

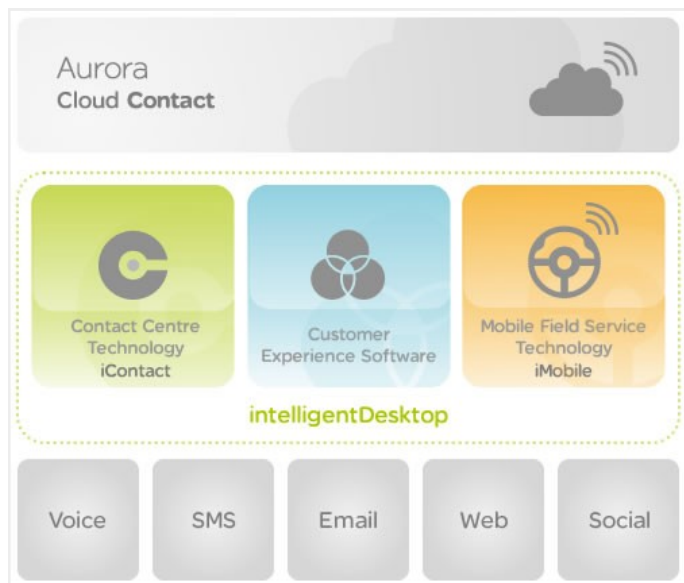


mpl systems

MPL intelligentContact ~ multimedia contact handling

intelligentContact (iContact) from mplsystems combines multimedia contact handling and a suite of customisable campaign and customer service applications

Enterprise class, multimedia contact solutions are now affordable and practical; with iContact's integral, bespoke sales or customer service management software, a traditional call centre or customer service desk can be transformed. Incorporating all the ingredients of traditional contact centre solutions e.g. ACD, IVR, call recording, scripting, reporting and workflow, an iContact solution will be cost effective from 4 to 4000 seats in a customer service, sales office, help desk or appointment making environment.



Aurora ~ Cloud delivery



The MPL Aurora cloud delivery option enables organisations to access all or some of the iContact features on a pay per seat/per month basis, either directly over the internet or via a private cloud network. This Cloud approach allows the business to restructure the cost model and scale the number of seats, and scope of features, as the business grows and evolves. The technology and software is hosted within the Aurora Cloud so businesses can deploy solutions in a matter of days.

Multimedia queuing and routing



iContact handles all forms of communication media including voice, email, click-to-chat, fax, SMS, web and social media and manages this multimedia in a single universal queue. Integrated skills based and priority routing can be configured to ensure all contacts are intelligently delivered to the most appropriate agent.

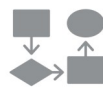
Customer experience applications



Designed to work with existing data and processes and provide an easy to use solution on an intelligent agent desktop, our sector-specific tool kits include

- **Service and Help Desk:** create and manage the lifecycle of queries and issues across multiple communications channels; segment customers and guide agents with specific rules, tracking, reporting and escalation procedures
- **Campaigns:** handle multiple complex outbound telemarketing campaigns; manage leads, data and calling; incorporate dashboards and self-learning marketing knowledge banks
- **Bookings & Appointments:** manage appointment setting based on shift patterns, skills, location and loading; integral software links to Smartphones to locate field workers via GPS.

Workflow and business automation



Inherent to iContact is the automation of complex business processes and workflow. iContact is not just an ACD system; CRM and workflow software connects to existing back office applications and databases, such as CRM and ERP, across the business, to automate actions and processes and eliminate inefficiencies.

Once customer contact is established, a simple web interface is used to guide the agent through the steps required to complete their request. Dynamic applications sit behind the agent interface, adapting to the conversation by aggregating data from various front and back office and databases in real time and only presenting relevant data tailored for the client.



