Empowering organizations and their customers with convenience and choice about when and how they interact with the Order and Support desks is key to maintaining customer satisfaction. Regardless of the channel a customer selects to interact with an organization, options need to be available for responding to customers through multiple channels while meeting expectations for a stellar service level. Service Agents need to focus on tasks that add value to customer and employee interactions, not on manual tasks that can be automated.

PeopleSoft Multichannel Communications enables organizations to manage and operate a multichannel contact center cost effectively by delivering self-service web chat and email points of interaction that are tightly integrated with Case Management of the Service applications. With powerful computer telephony integration and multichannel interaction capabilities, organizations have a complete, integrated customer communications solution to streamline and provide the best service experience.

**Powerful Framework for a Blended Multichannel Experience**

The foundation of the PeopleSoft Multichannel Communications solution is a framework enabling a single, integrated application for managing all customer, employee, and student communication channels. This powerful, standards-based framework reliably manages communications such as email, web chat, phone, or any PeopleSoft CRM business object if customized to do so. This framework benefits service Agents by providing a single and user-friendly interface called the PeopleSoft Unified Agent Desktop. The Unified Agent Desktop, which is directly embedded into all PeopleSoft pages for enabled users, appears as a toolbar that blends web chat, email, and phone communications and acts as a central command center for managing incoming communications. Regardless of the channel through which they are

**KEY FEATURES**

- Powerful PeopleTools framework
- Seamless Integration with telephone systems
- Intelligent automation and routing of emails
- Tight integration to Service Case Management
- Real-time collaboration with customers through WebChat
KEY BENEFITS

- Powerful multichannel framework
- Intelligent email response management
- Superior customer service through multiple collaboration options

received, all incoming communications are intelligently routed to Agents and blended in the appropriate queue. Supervisors use the Supervisor Desktop to monitor queues and Agent performance, approve emails, initiate Agent-to-Agent chats, and handle other administrative tasks from one easy-to-use interface.

Figure 1: PeopleSoft Unified Agent Desktop enables Agents to accept and manage all incoming calls from a single, user-friendly interface.

PeopleSoft Multichannel Communications provides a powerful solution that enables organizations to:

- Manage multiple communication channels through one interface.
- Deliver consistent, efficient, and personalized service, regardless of the communication channel.
- Minimize the cost of ownership by integrating with third-party telephony and multichannel technologies that may already be in place.
- Add more communication channels without adding incremental deployment and maintenance costs.
- Categorize the intent of or reason for each communication to better understand and measure the performance of an organization’s contact center.

Intelligent Automation and Routing of Email

The service-level expectations of users of an email channel have increased dramatically. A generic, automated response informing the correspondent that they will receive a response within a preset time is no longer acceptable. The PeopleSoft Multichannel Communications Email Response Management System (ERMS) helps organizations manage large volumes of emails by automating activities not requiring a live Agent. With PeopleSoft’s robust search capabilities, intelligent automation performs content analysis to classify the email, prioritize it, determine the appropriate service level required, and classify other critical information about the email. The type of email request, product or issue of concern, and even the mood of the sender can also be used to determine the appropriate classification. Once classified,
the system can accurately auto-respound to the request; perform an action, such as creating a service case or identifying the email as SPAM; or route the email to a workgroup to handle the request.

Agents work on the email in a dedicated workspace optimized for the efficient and accurate resolution of the request. Email Agents are guided by embedded intelligence to perform "next step" recommended actions. The categorization of the email provides the Agent with relevant suggested documents and knowledge-base solutions to compose an email response quickly. Agents can view previous transactions for the correspondents and link an email to a transaction. With a rich-text editor capability directly embedded in the Email Workspace, Agents can reply with visually compelling content. HTML, objects such as tables, and various font capabilities such as color, underlining, size, and type can be used for effective communications. The result for a contact center is increased productivity and response accuracy. With the PeopleSoft Multichannel Communications ERMS capability, organizations can:

- Increase Agent productivity in handling high volumes of incoming email while still delivering high-quality service.
- Decrease time-to-service and increase first contact resolution by matching the requirements in the communication to an appropriately skilled Agent through intelligent email routing.
- Improve satisfaction of the correspondents with one-click access to their profiles and prior interaction history by leveraging a common solutions knowledge base.
- Adhere to service-level agreements by alerting Agents and managers of impending deadlines and keep track of all interactions and issue resolutions.
- Analyze email interactions and monitor trends and service metrics to improve efficiencies.

**Tight Integration to Service Case Management**

PeopleSoft Multichannel Communications ERMS provides tight integration with the Service Case Management processes of the PeopleSoft Support applications by enabling organizations to create a new Case automatically from an unstructured incoming email. The Case Provider Group assignment can be the same as the worklist group or email queue to which the email was routed. Logic is further extended to determine how the Case Contact information is supplied when the individual sending the email is not known if the email address does not exist in the system or the email address matches two different contacts. The system can be configured to either set the Case Contact to Anonymous, to create a new Customer or Employee in the system automatically, or—if the email matches multiple contacts—to enable the Agent to select the right one.
**Real-Time Collaboration Using Web Chat**

By operating in real time, web collaboration enables individuals and Agents to communicate via a two-way text chat and to deliver more personalized service. Similar to the intelligent routing used in ERMS, an incoming chat request is delivered to the Unified Agent Desktop based on the origin of the chat request and the Agent’s availability, current workload, and skill level. When an Agent accepts a chat request, the contact information, including historical interactions, appears in the chat window, enabling the Agent to answer questions the contact might have about existing transactions as quickly as possible.

The PeopleSoft Multichannel Communications web chat capability...

**Figure 2:** User-initiated chats are available from the Self-Service Support pages and from the various Support Centers (IT, Employee, Campus).

The PeopleSoft Multichannel Communications solution creates an interaction based on the incoming request so it captures properly even if the contact abandons the chat before an Agent responds. To increase efficiency of the Agent’s web chat session, the Agent can push scripted responses, solutions, and URLs to the contact, thus minimizing the typing and time needed to respond properly. Integration with the text tray improves response time by enabling the Agent to enter common text automatically into a chat session. Productivity is also increased by enabling management of multiple chat sessions simultaneously through the Unified Agent Desktop. In addition, Agents can chat with other Agents who are in their Buddy List with their availability tracked and displayed.

With the PeopleSoft Multichannel Communications web chat capability,
organizations can:

- Augment 24/7 support by providing live help based on important metrics such as the contact’s historical interaction and value.
- Reduce web abandon rates by providing real-time access to live Agents to answer questions.
- Increase Agent effectiveness with one-click access to complete history of the contact’s interaction and to the stored knowledge base.
- Provide personalized, fast, and accurate interactions with contacts using automated templates.
- Increase Agent productivity with the ability to conduct multiple chat sessions and to collaborate with other Agents.
- Analyze web interactions and monitor trends and service metrics.
- Invite peers and supervisors to the chat sessions, transfer chat sessions to other Agents or queues, and initiate chats with other Agents in a Buddy List.