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September 15, 2011

Social Media Integration with Contact Center Solutions 5.8

Announcing Social Media Integration with Contact Center Solutions Release 5.8

Positioning

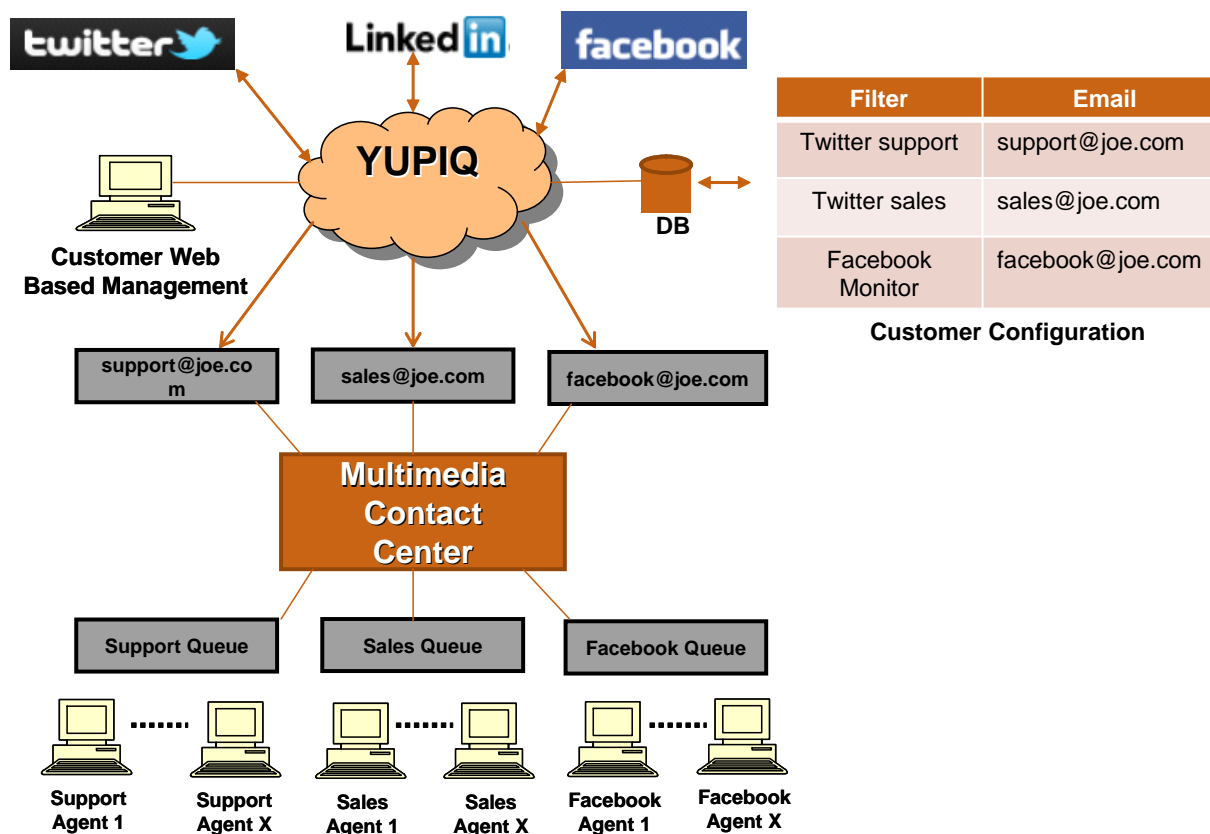
Mitel Contact Center Solutions now offers integration with a third-party social media monitoring application. This integration - delivered in concert with YUPIQ™ - will allow our Contact Center customers to garner relevant information from the web regarding what is being said about their brand, product and services, and provide proactive and responsive messaging to social media sites, industry blogs, wikis, knowledge bases, and forums. This integration is supported with Contact Center Solutions Release 5.8 and beyond.

Product Overview / Features & Benefits / Description

According to Neilson Online, social networks (Facebook, LinkedIn, YouTube, Twitter, etc.) and blogs are the fourth most popular online activity, even more popular than personal email. As a result many statements can be made on the web about a specific company's brand, services, and products and it is becoming increasingly important for businesses to garner and understand what is being said, and decide whether any proactive action is necessary in the interest of the company's brand, customer satisfaction, retention, sales, etc.

With that in mind, Multimedia Contact Center Release 5.8 now offers integration with a third-party social media monitoring application – delivered by YUPIQ - to allow our Contact Center customers to provide proactive and responsive messaging to social media sites, industry blogs, wikis, knowledge bases, and forums. YUPIQ's application monitors social media sites and filters information for relevant posts and activity which can then be distributed to Multimedia Contact Center agents and/or queues to review the posts and respond as necessary.

