

Upstream Works Overview

Upstream Works Software

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Introduction

Upstream Works' solutions connect customer experience to every aspect of your contact center performance.

We provide a complete suite of agent and management tools to improve efficiencies and revenues, capturing the complete set of data needed to understand exactly how your customers interact with your business. With an Upstream Works solution you get a total view of customer experience, agent performance and contact center efficiency. The quality and accuracy of our data lets you easily move from summarized KPIs to individual customer contacts, which are linked to recordings, survey results and other records of customer experience.

Upstream Works solutions are perfect for organizations trying to increase customer satisfaction, improve agent training and performance, and reduce operational costs.

Performance Management and Analytics

UpTake

UpTake is a family of Performance Management and Analytics solutions, based on the UpTake Customer Care Data Mart. It lets contact centers manage the customer care experience as a key contributor to overall efficiency and provides an actionable connection between the customer experience and the actions of the agent or contact center. It addresses the quality and depth of information and the difficulty of capturing, correlating and ultimately using this information.

UpTake 2.0 breaks new ground in what it makes available to manage a contact center for best care at lowest cost. It uses the Upstream Works proprietary Contact Sentry technology to collect live information about the customer and agent experience, and tracks not only the detailed interaction events, but also how these events relate to each other, to the customer experience, and to the agent. This provides the contact center with the ability to define cause and effect relationships between agent behaviors or business processes and their affect on the customer experience.

Information is available immediately in summary or detail through performance management applications, dashboards, reports and drillable data interfaces. Deeper analysis is possible through SAP Business Objects Web Intelligence, our ad-hoc query BI application. The UpTake Customer Care Data Mart can be easily merged into a data warehouse.

The UpTake family provides prebuilt BI content, ad-hoc query capabilities, management dashboards, and is exportable to any third party toolset or data warehouse application.

Business Intelligence Appliance.....

UpTake 1 2 3

UpTake 1 2 3 is an entry level analytics solution that lets contact centers capture hard to measure KPIs such as FCR, Agent Solve Rates and Contact Reason - right out of the box. It is deployed as an appliance, and includes an easy to use web based interface for agent interactions.

Install the appliance, watch a short training video, and log in - it's as easy as 1, 2, 3.

Agent Tools.....

UpStart

UpStart is a desktop "Agent Operating Environment" that provides customer call information, automation, tools, real time information and ready access to knowledge to help agents resolve a customer issue in a single call. It adds an application bar to an agent's desktop alongside any number of the call center's existing applications.

Agent workflow of these applications is automated and coordinated by UpStart. UpStart monitors every aspect of the agent's interaction with a customer, and adds this information to the eMedia CMAS business view. It also contains an extensive suite of tools that improves the ability of an agent to achieve First Call Resolution while improving efficiency.

First Call Resolution Products.....

Upstream Works is uniquely positioned to help call centers achieve "Best in Class" First Call Resolution performance. On average, contact centers have an FCR rate of 70-75%. With Upstream Works FCR solutions, contact centers can achieve "Best in Class" FCR rates of 86%.

"Out of the box", Upstream Works' products solve this by:

- Measuring FCR based on repeat call tracking, by call reason
- Providing detailed FCR and customer satisfaction analytics – showing what is happening, why it is happening and how to improve
- Providing a rich set of agent tools to assist the agent with resolving a customer issue in a single interaction

Our products are differentiated by our ability to provide FCR measurement and improvement via a product rollout versus the typical long term project.

Single and Multisite CTI.....

eMedia Call Management Automation Server

eMedia CMAS is a multi-channel contact center automation server, that provides basic or advanced contact center screen pop and device integration with industry leading implementation times. CMAS provides functional integrity between multiple contact center sites, lines of business or outsourcers by providing a consistent set of tools that can be used across contact centers and around the world.

Desktop integration support for multiple application automation, as well as full support of both UpStart and UpTake means that eMedia CMAS is the tool of choice to allow consistent performance and management across every contact center in the enterprise.

eMedia CMAS supports up to 1500 concurrent agents on a single server, yet is cost effective down to groups of 20. Multiple servers can be networked together for larger sites. Full Citrix support means that software distribution issues are easily addressed, and VMWare support eliminates fault tolerance issues.

Telesales Automation / Outbound Dialing.....

eMedia EasyReach

EasyReach is a software based preview/progressive dialer application that provides outbound dialing and callback management for call centers. Operating in Preview mode, EasyReach increases outbound contact rates up to 1.5 times. In progressive “telemarketing” mode, it increases outbound contact rates up to 2 times.

EasyReach also provides comprehensive campaign and call back management functionality, as well as complete reporting for all outbound activities.

EasyReach is offered in Enterprise and Express versions to address call centers from 5 to 150 agents.

Call Management for Network Operations.....

eMedia Visual Queue

Visual Queue replaces the Automatic Call Distributor (ACDs) for contact centers that use agents with specialized skills and knowledge. Unanswered calls are displayed on all agent desktops with a customer identifier and call reason. Agents choose which call to pick from the display and the call is then presented to the agent. This feature allows for improved handling of priority calls and better matching of an agent’s skill set to type of call.

Multi Channel Queuing.....

Using eMedia CMAS, contact centers can add multi channel queuing to their inbound call processing. Full blending of inbound phone, chat and email session channels is supported.

Multi channel queuing comes complete with contact center metrics that provide management and supervisors with a comprehensive view of exactly what agents are doing day to day. With inbound telephony blending, call centers can see all agents' telephony and non-telephony activity, as well as track First Contact Resolution rates across all channels.

Interactive Voice Response.....

eMedia IVR

eMedia IVR provides basic touch tone IVR capabilities for inbound call processing, after call surveys, self service, and to collect customer input for comprehensive call center applications. It is available in configurations up to 400 ports in a single server. eMedia IVR is based on the Microsoft Open Communication Server platform.

Business History.....

Upstream Works provides software products to businesses with contact centers to improve operations, and operates throughout North America. The company incorporated in April 1999 as the result of a management purchase of all related call center assets from Telco Research Corp. The management and development team had been operating with the product line since 1995. Upstream Works is located in Vaughan, Ontario, a suburb of Toronto, and our products are developed, implemented and supported throughout North America from this location.

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Feedback and More Information

We thank you for reading this report and we welcome your comments. Our contact information is below.



Parallax Technologies Corporation

7640 Dixie Hwy., Suite 125 Clarkston, MI 48346
Phone: 800-929-2340 Fax: 248-620-3456