



Omnipresence Audiovisual, Shop in the Shop System.

The most significant advancement in human communication during our lifetimes will be live two-way video communication in our personal and business interaction. This will profoundly affect current business paradigms from staffing for a physical presence to engaging personnel through telepresence to wherever they are needed and when they are needed. Companies will advance from faceless communication through contact centers to engaging in face-to-face interaction from "TelePresence Centers". Companies will use live two-way video to achieve an omnipresence that will reach customers at their business computers, laptops, home televisions, smart phones and any future electronic visual devices. Companies that are leading in this evolution of human communication will secure profitable positions in this emerging multi-billion Euro industry.



The Challenge

Companies have two main objectives; to be profitable and to satisfy customers. Clearly these two objectives are flip sides of the same coin : it is not possible to be profitable – and sustain it – without satisfied customers. Companies worldwide are consistently faced with conflicting challenges: provide the highest quality service at the lowest cost. Increase productivity. Do more with less. Competitive pressure is high. Service level expectations from customers become increasingly higher and interactions are more complex. The customers and consumers expect information that is instant, easily accessible, personal, accurate and friendly. At the lowest possible cost to them. Customers associate this service and sales support with the overall quality of the company and its products or services. The quality of service delivery relies on many resources within and possibly outside the organisation. The customer must experience personal, expert service. The service agents responsible for customer service delivery or sales must work efficiently and at the lowest possible cost. To accomplish all this, the underlying infrastructure and systems must be in place. Coping with this challenge demands deployment of a combination of advanced technologies, streamlined processes and expertise.

Teleportel understands the challenge of increasing service quality while reducing costs and has developed an integral, whole-in-one, state-of-the-art system **OASSIS** : Omnipresence Audiovisual Shop in the Shop System.

OASSIS is a totally integrated ICT audiovisual system, controlling and managing distant service and sales delivery processes for video, audio and data. The system is composed of both *hardware* and *software* components. This complete service delivery system has been designed to offer the best possible customer service at a low cost.

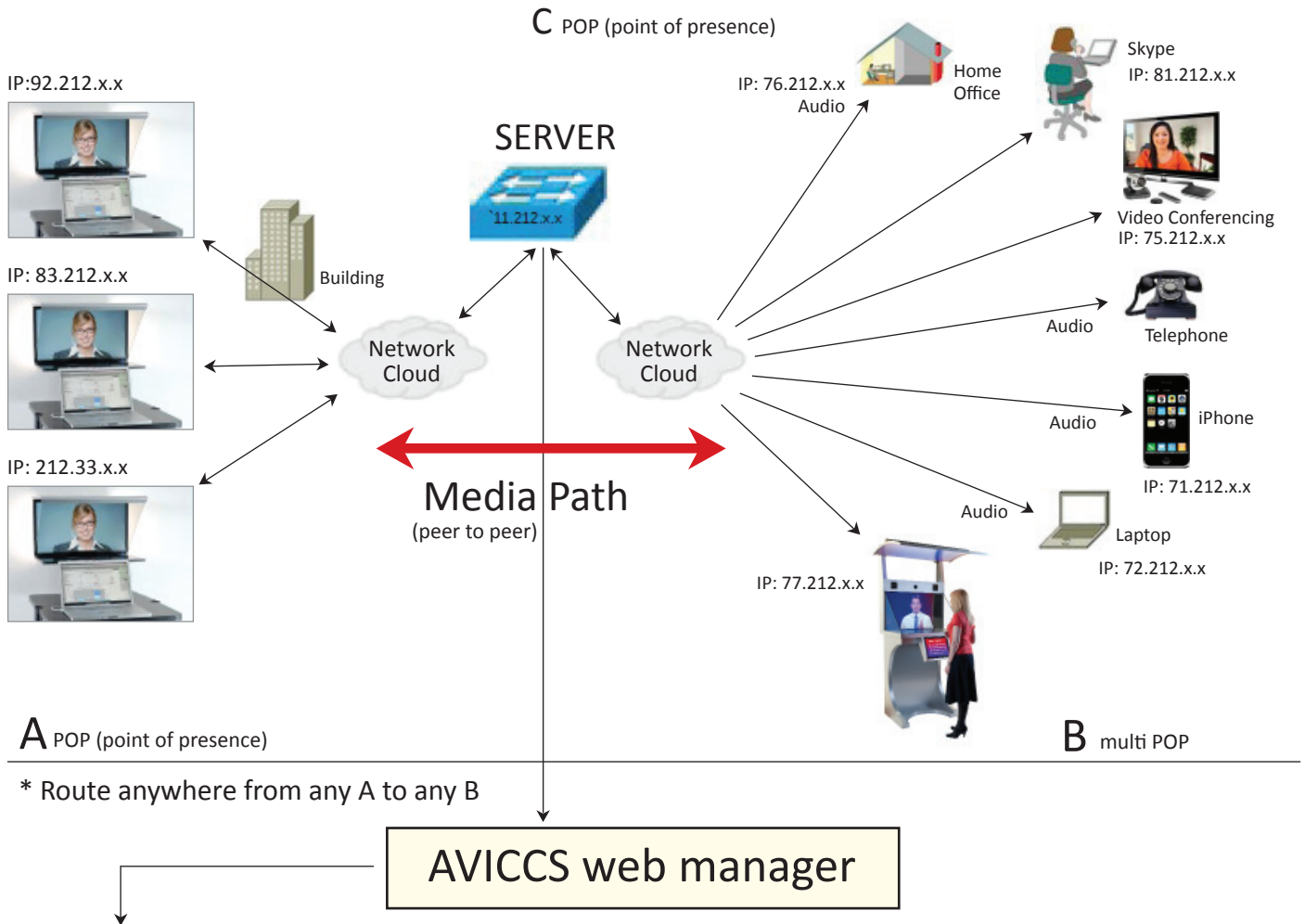
The *hardware* is based on 3D TelePresence equipment which is probably the most advanced way to communicate over distance. This is not experimental or speculative technology, but a proven solution and in use in 25 countries around the world ! The strong sense of presence is unmatched. This is not comparable with any other video communications technology.