Architecture Diagram

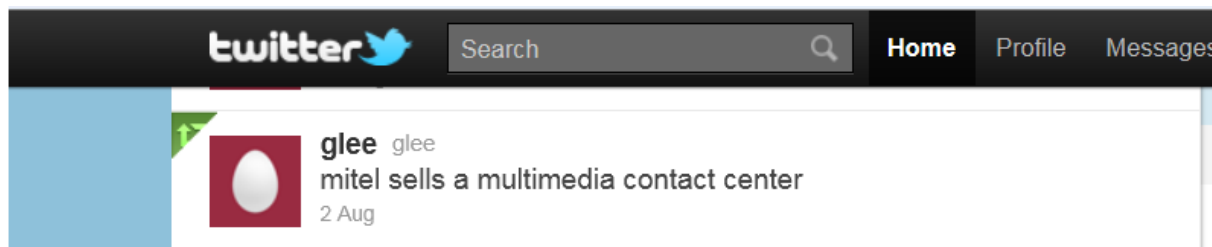


Using Multimedia Contact Center, in conjunction with YUPIQ, enables businesses to:

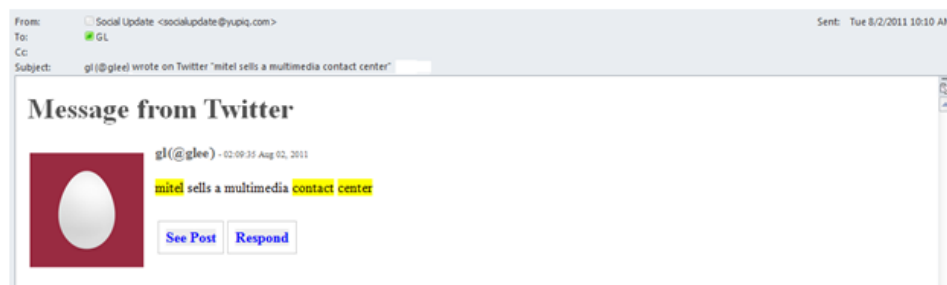
- Monitor corporate public Facebook Fan pages and LinkedIn sites
- Report tweets on Twitter that match filter conditions
- Specify public email addresses where Facebook, LinkedIn, and Twitter posts are sent
- Distribute social media posts to agents who can respond to posts
- Generate reports on social media posts handled by agents

With this solution businesses can use advanced text analytics to detect relevant key words and phrases on social media sites and send notifications to a skilled Multimedia Contact Center agent who can respond accordingly. This enables Contact Center agents to respond to customers concerns within the blog they are posting or reach out to them directly. Using the advanced real time and reporting capabilities of Multimedia Contact Center, businesses are able to measure and manage agent activity while they are responding to social media posts.

In the sample screen shot below, a user has tweeted that Mitel sells a Multimedia Contact Center. Based on specified search keywords the Yupiq search engine has picked up the tweet and forwarded it as a email to a Multimedia Agent to respond to.



Twitter posting email



The Multimedia Contact Center Social Media integration leverages existing Contact Center and Multimedia Contact Center infrastructure to minimize startup costs. Customers only need an account with a third-party social media application to integrate with Multimedia Contact Center. There are no additional Mitel part numbers to purchase beyond owning Mitel Multimedia Contact Center software.

Pricing Factors

- **Filters:** Filters allow customers to direct message matching a set of keywords to a specific email address. Each filter can be directed to a different email address to allow message to be handled by the proper queue.
- **Sources:** Sources are accounts that send or receive social messages. Each source is individually added to the system and is counted towards the sources total.
- **Messages:** Messages are content that comes from a monitored social media source as filtered by the system.
- **Addressed Messages:** Addressed Messages include all social media messages that are sent directly to a social media source but are not caught by a filter. Since there messages are directly sent to a company, senders are most likely expecting a reply.



Monthly Plans

The Yupiq service is sold on monthly rate schedule. No contracts are required and users can cancel at anytime without penalty

	Enterprise Monitoring	Premium Monitoring
Social Media Filters	1	4
Monitored Messages	10,000	20,000
Social Media Sources	10	Unlimited
Addressed Messages	Enabled	Enabled
	\$450 (USD)	\$700 (USD)

Introductory Offer

New customers signing up with Mitel are eligible to receive unlimited system usage for 3-months at the Enterprise Monitoring price. At the end of this trial we will contact users and address if they should downgrade their usage or be converted to paying accounts at their current usage.

	Introductory Rate
Social Media Filters	Unlimited
Monitored Messages	Unlimited
Social Media Sources	Unlimited
Addressed Messages	Enabled
	\$450 (USD)

While Social Media integration for Multimedia Contact Center has been currently validated with YUPIQ, more third-party social media data consolidation partners are planned to be announced in future releases of Contact Center Solutions software.



About YUPIQ

YUPIQ is a leading provider of brand advocate discovery, engagement and tracking tools for social media. The YUPIQ service integrates with all major social media sites including Facebook, Twitter and LinkedIn to provide a unique combination of social media monitoring, one-on-one advocate engagement and valuable advocate rewards for successfully sharing the brand message. The YUPIQ service scales to perfectly fit the needs of small and large businesses.

The Yupiq corporate headquarters and development center is in Ottawa, Canada. US headquarters are in Los Angeles, California and European headquarters are in Newport, UK. For more information visit: <http://www.yupiq.com>

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