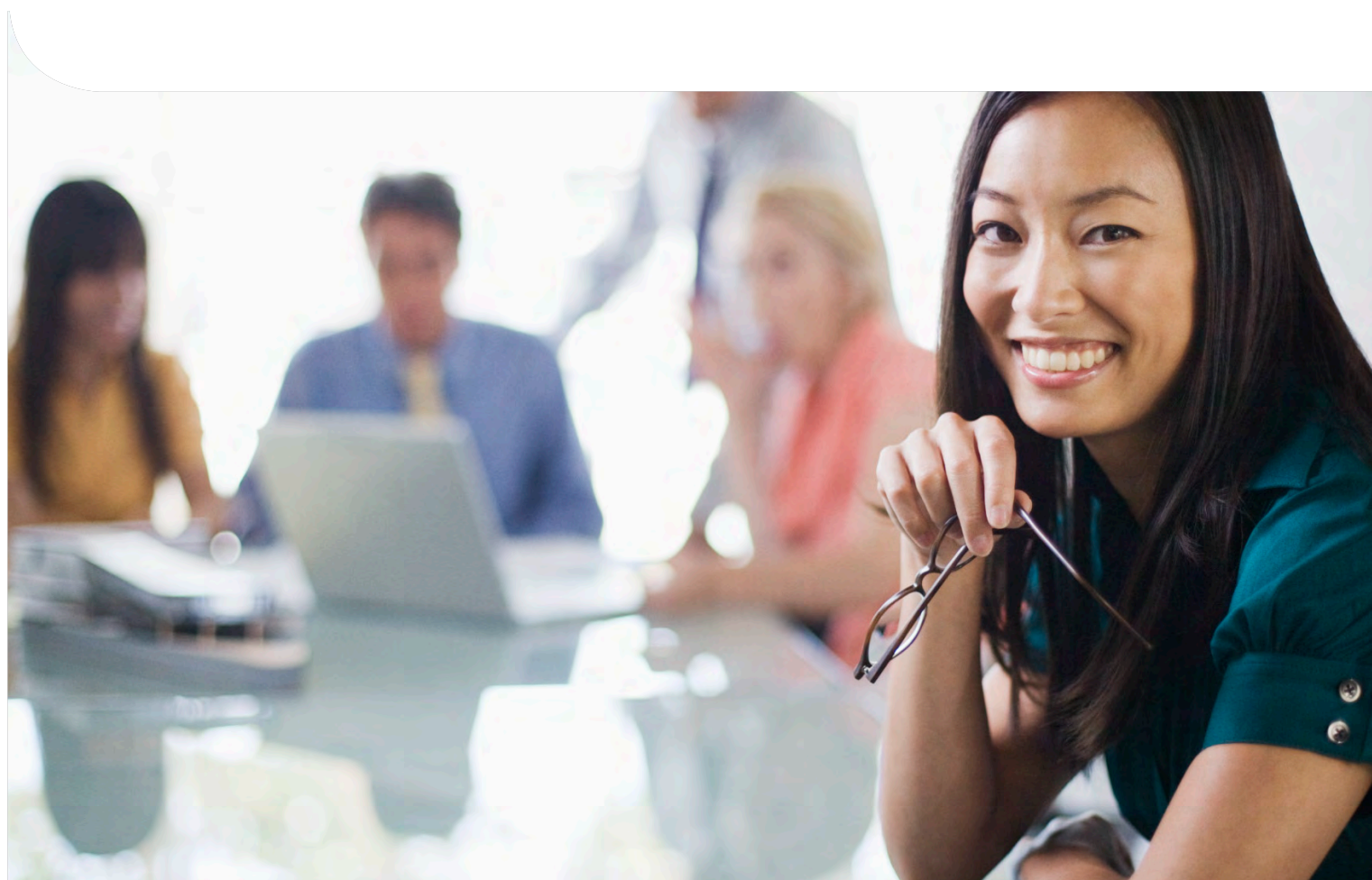
Not eight...but two technicians!

A comparison of Solidus eCare's installation and maintenance costs to that of a competitor was carried out. The set-up was replicated with the same number of servers, traffic, installation and the like. The competition required eight technicians. Solidus eCare? Just two! Simplify your IT environment and working environment with Solidus eCare!

What if you could:

- ✦ Increase your customer satisfaction, reducing latency that exists in connecting people to people, and people to people information;
- ✦ Increase workflow visibility using monitoring, reporting and analytics tools;
- ✦ Automate repetitive, routine tasks - e.g. appointment reminders, warnings, notifications, etc. to free up staff to work on other, more specialized tasks;
- ✦ Meet compliance stipulations and service level agreements by having recording, archiving and scheduling applications incorporated;
- ✦ Utilize business process automation to enhance revenues and further reduce operational costs;
- ✦ Support business improvement opportunities by integrating technology silos;

Well...with Solidus eCare, now you can!



Customer Reference - AVIS

AVIS Car Rental

AVIS is a leading global car rental company with approximately 400 local offices in Scandinavia. Until recently AVIS had a central contact center in Gothenburg, Sweden, managing all rental car bookings for Scandinavia. AVIS's business has been growing rapidly over the last few years and Avis sought a new solution to improve its customer service by reducing waiting times and abandoned call rate.

Target

AVIS's goal was to achieve a less than 5 percent dropped call rate for both external and internal calls without hiring an estimated 300 contact center agents needed to reach the goal. The plan was to take advantage of everyone in the organization with a certain profile. These employees should be incorporated in the daily call center traffic and be able to handle a certain type of calls when needed. Renting a car is something customers take lightly. While an online portal is sufficient for many rental transactions, customers often have questions regarding the equipment and prefer talking directly to an agent.

Mats Dani, Commercial Services Manager at AVIS Scandinavia, comments, "Telephony is, and will for a long time remain AVIS's main communication channel. To connect all local offices and include them as agents is an idea that could not have been accomplished without Solidus eCare."

The Solution

The result was a comprehensive expansion of the existing Solidus eCare installation together with an MX-ONE solution. Instead of only having agents in Gothenburg, each workstation on the local branches was integrated to become an agent of the contact center.

The traffic is still controlled from Gothenburg, but now Scandinavia is converted to a single large virtual contact center, where everyone helps out. This is a huge network that extends from Hammerfest in the Arctic Ocean, down to the German border. Today Solidus eCare is handling about 450 agents simultaneously and this figure is constantly rising. Today AVIS has only one switchboard for the complete solution.

"No one else could build a call center of this size as well as Aastra. The system is very user friendly in all aspects, for example when it comes to building new groups, adding new agents and to achieve the constant changes that are needed. Additionally the report modules are easy to use and just fantastic."

Mats Dani, Commercial Services Manager at AVIS Scandinavia

Key Benefits

- ✦ Few dropped calls
- ✦ Skills and competence are used in the best way
- ✦ 90% of all issues are solved immediately
- ✦ The attendant function is relieved and the attendants can thereby focus on calls where they really are needed
- ✦ The result is fast and effective customer service



About Aastra

Aastra Technologies Limited, (TSX:"AAH"), a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses.

With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently. Aastra's operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries.

Aastra is entirely dedicated to enterprise communications and offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers' requirements. These range from feature-rich call managers for small and medium businesses and highly scalable ones for large enterprises, associated UC applications, integrated mobility, multimedia call center solutions and high definition video communications to a wide selection of deskphones and cordless terminals.

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