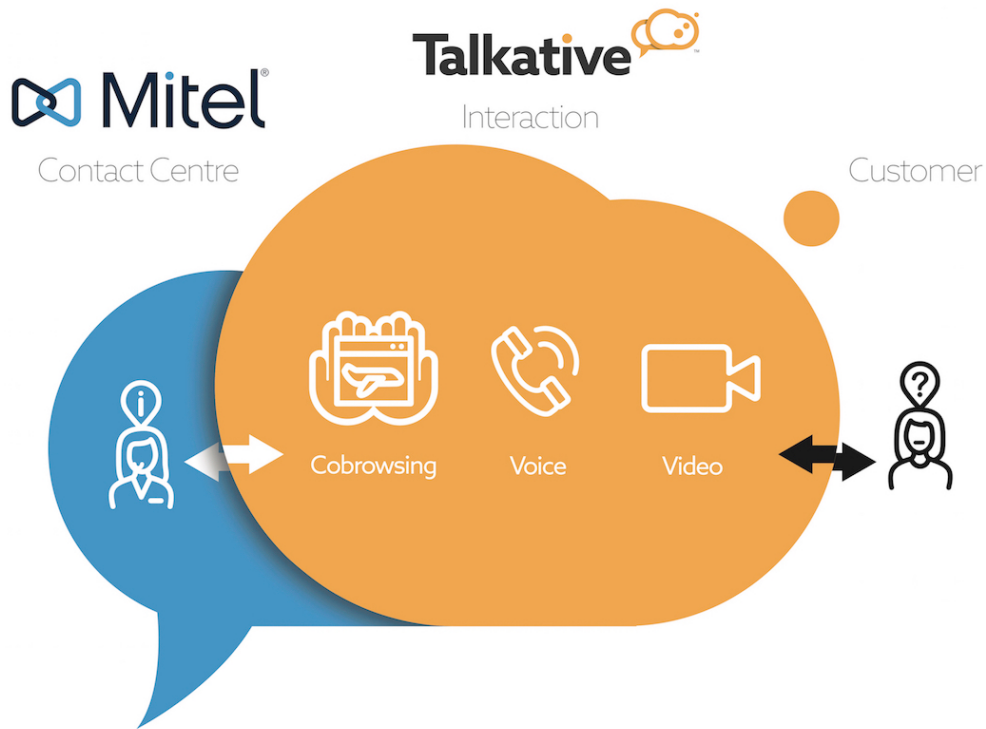


MiContact Centre Webcalling

Voice & video calling from website visitors into MiCC



Why Webcalling

- Improve customer experience
- Increase website conversions
- Attribute calls to web journey

User Experience

- Simple 1 click to initiate within website
- No phone needed, globally free call
- Escalate from chat to voice

Use Cases

- Ecommerce & Retail
- Travel & Hospitality
- Financial Services

Webcalling Features

- Plugin-free voice within website
- Escalate to 1 or 2 way video
- Customer journey mapping
- Full analytics and reporting
- Escalate from web chat

Deployment

- Simple website integration with customisable UI and web API
- Voice calls go through MBG and MCD as normal inbound call
- Resilient hosted service or on premise deployment
- Option for PSTN dial-out to E.164 numbers
- Licensed on a per concurrent call basis

Call Intelligence

- Track calls and interactions in Google Analytics or similar
- Create website rules to dynamically offer and route calls
- Leverage existing MiCC queuing, routing and reporting



Developer
MSA Partner

MITEL SOLUTIONS ALLIANCE

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