The *software* is AVICCS. (Audio and Video Integrated Contact Center System). This open and standard-based system is built upon a powerful VoIP engine with video and data facilities. Around that core, a user friendly application has been developed aiming at a customer-centric information delivery process. AVICCS manages and controls the entire service process and enables the transmission of video, audio and data. Both locally and globally. AVICCS is seamlessly integrated with the hardware components of OASSIS. Most of the processes are fully automated to make life easier for both the customer and for the contact center agent. Detailed statistics such as performance reports are available to the management. These reports can also include customer satisfaction ratings. This enables better operational control and focus on quality service and productivity. AVICCS can be integrated with existing, open, standard-based ICT systems or contact-center infrastructure.

Contact Center

AVICCS

Customer



Key Features :

- Call queue
- Call history
- Manage branch
- Update/Modify user agent
- Trouble shooting
- IVR update modify
- User manager

+

Optional:

- Instant language interpretation
- Recording
- Broadcasting
- Streaming
- Video on demand

AVICCS dynamically prioritizes the distribution of customer requests to the service agents best suited to handle them. The system manages calls (connecting and disconnecting) automatically. It uses alerts and shows queues, waiting lists, pending calls, etc... It creates compelling back office optimization, improves employee performance and enhances visibility into operational and quality performance. Back-office organizations can be confident that they're effectively managing employee schedules, and tracking workforce performance and results. AVICCS allows additional customer service agents, at-home agents, knowledge workers in other locations, and specialists to be called into the service chain, as they are needed.

The total solution 'OASISS' offers the personalized and differentiated customer service required to satisfy customers, reinforce brand image, and generate revenues by routing customers to the best resource. Optionally, sophisticated voice self-service lets customers handle routine interactions without engaging a live agent. With increasing competitive pressure, it is key to increase operational efficiency and make the best use of existing resources, including the ability to integrate multiple sites into a single contact center.

Needless to say that –as integral part of OASISS the necessary integrity technologies (such as firewall traversals) are included and integrated to ensure the security of the data and the safety of the company networks.

The worlds' most realistic appearance.

Technology is at its best when it feels completely natural. Like there's no technology at all. That is where the Passenger Hospitality Counter® is all about. This is as natural as talking to a real person. Thanks to the strong sense of presence and the authenticity and realism of the appearance of the remote service agent, the Passenger Hospitality Counter® is years ahead of any other solution. It looks and feels as if a real person is standing behind the counter. The authentic sense of presence supported by the unrivaled High Definition heralds a new generation of realism in customer service. 3D TelePresence is a patented, groundbreaking technology enabling to 'meet in person'. The life-size service agent appears in 3D and appears to be standing in front of a local background. The communication is 100% human-centric as the technology is concealed and made invisible. The system offers aligned eye-contact. This conveys trust and establishes rapport.



