



Syniverse Mobile Enterprise Services (MES) For Contact Centers and Outsourcing Operations

Syniverse Mobile Enterprise Services for Contact Centers and Outsourcing Operations enables you to communicate via timely short message service messages and alerts to customers and employees around the globe.

In today's business environment, the ability to reach your employees and serve customers in a timely, cost-efficient way can make or break your business. For customer contact centers, business process and IT services outsourcers (BPO/ITO) that means engaging customers and key personnel via their mobile devices all day, every day.

If you haven't mobilized your operations, you're already at a disadvantage. Mobile service reaches more 5 billion subscribers worldwide.¹ Consumers and workers carry their phones with them constantly, like they do with their wallets and keys. And they rely on their mobile phones more and more every day.

Syniverse Mobile Enterprise Services (MES) for Contact Centers and Outsourcing Operations enables you to communicate via timely short message service (SMS) messages and alerts to customers and employees around the globe. Contact centers can enhance efficiency by leveraging widely adopted SMS messaging to handle direct inquiries from customers, so call agents can focus on calls that require more personal attention. Outsourcing operations can leverage the non-intrusive and nearly instantaneous response characteristics of SMS to stay in touch with your outsourced activities, boosting your control over your outsourced operations.

Turn to Syniverse, one of the most trusted intermediaries in the mobile industry, for a scalable and secure way to deploy your mobile solutions.

Benefits of MES for Contact Centers and Outsourcing Operations

With MES, you can reach consumers, contact center employees, IT engineers and business services consultants with greater immediacy than email or other communication channels. SMS messages are typically read and responded to with greater immediacy, and are available 24x7x365.

For Contact Centers:

- Increases profitability with rapid customer awareness, faster routing and by providing an additional contact medium to improve customer satisfaction.
- Enables 2-way communication for you to rapidly respond to inbound calls or text requests, provide timely follow up to customer queries, and send automated alerts to update customers with important information.
- Enables upselling of new or frequent customers with time-sensitive offers or packages.
- Improves customer service and satisfaction by speeding response times in contact centers because automated SMS enables you to better handle increased call volumes.
 - Deliver instant responses and no call queues, which is essential since customers abandon 5 percent of calls due to long wait times.

¹ Portio Research, 2011



- Cuts call center costs
- Leverages the nearly instantaneous response characteristics of SMS.
- Provides a device-agnostic, cross-carrier mobile messaging solution.
- Enables instant communication between systems, consultants, support technicians and enterprise managers.
- Enhances the security of SMS between operators and mobile devices.
- Help customers feel in control of the communication process with the added SMS contact channel.
- Extend your offering beyond SMS to include additional enhanced modes, including multimedia messaging service (MMS) and wireless application protocol (WAP).
- Decrease repeat calls by improving first-call resolution.
- Cuts call center costs.
 - Reduce labor expenses with automated text alerts. Labor costs amount to 75 percent of all operating expenses² - yet the average agent spends only two-thirds of his or her time engaged in customer contact.
 - Leverage the immediacy of SMS messages to boost agent morale, reduce employee turnover and empower agents with enhanced efficiencies.
 - Streamline back-office integration.
 - Augment your live agent calls, interactive voice response (IVR) and online chats with SMS.

For Outsourcing Operations:

- Leverages the nearly instantaneous response characteristics of SMS to stay in touch with your outsourced activities including front-office (i.e., payroll, billing, human resources, credit analysis), back-office (i.e., customer support, marketing, advertising) and IT (i.e., system administration, security services, desktop management, enterprise consulting) functions.
- Maximizes the value of outsourcing by keeping customers instantly informed and engaged, offering immediate transparency into outsourced operations.
- Integrates with enterprise voicemail systems, alerting employees the instant a new voicemail arrives.
- Eliminates the need for pagers for IT and Technology divisions as they receive outage alerts directly to their mobile phone.
- Benefit from the ubiquitous nature of MES as many outsourced operations are often based offsite.
- Provides for timely notifications on time and expense reports for busy staff.
- Facilitates workflow processes, such as expense report approval, as management are quickly notified of the submission and can approve all via mobile.

Features of MES for Contact Centers and Outsourcing Operations

- Provides a device-agnostic, cross-carrier mobile messaging solution with a robust delivery platform, channels and services.
- Makes it easy to distribute information throughout an organization with features such as advanced group messaging/broadcasting, automated group creation, and two-way messages for queries and responses.
- Interfaces with enterprise applications and converts legacy paging and IP-based messaging protocols to SMS.
- Enables instant communication between systems, consultants, support technicians and enterprise managers via a global, always-on network.

² Contact Center Professionals, 2010



Syniverse Technologies

Serving more than 900 mobile operators, cable and Internet providers, and enterprises in over 160 countries, Syniverse Technologies offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers. For more information visit www.syniverse.com or call (866) 951-4271.

- Enhances the security of SMS between operators and mobile devices via 3DES encryption, SAS 70 auditing standards, user-level authentication, physical and virtual security controls, and network redundancy.
- Provides deployment options: Available as a hosted service or a licensed software solution.
- Takes advantage of Syniverse's scalable infrastructure that continues to keep pace with SMS messaging growth.
 - Ensure reliable connections to wireless users.
 - Differentiate yourself from competitors in an increasingly homogenous market.
- Enables you to take advantage of Syniverse's proven track record, so you can:
 - Access our robust, scalable global messaging network.
 - Leverage our position as the trusted market leader, with more than a decade of experience operating a global network.
 - Maximize your uptime and effectiveness with our proven 24x7 support and service network.
 - Meet service level agreement obligations by leveraging our industry-leading SLA performance.

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