A complete contact handling platform

iContact can integrate with an existing PBX in your network or can connect directly to an E1 link or SIP trunk from your preferred telephony supplier. It provides any required voice recording or IVR support and contains sophisticated logic for skills based routing, media-prioritisation and mid-call transfer. The platform gives managers a range of tools to ensure the quality of the customer experience, including extensive reporting, dashboards and wall boards, silent monitoring and coaching (whispering).

These features may be provided in a complete contact centre solution or used to augment existing technology, be that PBX or ACD with CTI. iContact can be used to support new projects such as extending sales functions online or incorporating advanced call handling and routing.



Multi site operations and integral resilience

iContact uses patented architecture which enables contact events to be queued at multiple locations and re-routed to alternative locations as required. Multiple sites may operate as a single virtual site or private Cloud and all centres are synchronised so that the platform can continue to operate if one site is eliminated.

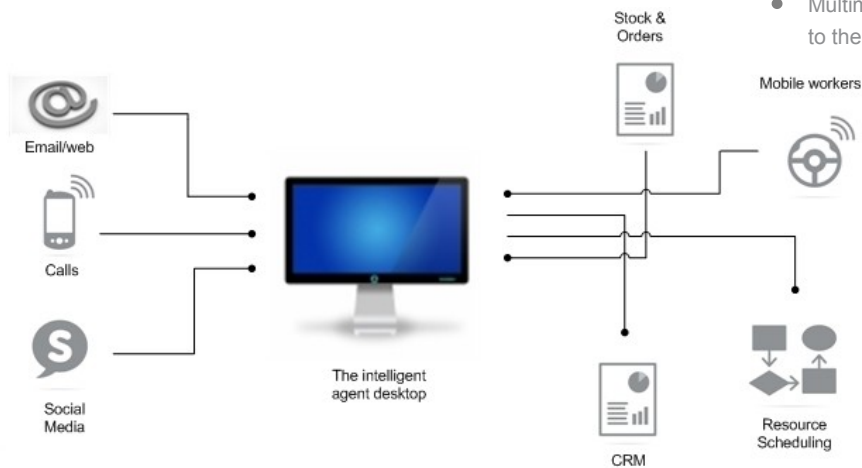


The intelligent agent desktop

The agent desktop has been developed as a simple web interface to guide the agent through the steps required to complete any interaction with a customer. Dynamic applications sit behind this agent interface, adapting to the conversation and requirements to fulfill the customer's need. Data from relevant front and back office and databases is aggregated in real time and presented to the agent at logical points in the customer service process e.g. order history, payment history, stock checks, special offers, 'nearest to' details etc. Similarly, the agent can trigger processes and feed information through to the relevant systems without needing to access them directly.

Intuitive user configurability

iContact incorporates intelligentDesktop, a powerful web applications tool which enables businesses to easily build or modify their own call handling, campaign and customer service applications. Applications can be created through a drag and drop interface, without the need for programming knowledge.



Monitoring, reporting and analysis

iContact's integral call recording and monitoring can be used remotely to review the quality of calls whilst the comprehensive business information tools provide management data on all aspects of the contact centre operation, including real time and historic performance data. Performance can be communicated to agents via wallboards to give a first hand, real time view of how the team is performing. Along with a library of existing reports, an easy to use wizard allows users to select information, make database links, filter and group. The end results can be viewed on screen, exported into an external viewer or sent via email. A scheduler is also available to ensure reports are generated on a regular basis and delivered to the appropriate party.

Main Menu » Region Selector » Leads Damian Benner 00:00 0%

Leads

Sector by Area Leads

| South West | % of Leads Achieved | Leads still needed to meet allocation | HOSPITALITY | | | | | | | |
|------------------|---------------------|---------------------------------------|-------------|----------------------|---------------------------|---------------------------|-----------------------|--------------|---|----|
| | | | Apprentices | Advanced Apprentices | Adult Apprentices Level 2 | Adult Apprentices Level 3 | Train-to-Gain Level 2 | LEADS NEEDED | | |
| Devon & Cornwall | 26 | 62% | 33 | | | | | | 2 | |
| Somerset | 10 | | | N | N | | | | | 6 |
| BDP | 10 | | | | | | | | | 4 |
| West of England | 20 | | | | | | | | | 17 |
| Wilts & Swindon | 8 | | | N | N | | | | | 3 |
| Gloucestershire | 14 | | | | | N | | | | 1 |