Unique technology : as realistic as being there.

The combination of unique and innovative features of the 3D TelePresence appearance, easy-to-use interface, data sharing 'both ways' and rock-solid stability turn the system into a superior customer experience.

The ultimate experience of personalized customer service is the live interaction with service agents as they appear before you in the same room, behind the counter, at your service. The Passenger Hospitality Counter® wants the passenger to forget that the service agent is indeed in a remote location. THAT is where this technology is about and that is its greatest value. With other video-based solutions the communication is often stilted and unrewarding. People "see" each other but they do not really communicate. Or users are intimidated by cameras, screens, computers or machines. For these reasons there is a particular reluctance to use video conferencing or telepresence for customer service applications. The Passenger Hospitality Counter® has exactly the opposite effect : the system does provide a compelling alternative to the physically-present service agent. The VOI (Value on Investment) is phenomenal, thanks to the increased customer satisfaction. The ROI is above average.



Cutting cost. Boosting productivity.

OASISS differentiates, reduces costs, adds flexibility, increases operational performance and strengthens management control. The open-standard IP infrastructure and the state-of-the-art software provide functionality without proprietary requirements for voice, video and other communication channels. The system creates a virtual resource pool in the contact center, back office and remote locations. The virtualization allows you to fully utilize service agents in both local and remote locations and easily adjust staff levels as workload fluctuates. Your operations are no longer limited to the confines of your physical back-office. OASISS simplifies the operations. It easily adds staff during peak times. The system facilitates accessing the best resource 24/7 across the enterprise and increases customers' satisfaction. OASISS simplifies the contact center infrastructure and has the potential to achieve formidable cost savings. The service agents will not be sitting 'idle' as they often do in 'physical information desks' of shops. Or worse : not being present at all when a customer requires information and wants to purchase a product or service. They will be present instantly on that particular desk, where service is needed, now ! In other words : OASISS ensures the presence of a service agent, at the right time and at the right place. And only then ! The combination of the cost savings and increased productivity through leveraging resources provide a compelling business alternative to today's sub-optimal situation.

AVICCS in 10 steps

1



When in front of a service Kiosk, the customer selects the required service on an intuitive, easy-to-use touch-screen.

2



Automatically and instantly a pre-recorded 3D video image of a service agent appears as a 'waiting message'. The perceived waiting time is reduced to a minimum. Pre-recorded answers to F.A.Q. – in many different languages – are available to the customer..

3



Optionally, the customer can select instant language interpretation in 150 languages. Provided by thousands of on-line real professional interpreters.

4



AVICCS identifies and establishes contact with the best available service agent based on criteria set by the management. Those include requirements of the customer, customer value variables, availability of the service staff, cost considerations, etc... The contact center operations and back-office can be distributed and the service agents can be anywhere.

5



From the contact center, the service agent can preview and assess the situation before being exposed to the customer. Once ready, the service agent appears within seconds and seems to be physically present : life-size, in 3D and with aligned eye-contact. There is no visible display nor camera or microphone but only the service agent who appears in front of the customer ; 'in the flesh'.

6



AVICCS is open. This system is not limited in its connectivity and interoperability. The customer can make use of many different networks and devices to get in contact to be serviced by the contact center service agent (some video, some audio, some text,...) . Whatever the customer has at its disposal, it will enable connectivity with AVICSS. In other words : the customer can be anywhere.

7



From the contact center, the service agent can present PC information to the customer, print documents, read documents presented by the customer, show video content, etc.... The contact center agent may connect additional expert(s) in video or audio to complete the services for the customer.

8



Using a simple management and user interface the system features call queue, branch management, updates and modifications user agent, trouble shooting, IVR update modification (record new, urgent messages 'on the spot',..)

9



Optionally AVICCS can record and store video, audio and documents, on both sides. This is convenient for security, quality and training purposes. In addition advanced video features are available such as broadcasting, video-on-demand and streaming. This offers new service delivery possibilities or advertising income and other income generating opportunities.

10



AVICCS provides valuable insight by generating reports for optimized management control of operations and resources, quality control, customer satisfaction, cost overview,...

Dynamic Allocation and Routing.

