

Good Conversations **Contact Centre Services**

Unity4 

Unity4 lets you deploy one of the most powerful technology trends of recent years – the cloud – to solve one of the most pressing business challenges of recent years – delivering great customer experiences.



Great customer experience means giving customers what they want

The strength of your brand depends on your ability to make connections with digitally savvy, informed customers who have more choices than ever before.

Getting their attention is difficult and costly enough, so when you do have it you need to give them what they want as quickly as possible and keep them engaged to do more business with you.

Unity4 helps you to have 'Good Conversations' with your customers by responding in a way that is authentic to your brand but also mindful of what customers want. Sometimes a good conversation may be a long phone call, but at other times it could be a short webchat, or no conversation at all when the customer wants to self-serve.

Having the flexibility to cater to the different ways customers want to interact at any given moment can be expensive and resource-intensive – unless you take advantage of the cloud.

The flexibility and power of the cloud

Whether you need a technology platform to run your own contact centre, or outsourced agents to handle some or all of your customer contact, we use the cloud to connect you to both our technology and our operator assisted services.

People:

For organisations looking to outsource some or part of their customer contact, Unity4 provides access to a pool of trained and experienced home workers in your native market.

Technology:

For organisations with in-house contact centres Unity4 makes available its multi-channel, SaaS contact centre technology platform RapportCMS.

Both services can be accessed on a pay-as-you-go basis, meaning you are only charged for the capacity you use, eliminating the expensive waste of over-provisioning to meet peaks in demand.

Agent Services

You cannot have authentic, engaging and good conversations with customers if you do not take just as much care of the people speaking to them on your behalf.

No matter how good technology and automation become, people will always want to connect with other people. So your contact centre agents are always going to be your most valuable asset when it comes to delivering great customer experiences.

Our vision when we started in 2000 was to build a business culture and environment where workers would be treated as real people. To source and retain the most talented agents means recognising their need for flexibility and meaning in their working life.

Unity4 pioneered a new way of outsourcing by employing 100% of our team to work from their homes. We manage 1,000+ home-based agents located in Australia, New Zealand, Canada and the United Kingdom.

- Average age is 38
- 75% are tertiary level educated
- 85% have previous experience in sales

- Industry's highest staff retention
- Agents provide a local voice service for customers inside their own countries

This model enables us to recruit the highest calibre of staff regardless of geography or personal circumstances. Our agents generally have more professional and life experience than people who work in traditional contact centres, and thanks to this have more highly developed soft skills including listening and empathy.

Talk to us about...

- > Inbound multiple channel customer service
- > Inbound multiple channel technical Support Services
- > Voice, Chat, SMS, Email and Social Media services
- > Order taking
- > Inbound Telephone sales
- > Outbound telephone sales
- > Outbound telephone repping
- > Telefundraising
- > Market Research

Contact Centre Technology

To facilitate the work of our home-based agents we created RapportCMS, our 100% cloud-based contact centre technology platform which enables our people to work as a single unit, as if they were all in the same building.

We customise this SaaS platform and make it available for companies to use to run their own contact centres, whether virtual, distributed, or at a single site.

Unity4's advanced cloud contact centre technology is designed to focus on the intersection between telephony, interaction management and the people who handle the conversation. This approach ensures that we deliver 'human technology' designed by and for contact centre practitioners.

The core difference between Unity4's RapportCMS and our competitors is that we recognise that what happens after the agent says "hello" is of equal importance to what happens before. Our solution therefore includes a "people" layer which provides all the tools needed to recruit, train, manage, and empower agents.



Our technology functions for companies that have 10 agents as well as it does for those with 10,000. Clients benefit from the extensive capabilities the platform provides and can grow into using them over time. Most importantly, licences are directly linked to the number of active positions you have at any stage through the month. Simply put, during quiet times when you need minimum staff your cost of technology also remains low.

Unity4's commercial relationships are simple, transparent and flexible

We enter into partnership with clients based on mutual trust rather than complex contracts that often quash creative thinking.

We do not limit you to minimum term contracts or put up prohibitive barriers that limit your ability to try our partnership service before you commit. Start small as a proof of concept

and then roll out a deployment so as not to disrupt your business as usual operations.

If for some reason you are not satisfied, then you are free to simply discontinue our partnership. Just let us know and walk away.



At Unity4 we believe in the power of conversations to do good for people and businesses.

We're using technology to create more options for how to connect the right people, the right way at the right time.

We're inventive and are always looking for new ways of doing things. We often create solutions before our customers ask for them. Our platform offers flexibility and choice, so businesses can do a better job.

We believe in transparency and are candid with customers and each other.

We empower people to get better outcomes – from putting data into peoples' hands so they can make informed decisions to enabling people to work in new ways that suit today's lifestyles.

We're friendly and approachable, and focused on making things simpler and easier. We believe in the principle that if you do good for others, they'll do good for you.

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