G Green - Leads are required. Open to ALL employees.
 N National Clients - Leads are required. Open to NATIONAL CLIENTS ONLY.
 A Amber - Caution! Leads generated have achieved 80% of the current requirement this month.
 R Red - Stop Marketing. 100% of leads required has been achieved. Access to records and qualifications under the analyst has been removed. Access to generated status a callback has been arranged however no additional Level 2 records can be submitted.
 D Disabled - This target has been disabled by a supervisor.

Real time dashboards provide instant campaign analysis



Campaign and sales management

iContact manages leads and customer data from databases, online sales, emails or calls in a single universal queue. Leads are prioritised, associated with client data and dealt with according to specific business rules. Leads are routed to the most appropriate agent and self-learning algorithms are used to ensure that leads of a certain type are routed to the agent most successful at closing that lead type. Separate systems and manual processes are no longer needed to handle online sales and calling side by side. iContact also balances inbound and outbound communications as part of this unique multimedia queue.

- Multimedia Sequential Outbound (managing a calling campaign driven from a prioritised list of contacts with no appointments)
- Multimedia Scheduled Outbound (managing a diary of outbound call appointments from individual agents to specific customers)
- Multimedia Inbound (Queuing communications and delivering them to the longest idle skilled advisor)

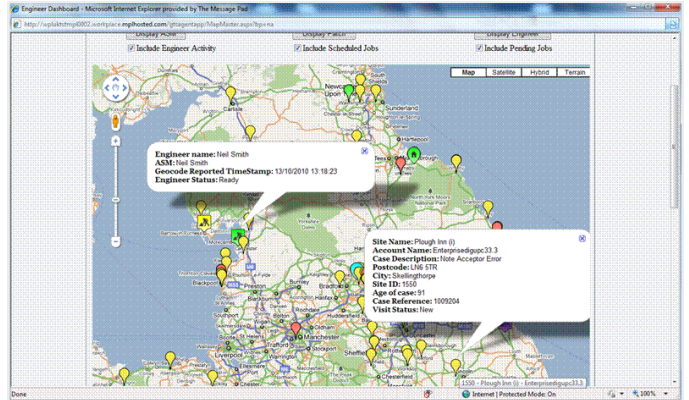
Multimedia queuing and routing to the agent desktop



iMobile, based on Microsoft's Windows Mobile platform, is designed to give any organisation offering a service to customers the opportunity to quickly and cost-effectively link their existing communication centre with the field workforce.

iMobile specifically allows any piece of information taken at the call centre to be directly shared with field operatives in real time using their mobile device of choice. The applications for the iMobile solution, used either as a standalone facility or as part of a holistic customer/field service provision, are many and varied and all include:

- Integration with CRM database to provide customer information
- Immediate synchronisation to allow real time reporting
- Geographic Positioning System (GPS) to pinpoint field staff
- RFID and bar code scanning to track assets
- Local database to offer full functionality even without mobile coverage
- Signature capture facility.

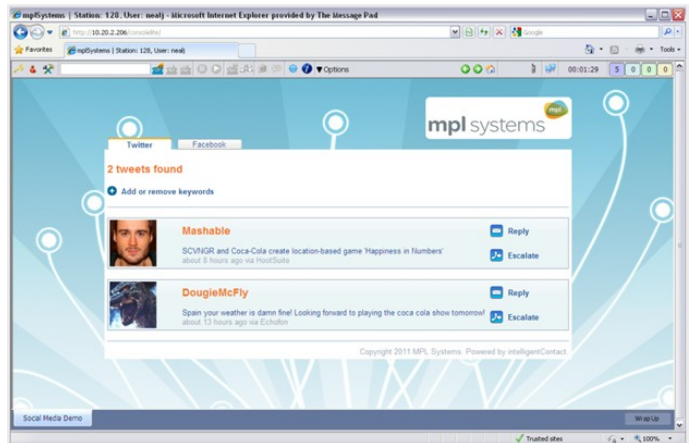


Managing mobile and field based worker operations



iSocialise manages and routes social media contact to the correctly skilled agent in the contact centre in the same way as calls, emails and website enquiries are routed. The Facebook Portal allows customers to interact

