

Good Conversations  
**Contact Centre  
Technology Platform**

Unity4 





Making every conversation with customers a good one can differentiate your brand in a crowded marketplace, improve engagement, and drive more sales.

To do that you need great people on your side. But that's not enough. All too often in contact centres great people are held back by having to constantly fight against the technology they're forced to use.

Unity4's contact centre technology platform has been designed to not only enable your frontline staff to perform when it's most crucial, but also to provide management with the intelligence and tools to drive performance and manage staff.

We should know; not only do we own and build the RapportCMS platform, we use it ourselves to manage over 1,000 home-based workers spread across 4 continents.

## Technology backed by decades of relevant experience

Contact centres are challenging IT environments, and every contact centre has different needs. When technology is provided by companies that don't really understand contact centres in general, or your specific needs, productivity and customer experience suffer.

As well as being a technology supplier, Unity4 has decades of experience managing our own contact centre teams. RapportCMS is supported by experienced staff based in

Australia, who understand contact centre operations and – because they work with both operational and IT staff – also understand what needs to be delivered to each client.

The ongoing development of RapportCMS' features and functions is informed by our own experiences and client feedback. With an agile development team, we are able to react and develop quickly, rolling out most upgrades for no cost as part of our standard service.

## Your Multi-Channel contact centre in the cloud

The arrival of cloud computing solutions for the contact centre industry means that the days of massive capital investment and costly maintenance contracts is a thing of the past.

We focus on the intersection between telephony, interaction management and the people who handle conversations.

This approach ensures that we deliver 'human technology' designed by and for contact centre practitioners.

The core difference between Unity4 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 the tools need to recruit, train, manage, and empower agents.



With the RapportCMS platform you pay for what you use based on your month to month requirements through our single end-to-end SAAS platform.

## FEATURES

By integrating all the functionality of a traditional contact centre, Unity4's RapportCMS is able to deliver productivity gains and real-time insights, simply not available from competitors:

### Scripting and Multi-channel Rules Engine:

Unity4 deploys a powerful scripting tool enabling agents to fluidly navigate through a conversation and capture reportable information along the way. Scripts can be simple or complex and are mapped out to ensure that all possible outcomes are catered for, leaving the agent free to listen and engage in the conversation. Agents simply follow the prompts; the rules engine can trigger follow up emails/SMS and log call backs.

### Pay as you use:

No Capex, no software licence fees, no ongoing maintenance charges.

### Interaction Management:

Powerful Scripting, CTI & Third party / legacy system, integration support, built in rules engine to trigger related email content.

### IVR ACD and Intelligent Call Routing:

RapportCMS supports custom queues, on hold messaging, automated order tracking and customer surveys. Calls are routed through the cloud to any place or inside a traditional contact centre. All answered calls are recorded and subject to secure and centralised data collection, recording, reporting and quality processes.

### Multi-channel:

Voice, chat to any device / configurability, SMS gateway and email triggering.

### Outbound Predictive:

An intuitive predictive dialler designed to give your campaigns the speed and smarts to succeed whilst fully integrated with all the advanced capabilities of the contact centre solution.

### Speech Analytics:

RapportCMS includes Daisee, one of the most exciting technologies in the speech analytics space. Combining a high-quality duplex call recording capability and a market-leading speech-to-text engine, the service accurately listens to and collates 100% of conversations 24/7. The AI engine identifies the key conversational elements which provide meaning and context, and analyses for tone, clarity, energy, key phrases and topics, call behaviours such as talk speed, personality, education level, pauses, over-talks, and silences. Through a standard or bespoke visual representation of insights, the solution provides predictors and potential courses of action for improving compliance, training, brand experience, key metrics, customer satisfaction, and agent and customer churn.

### Global Accessibility:

A virtual, easily deployable, and scalable contact centre solution, RapportCMS is a unified platform able to be deployed across single and/or multiple locations using existing telephony data configurations.

### Training and Systems:

Focus on simple yet comprehensive support for operational and support staff.

### Human Resources Management:

Embedded recruitment, scheduling, timesheets, and gross payroll system.

### Information:

Extensive real-time and historical reporting and interaction recording across the entire platform online and via customisable dashboards.

### Quality Management:

Call recording, online quality scorecards and advanced real time voice analysis capabilities.

### Compliance:

Built in PCI and Privacy provisions including payment system interface.

### Rapid Deployment:

Rapid, agile deployment design so you are up and running quickly.

### On the Fly Modifications:

Launch mini campaigns, make changes so you can optimise performance as and when required.

## Just like a Good Conversation a Unity4 relationship is fluid and simple

**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 rollout 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.

## Unity4 Contact us

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