

# Provide Total Customer Care with Zipwire™ Cloud Contact Center Service, Microsoft Unified Service Desk and Dynamics CRM

Supporting and centralizing customer interactions across multiple channels into a single application often challenges even the most technology-ardent organizations. Learn how Microsoft's Unified Service Desk (USD) provides a single agent desktop for customer interactions, when integrated with Zipwire Cloud Contact Center Service and Microsoft Dynamics CRM.

For contact center agents in a high-volume inbound environment, a platform that makes it easy to provide rapid and accurate responses to inquiries is critical for effectively engaging with customers and resolving issues. And for agents in an outbound sales and marketing environment, the right platform makes it easy to manage multiple concurrent campaigns. Many organizations find themselves challenged when it comes time to integrate the disparate platforms that make up their customer service platform – the service desk agents use to manage their workflow, the contact center that fields and triages inbound inquiries and the customer relationship management (CRM) platform that tracks critical customer information and provides necessary context to inquiries.

We've assembled a solution that seamlessly integrates all the software necessary to deliver a unified customer experience, leveraging the flexibility of Aspect's Zipwire cloud contact center platform to manage call controls, plus the flexible agent desktop for case management provided by Microsoft's Unified Service Desk and robust capabilities of Microsoft Dynamics CRM for easy access to interaction history and customer data.

## **Advantages of Zipwire Service and Dynamics CRM Powered by Unified Service Desk**

With Unified Service Desk and Dynamics CRM, agents are provided a single, unified interface for accessing all of the tasks and applications required to successfully complete a customer interaction. Ticket and queue management is streamlined, management of CTI rules, agent scripting and application access is centralized, and agents get easy access to necessary tools like knowledge bases and contract management – making it easy to deliver consistent service and the right answers.

With interaction history and customer profiles, all customer interactions are logged to CRM – enabling agents to have a 360-degree view of the customer's previous experience and recent communications on any channel. This information can be further integrated into customer profiles, used to identify preferred communication methods and your best customers.

Zipwire's cloud-based platform simplifies all of the communications functions that connect your contact center to your customers – IVR integration to Dynamics CRM supports context-aware self service, and embedded Zipwire features provide agents with CTI screen pops, click-to-dial capabilities and the ability to support multiple sessions of chat. Outbound campaign management benefits from easy list integration, and all customer interactions are conveniently stored in Dynamics CRM, enabling a 360-degree view of individual customer experience.

With your key integrations handled, our solution makes it easy to bring together all of the contact center, CRM and service desk elements you need to provide a sterling customer experience – giving you a significant reduction

in development efforts for call center applications, and increased ability to provide personalized and effective customer service.

Learn more about Zipwire™ and take a free 30-day trial at: <http://zipwire.aspect.com>.

Unified Service Desk	Customer Service	Marketing	Interaction History	Customer Profile
Single unified interface for accessing all the tasks and applications required to complete customer interaction processes.	Ticket and Queue management with knowledgebase, SLA, Contract Management and Self Service capabilities.	Enables creations of lists and campaign management to support automated outbound dialing capabilities.	Store all communication history within a customer profile allowing all users to know the last communication.	Build actionable customer profiles to identify preferred communication methods and identify your best customers.

## Microsoft Partner

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### About Zipwire

Zipwire is a pure cloud solution combining Aspect's 40-year contact center heritage with Voxeo's 15 years of global cloud hosting expertise. Zipwire brings scalable, reliable multi-channel contact center capabilities to organizations with needs ranging from 2 - 250 seats as well as large enterprise needs up to 500 seats. With pay-as-you-go pricing that scales with your business, Zipwire supplies the simplicity expected from the cloud along with the robust multi-channel capabilities businesses need to deliver a superior customer experience. For more information, visit [zipwire.aspect.com](http://zipwire.aspect.com).