with agents through a chat facility integrated and blended with the corporate Facebook page. Automated workflow then processes and monitors both Facebook and Twitter interaction to ensure the contact centre effectively manages any opportunities that arise, whether that is to engage with internal experts, the sales team or mobile field service staff.



iSocialise allows the agent to reply to Social contact or escalate it

Microsoft Integration

iContact integrates with Microsoft Dynamics CRM enabling agents to make calls directly from a Microsoft desktop. The multi-channel environment consolidates all customer interaction, giving agents easy access to all CRM information needed to manage requests. mpsystems has achieved Gold status in the Microsoft Partner Network.



iContact's **workforce scheduling** tool manages customer appointments against a pre-planned resource profile. Resourcing schedules can be created and then appointment slots allocated based on specific business

logic. Each appointment is created as a workflow object so other events can be triggered based on its status. Each appointment is monitored via a real time dashboard to ensure any defined service level agreements are adhered to. Supervisors can reallocate appointments between individuals or teams to ensure an even load or to manage unforeseen circumstances.

| Timeslot | Candidate(s) & Procedure(s) | Price | VAT |
|----------|----------------------------------------------------------|--------|-----|
| 08:00 | Unknown Candidate Network Rail DOA Screening - Random | £79.00 | 20% |
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Approximately 50 minutes
 Net: £395.00
 Gross: £474.00 (inc VAT)

Some of our clients

Aviva

"We have been delighted with the flexibility of mplsystems solution and the speed of deployment which has provided Aviva with a base for continual enhancement of the customer journey."

Cheryll Bowgett, Underwriting Development Manager, Aviva



Babcock International

"As a result of the new system, our success rate has increased by 30-40% due to the automation which enables our agents to spend more time with employees and candidates."

Simon Barber, Contact Centre Manager, Babcock International



Gamestec

"The focus of the project was twofold; firstly to give our customers better visibility of their service requests by getting live updates of requests and changes to engineers out in their field and, secondly, to bring together our processes and systems into a single desktop to ensure we were getting the most from our field engineers. mplsystems has allowed us to achieve these goals."



BIW Technologies

"We were looking for a contact centre solution that we could implement quickly across two countries but that would also provide seamless integration with our existing Microsoft based systems. mplSystems have exceeded our expectations with an advanced yet incredibly cost effective solution."

Danny Polaine, BIW Technologies



Balfour Beatty Workplace

"iContact seemed a natural fit for us, utilizing state of the art technology which remained flexible, from a supplier willing to work with us to achieve our aims. mplsystems were selected because they were able to offer a solution which was bespoke to our needs and was tried and tested. Off the shelf solutions were available offering all the bells and whistles, but not the functionality that we really required."

James Janion, Operations Director, Balfour Beatty Workplace



About mplsystems

mplsystems provides multi-channel contact centre technology, customer experience software and mobile field service technology for sales, service and mobile workforce operations.

With over 15 years of contact centre practitioner experience, mplsystems now works with more than a thousand clients globally in the financial services, facilities management, retail, healthcare and leisure sectors, enabling them to gain a competitive edge by extending customer contact throughout the organisation and automating business processes around a single client view.

Parent company, Message Pad Ltd (established in 1994), provides the UK based contact centre infrastructure which ensures business continuity, security and resilience for all clients, as well as outsourcing services to optimise contact handling capacity.



Microsoft Partner Network

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