



FOR IMMEDIATE RELEASE

Contact:

Karen Ferraro

631.415.4834

kferraro@m-cassociates.com

www.m-cassociates.com

Four New Services Guarantee Reliability and Maximize Efficiency for Contact Center Management

February 4, 2015 Bohemia, NY: M&C Associates announced today its offering of four new services, all focused to increase efficiency, reliability, further automate contact centers and IVR platforms, and ensure optimum productivity. Never before has there been such offerings all at once for services designed specifically around allowing Contact Center management to make greater use of their existing Contact Center and IVR platforms.

“These offers represent the culmination of a ‘best in class’ development and deployment process,” says Lou Marianacci, CEO and President, M&C Associates LLC. He continues, “Needs were identified by our customers, solutions were built and tested in production environments, followed by a rigorous post-production QA process. The final step was to get a ‘seal of approval’ from our customers before they were introduced to the market-at-large.”

The first of four new offers available from M&C Associates is the Avaya POM Service, which empowers Business Analysts and Contact Center Managers to become more self-sufficient with hands-on capabilities. Designed to implement automated outbound campaigns, these campaigns can be sent by SMS texts, emails, or phone alerts and notifications, agent-based predictive dialing, interactive services—or a combination are also provided. Creating engaging interactive campaigns that give customers the information they need when they need it, in the way they choose to receive it, is all possible with POM on the Avaya Aura® Experience Portal—AAEP. M&C not only trains the contact center management team on how to implement a campaign, the strategic direction of a campaign is part of the knowledge transfer, and Contact Center analysts learn how to design strategies leveraging POM features. With this capability, the creation, implementation, and management of campaigns is simplified, which helps business reduce costs, capture more revenue and improve customer satisfaction.

Next, is Day-2 Support for those with Avaya Aura® Contact Center—AACC, providing high level service upon ‘implementation cutover’ day to guarantee optimum efficiency for the contact center. Day-2 Support prepares contact center management to be more self-sufficient with ‘built-in tools’ and an escalation process. Access to M&C’s subject matter experts in problem resolution and identifying the more critical issues, guarantees maximum productivity in contact center management.

The third offering is an intelligent proactive monitoring service called iProWatch for IVR platforms and applications. Designed to reduce downtime, improve operational efficiency and increase system availability, iProWatch service is associated with three simple words that define its primary benefit—‘peace of mind’! With iProWatch sanity checks are performed by default in 15 minute intervals for functionality and performance, and any potential problems on the IVR platform can be detected before business is impacted. This provides the highest level protection against outages, alarms, errors or failures. It can even be highly customized to suit business operational needs such as: setting a ‘disk alarm’ for when a disk is running low on space; sending a notification at the first ‘sign of degradation’ on a critical process; or alerting ‘loss of revenue’ when an application/operation inefficiency is detected.

The fourth and final offering to be announced at this time, is M&C Associates’ Agent Screen Consolidator, which provides a way for agents to navigate a variety of legacy green-screen applications and web services, all coming from dissimilar host data formats, and delivers them to a single source—the agent’s desktop for a unified appearance. When the agent can see the “full lifecycle” of the customer experience, quality service is delivered by the agent to the caller as a result of: shortened call time, special notes to the agent about the caller, and calls flow effectively. One client claimed that training time was reduced by 75%, with drop down notes and screen pop alerts being available to agents to assist callers, and reported a 50% increase in agent retention.

All of these new services are successfully implemented in various contact centers, and may be demonstrated upon request. For further information, please feel free to contact us.

###

M&C Associates LLC is a premier provider of IVR, Speech, CTI and Contact Center solutions to enterprises, government agencies, and service providers across the United States and Canada. With over 25 years of experience in IVR system deployments worldwide, we have a keen understanding of customer requirements and are proud of our successes in meeting and

Headquarters

M&C Associates LLC
3920 Veterans Memorial Highway
Suite 7
Bohemia, NY 11716
P: 631.439.1684
F: 631.467.8767
www.m-cassociates.com

exceeding their expectations. We are a certified Avaya Business Partner and provide a full suite of services for the Avaya Voice Portal, MPS 500/1000 and Nortel VPS legacy platforms. M&C offers business consulting services, program management, system design, application design and development, advanced speech design and implementation, CTI and web solutions integration. We assist clients with migration of existing applications to a new platform or a complete from the ground-up system redesign to take advantage of newer technologies. Please contact us with any questions about our company, products and services.

Headquarters

M&C Associates LLC
3920 Veterans Memorial Highway
Suite 7
Bohemia, NY 11716
P: 631.439.1684
F: 631.467.8767
www.m-cassociates.com