OASISS is powerful through its flexibility because the system allows dynamic allocation of all the resources. In the back-office (contact center), a critical success factor to customer satisfaction is intelligent routing : the capability to route the customer interaction to the right service agent. Fastly. The intelligent and dynamic routing built into the system enables to deliver more efficient and effective enterprise-wide customer service by routing the service request to the right service agent, within or beyond the back-office contact center. It allows to prioritize requests based on multiple routing strategies including business value, service agents skills and cost.

Back-office

OASISS offers an important choice : as responsible manager for the sales or service, you can organize the 'back-office' centralized or you can opt to set it up decentralized or in a distributed way. In other words, the service agents could all be in one room in a contact center. From that room - during their working day- they appear on many Counters anywhere in the country or in world, servicing many different customers. Moreover, the service agents could also be physically present in different locations throughout the country and even around the world and thus not just in one and the same location. Thanks to this flexibility – on both sides - it is possible to increase responsiveness and customer service while decreasing costs and boosting productivity.

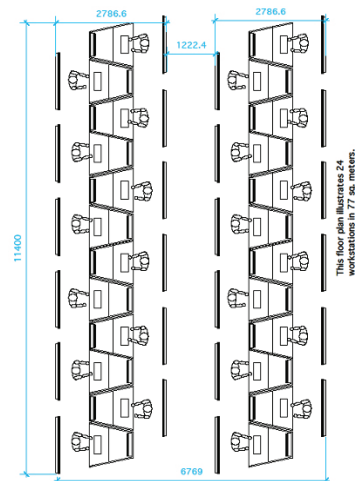


TableTop Transmission Unit with laptop.

The equipment used in the back-office is a combination of a 3D TelePresence TableTop Transmission system. This is a specialized and dedicated device resulting in appearing in 3D and with aligned eye-contact. There is also an ICT infrastructure including user interface, data system, network and a server. All this is connected to auxiliary equipment, both in the contact center and at the Customer Hospitality Counters®. On the touchscreen laptop, the service agent has all the facilities in place to provide the right level of service to the customers : communicating with the customer in video and audio, showing 2D or 3D content over distance, accessing networked PC's, using a distant or local document camera, printing documents and scanning documents, reading identification papers presented by the customer, consulting information in other systems, etc.. The service agent can record (video , audio and text) the conversation with the customers and store it. This can be convenient for security and quality purposes. The contact center agent can decide to create and distribute urgent messages instantly to all or some specific Counters. Rapidly. This can be video, audio and text. The agent can instantly 'preview' who is standing in front of the Kiosk at any time, without actually making a connection. This makes it possible to assess a situation better prior to being exposed to the customer(s).

The system has been designed to engage service agents with an experience that is easy-to-use, convenient, competent and personalized. In the event the service delivery does extend beyond the contact-centers center, all service agents who interact with customers can be empowered with the information, applications and processes needed to accomplish a task. The system improves the service agent's efficiency and effectiveness across with a minimum of training whilst offering full operational management control.

In the contact center the system can be placed in a floor-space-effective manner. This saves space and adds to the ergonomics. The individual transmission booths, have quality lighting and all the necessary equipment is effectively integrated and within reach. Between the booths, audio-insulated muffling panels ensure avoiding ambient noises being picked up by the microphones. The contact center service agent can work efficiently, undisturbed and can focus on the customer.



If one chooses not to supply the back office facilities nor the contact center service agents themselves, it is possible to outsource 'the back office'; in whole or in part. Another alternative is a mixed model whereby own staff and partly outsourced staff collaborate in a virtual, distributed team ; in order to cope with peak moments or off-time occasions. Teleportel works in close partnership with globally organized HR companies to provide this service if required. A third option is to use different people for different functions. For instance external 'outsourced' agents for the administrative, general and reception/hospitality work on one hand and the product or service specialist to provide the specific expertise on the other hand. The bottom-line is that OASISS enables you to pick and choose and to utilize and leverage your resources in the most effective way because the system make 'distance' disappear and physical locations of people are no longer a limiting factor in the service delivery process.

The Customer Hospitality Counter®

This is the part that the customers sees and liaises with. The state-of-the-art Customer Hospitality Counter® provides high-quality, personal, face-to-face service to the customers. It is based on the advanced 3D TelePresence technology. Major advantage of deploying this advanced communication tool is the customers' acceptance : independent studies have shown that this is as effective and feels as natural and normal as being served by a physically present person. Moreover, deploying the system cuts costs effectively without compromising the quality of service. On the contrary. Different configurations are available but they all have on thing in common : the person seems to be physical present ; lifesized, in 3D and with aligned eye-contact. This is not comparable to video conferencing or 'telepresence'. Hereunder you can find a few example configurations, but there are more that may be suited better for your specific requirements.

