

customizing contact to the  
way you do business



**Streamlined customer interaction delivered through your Contact Centre enables you to capitalize on customer acquisition and retention opportunities. Delivering the efficiency and accuracy that customers demand requires strategic presence, technology and integration tailored to your business goals.**

Customer service and effective interaction have become the definitive factors of competitive advantage, making a Contact Centre a vital strategic tool. Whether it's sales, service or support, customers expect immediacy, accuracy and efficiency in every interaction. To meet and exceed those expectations, every component of your Contact Centre, from location and design to technology and integration, must be customized to your business so you can engage effectively with customers.

Allstream Contact Centre Solutions encompass planning, building and locating, technology selection and application integration. In cooperation with our best of breed partners, we ensure that location, staffing, financial assessment, property, furnishing, connectivity and technology reflect your objectives. Our integrated approach facilitates linkages between both products and services and functional areas to mitigate risk and to achieve an on time and on budget project. With the infrastructure in place, our Advanced Contact Solutions team addresses the connections between your people and your information. By integrating people, processes and technology, we enable you to access one view of the customer anytime, anyplace and anywhere to optimize interactions.

## Maximizing Value for Your Business

**Expertise.** Our approach positions technology as the enabler that connects people to process. By creating synergies between applications, we help customers manage contact and mitigate risk with consistency, continuity, security, efficiency and immediacy. With vast working knowledge of a broad array of information systems, applications and environments, we assess the applications architecture to identify which technology and process components are complementary. That insight enables us to map application integration to business goals, ensuring a continuous balance between revenue and costs.

**Comprehensive Portfolio.** Within the Contact Centre environment, connectivity requirements are diverse. You could be interacting with customers on the phone or the Internet while at the same time accessing vital customer history information from the corporate database. Regardless of the type of communication channel that you are using, Allstream offers a broad range of Data, Internet and Voice solutions to meet your connectivity needs. Once you are connected, we also have the capabilities to simplify network management and ensure secure communication with our Infrastructure Management offerings.

**Industry-leading Network.** Allstream operates Canada's only fully integrated coast-to-coast communications network. Built upon strong and redundant technology foundations, our highly engineered, fault tolerant network ensures that your Voice, Data and Internet traffic travels with the highest degrees of reliability, uptime and quality. Allstream also ensures added reliability with 24/7 network monitoring and continuous capacity management.

**Integrated Approach.** When building a new Contact Centre or relocating an existing one, you need proper linkages between project milestones to achieve rapid deployment with minimal risk. At Allstream, we incorporate integration on two levels – for the products and services that act as the inputs of a working Contact Centre and for the functional areas across the organization. With an open book integrated approach to Contact Centre projects, we have the flexibility to modify plans as the need arises. In addition, we work with best of breed partners who maintain a similar project integration philosophy to ensure effective communication and project management.

**Dependable Support.** Technical support and customer service representatives are always available to assist you, 24 hours a day, seven days a week.

