



Interaction Management Automation Services (IMAS)



Interaction Management Automation Services (IMAS) connects to equipment and applications currently in use in your business. Essential information about each interaction is captured and used to provide automation and guidance for that unique contact throughout the organization.

Flexible Configuration Options with Powerful Features

Simple or Integrated Screen Pop – Deliver accurate customer profile and contact center information to the agent desktop

Interaction Capture – Collect contact data from websites, automatic call distributors (ACDs), interactive voice response (IVR), kiosks and customer databases to route the call and display contact information to CSR

Agent Flexibility – Fully support remote and at home agents

“We’ve not been able to find a partner who has delivered better than Upstream Works”

*Senior Sales Engineer
Hiscall Inc. Nashville, TN*

Categorize

Contact history, the current state of the contact center, and CRM information is used to categorize contacts with your business to determine how to treat this individual customer.

Route

To use skills based routing, you need call and caller information. IMAS gathers and consolidates this information for the PBX. With IMAS, routing information can be expanded to include options such as last agent routing or visual queuing to ensure the best customer service.

Track

Monitor and control every aspect of a contact from inception to completion with IMAS. Use this information to determine not only how your contact center is operating, but more importantly, how to improve.

Adaptable By Design

IMAS uses our unique open component architecture to allow a business to build a system that meets their needs exactly. By selecting from multiple re-usable connectors, IMAS fits into virtually any environment to provide the basis for real business value by leveraging what you already own.

Growing with Your Business

As you grow, IMAS grows with you, allowing for not only increases in volume, but changes in functionality at an affordable cost.

Creative Solutions

Solutions such as screen pop, desktop automation, outbound dialing or telesales automation, multi-channel agent blending, and cradle to grave reporting are a few of the solutions that are possible with IMAS.

Connections

Upstream Works Interaction Management Automation Services connects to:

- IVR Systems
- PBX and VoIP based ACD/ SBR systems
- CRM and ERP applications
- Legacy database and business systems
- Voice recording systems
- Web and eCommerce portals
- Agent scheduling and adherence tools
- Hosted voice self service systems
- Multiple contact centers and PBX types

Scalable and Extendable

IMAS is scalable up to 1000 concurrent agents on a single server but cost effective for 10. Multi server support lets you support increased agents locally, or from different sites.

Applications

Applications allow you to quickly and easily adapt and grow your business to meet changing needs. IMAS can provide you with basic features at a great price, and can also let you do things with your customers you haven't thought of yet.

VoIP Compliant

IMAS is fully compliant with both traditional digital contact center applications and Voice Over IP solutions.



About Upstream Works

Upstream Works delivers contact center solutions and customer experience analytics that reduce costs and improve customer retention. Typical implementations deliver full project payback in 6 months.

Business Interaction Management

Upstream Works makes your customer interactions visible, accountable and controllable.

Interactions make up the substance of every customer relationship and defines how and where a company should allocate its resources to increase customer lifetime value and to decrease operational costs.

Upstream Works allows businesses to capture, analyze and use interactions across the enterprise.



Upstream Works

www.upstreamworks.com