A service agent who is located in a remote location -such as a contact center or in different locations – is available at the service of the customers. Instantly. 24/7. Face to face.

The unit can be customized in any colour or whatever is required to fit aesthetically and functionally in the shop or public location.

Alternatively, one could choose for a dedicated room where the customer(s) can sit down and have a one-to-one discussion with an expert (sales of high-value, more complex services or products).



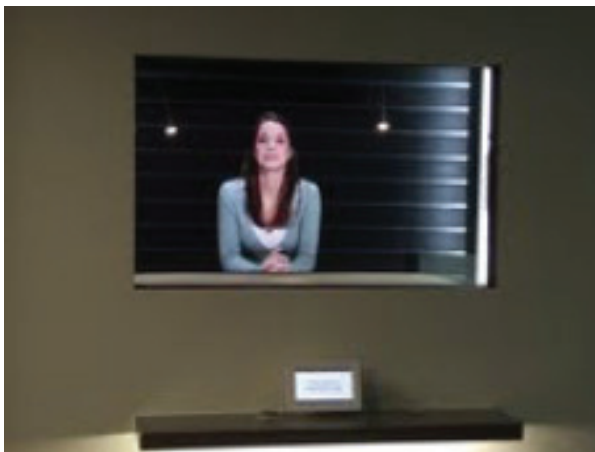
The stand-alone Passenger Hospitality Counter®



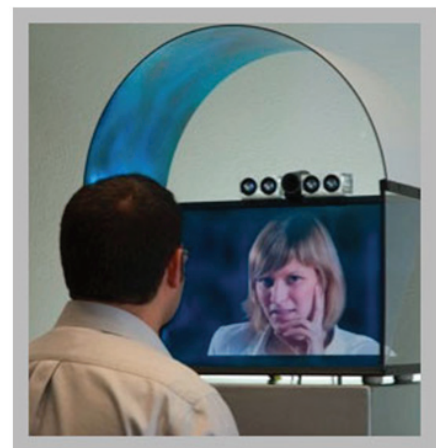
Sitting down at the same table. The area can be customized and tailor made to reflect the shop or company brand identity.



Tailor made shop-in-the-shop with all service facilities.



The 'in-wall systems' can be seamlessly integrated in the shop. The remote person appears to be standing behind the counter.



Small Counter Top systems can be placed on counters, shelves or racks, and do not require extra Floor-space.

The customers' service facilities

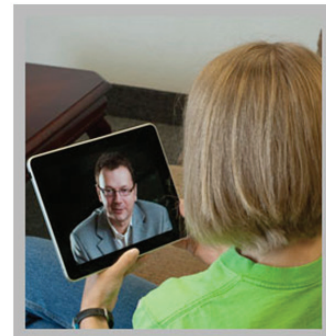
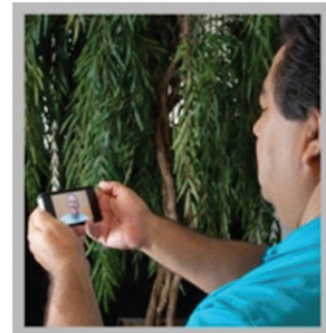
The system provides a number of customers' service facilities. Some of them are standard. Others are optional.

- ➡ Self-Service : the customer can select from a list of F.A.Q. (Frequently Asked Questions) in his/her own language ; using an easy-to-use integrated touch screen. A pre-recorded video (or audio only or text only) message, will provide the information instantly. This self-service lets customers handle routine interactions without engaging a live agent.
- ➡ If the customer does choose to talk with a live service agent, it suffices to press one button. Subsequently, the service agent will appear life-sized, in 3D and with aligned eye-contact. It will look and feel as if the service agent is standing behind the counter. Regardless his or her physical location.
- ➡ Thanks to a document camera, the service agent in the contact center, can 'read' (and store) documents presented by the customer.
- ➡ The service agent displays information (on a big screen) for the customer and can give directions using a mouse-pointer.
- ➡ A high-quality integrated printer provides hard-copy versions of the information to the customer. The printer can print up to 2.000 pages without paper refill and can print up to 17.000 pages in full colour without having to add the 'solid ink'.
- ➡ The customer can select the language of his choice. An on-line, professional language interpreter will be brought into the call, within minutes. There are 150 languages available.

Also accessible from the mobile device.

But OASISS can even do a lot more. The system (and thus the contact center agents) is also accessible from the GSM, laptop, iPad, SmartPhone. The customer has the option to connect by audio (i.e. human voice). In other words, the customer can also talk with the people in the service center to request information. It suffices to dial a local number from the GSM or to connect over the Internet to the network (by iPad, iPhone, SmartPhone, laptop,..) by clicking an icon on the display of the handheld device. We recommend the customer to download Skype to utilize this service, but other softphones and interconnectivity technologies will also be made available. Upon the customers' request, the service agent from the contact center can download information to the customers' pad, smartphone or laptop. That can be text, pictures, audio or streaming video ; in full HD. It is possible to provide commercial or other messages when the customer is 'surfing' for information. A dedicated server integrated into the companies' network could offer this new service.

Optionally also iPhone, iPad, PC and Skype users can communicate with the company - in both audio and video. With aligned eye-contact !



Service in 150 languages !

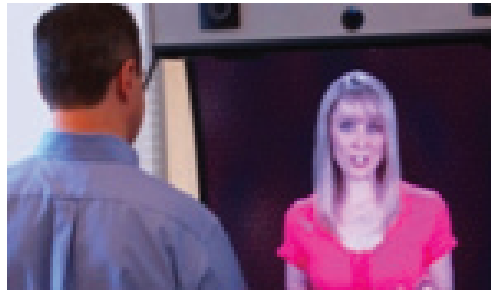
Thanks to the integration with the services of www.vooyz.com (the 'Language Crowdsourcing Company') the Customer Hospitality Counter® can offer information and services to customers in up to 150 languages ! It suffices for the customer to press the button of the language of his/her choice. The system will immediately and automatically contact one of the thousands of qualified interpreters who are permanently available. It will typically take a few minutes for the interpreter 'to arrive'. The customer can speak his/her own language and the service agent in the contact center, will also speak his/her own language. The third party (i.e. the interpreter in another location somewhere else in the world) will orally translate. It is also possible to use the service 'textually' (and thus not orally) by typing text on the integrated key-board. This unique Vooyz-service is called 'BableTable' : both parties chat in their own language and the translation – which is of the highest possible quality (and thus not a computer translation- – is provided almost instantly. The service agent can also print this conversational information – in the language of the customer.

This multilingual service could also be offered on-line i.e. on the companies' website as an 'open service window'. Online customer chat is one way that companies could improve their customer's experience. If the customer encountered a problem using the site or requires more information, they would be able to click on a link that connected them (audio) with a live helper. This would not only improve relations with the customer, but provide companies with an opportunity to "upsell" related products or services.

Sales and Service Applications

The system can be deployed for different applications where a high-quality contact with the customer is important for the delivery of information or for service and sales reasons.

- Shop-in-the-shop
- Unattended shop locations. No personnel present.
- Information Room within an existing shop. Specialists appear when needed.
- Kiosks at public locations such as airports, stations, town halls, etc..
- Kiosks in shopping malls.
- Accessible Unmanned Service areas for service outside shop opening hours.
- Kiosks in hospitals, universities, big factories,..
- Service window integrated in the companies website offering interactive chat service.
- Home service. Servicing your customers at the comfort of their living room.



The 3D-systems can be used to display pre-recorded 3D content, in applications such as digital signage and narrowcasting. The three dimensional qualities of the in-store displays are extremely effective at catching the attention of prospective customers. Thanks to the interactive capabilities of the 3D TelePresence systems, interested buyers can establish a live conversation with a sales representative. Face-to-face . The stunning 3D effects guarantee to attract many visitors and by-passers to stop in front of the Kiosk and 'press the button' for more information.



Benefits

The benefits of using OASISS are undisputed.

- Omnipresence.
- Customer service of the highest level. Personal contact.
- Leveraged resources, improved productivity and stronger management control.
- Cost reduction through better utilization of manpower thanks to reduced idle time.
The right service agent at the right time in the right place. And only then.
- Lower dependency on external operations disturbing events (strikes, lock-outs,...)
- Reduced pandemic and personal security risks.
- Increased revenues. More customers. Higher sales per customer.
- Valuable differentiator.

