



Apropos Technology

The Power to Manage ALL Your Customer Interactions
E-mail Voice Web Fax VoIP

*Today and into
the future, it isn't
enough to just
efficiently handle
customer interactions
– companies and their
customers must derive
value from every
interaction.*

THE APROPOS MULTIMEDIA SUITE

Today your contact center must be ready to handle any method by which a customer chooses to reach you. For example, look at your own business card and you'll see numerous methods of contact. Now ask yourself, are all those forms of contact on your card – Phone number, E-mail address, Web address – being managed today to ensure that your most valuable customers receive the level of service they deserve?

Apropos enables your contact center to view and manage all your customer communications – E-mail, Web Chat and Web Request, Voice-over-IP (VoIP), Voice and Fax – within a single, fully-integrated solution. Apropos provides you the confidence that all your customer interactions, regardless of their point of origin, are receiving the attention and response they deserve.

SYSTEM APPLICATIONS

The Apropos Suite consists of seven seamlessly integrated applications:

- Apropos Interaction Manager
- Apropos Agent
- Apropos Administrator
- Apropos Resource Manager
- Apropos Decision Manager
- Apropos Application Designer
- Interaction Vault™

Apropos Interaction Manager

Apropos Interaction Manager integrates a variety of advanced telephony and Internet functions. It is the glue between your software applications and your infrastructure, providing unparalleled interoperability with existing voice infrastructures (both traditional PBX and Internet-based PBX), as well as integrating with business and emerging eCRM applications. Apropos can perform sophisticated data collection and intelligent routing of all interaction types throughout the organization.

Apropos Agent

Apropos Agent enables contact center representatives to provide a high degree of relationship-based service to customers. Through its patented visual multimedia queue, the Apropos Agent is able to view incoming and outgoing customer interaction requests based on interaction type, priority, or specific business rules. The Apropos Agent integrates and manages all types of interactions including:

- Inbound Calls
- Abandoned Calls
- Voice Messaging
- Outbound Calls
- E-mail
- Fax
- Web Chat & Request
- VoIP

Apropos Administrator

Apropos Administrator uses your business rules to manage the prioritization of all interactions, allowing your business to easily create and enforce escalation procedures. In addition to handling interaction workflow, Apropos Administrator provides a single point of management for system-wide agent, supervisor, and server configurations.

Apropos Resource Manager

Apropos Resource Manager is an extremely flexible application that is used to monitor and gain visibility into one or multiple contact centers. Interactions received by the system can be tracked, alarmed and reported on, providing contact center managers with accurate data on the performance of the contact center, allowing them to react in real-time to any changing business conditions.

Apropos Decision Manager

Apropos Decision Manager is one of the most comprehensive contact center reporting systems available. It provides a detailed view across all media types, ensuring decisions are based on the most applicable metrics available. Since Apropos Decision Manager is accessible through the Web, analytics are available anywhere via a standard web browser.



MULTIMEDIA CHANNELS

E-mail - Apropos' E-mail Management application provides a unified mechanism for blending, classifying and prioritizing E-mail messages within the same flow of all customer interactions in the contact center. E-mail from customers is automatically classified and forwarded to the appropriate queue for tracking and response.

Voice - Powerful, customizable voice features such as Automatic Call Distribution (ACD), Programmable Interactive Voice Response (IVR), Voice Mail Management, Voice Recording, Abandoned Call Management, Call Blending, and Text-to-Speech automation help make Apropos an industry leader in integrated contact center management solutions.

Web - Apropos' Web application is an enterprise-class solution designed specifically for the needs of fast-growing companies that are moving their customers to the internet. Web interactions within the contact center can be managed in two ways - Web Request and Web Chat. Web Request allows your customers to make requests directly from your corporate Web site to receive a voice callback at a time and location best for them. Web Chat allows customers to communicate directly with your agents through interactive, on-line text messaging and Web collaboration.

Fax - A built-in Fax Server enables a contact center to offer a variety of Fax services. Inbound faxes can be handled and routed as E-mail attachments, and outbound Faxes can be generated and sent directly from the IVR or an agent's desktop, providing valuable information in pre-defined templates or newly created documents.

Voice-over-IP (VoIP) - The Apropos solution provides contact centers with the ability to migrate from traditional circuit-switched voice infrastructures (i.e. PBX, IVR, etc.) to state-of-the-art VoIP platforms. An Apropos system can be simultaneously connected to both PBX and IP-PBX platforms, providing customers and customer service representatives seamless, high-quality voice connectivity.

Apropos Application Designer

Apropos Application Designer is an interaction flow script generator. Through its graphical user interface (GUI), you can easily develop and customize the tasks of applying and editing your business-rules driven flow scripts across E-mail, Web and Voice interactions.

Interaction Vault™ (iVault™)

Since each customer interaction builds on the past, one missed memory can cripple future interactions. The Apropos Interaction Vault provides all the information you need on each and every customer interaction. Apropos iVault is a unique application that creates an archived record of all customer interactions, including Web Chats, E-mails, Voice Mails, and Voice conversations. It is browser-based and provides full search capabilities that allow agents and supervisors to immediately view the entire history of any interaction, based on date, time or business data. From a single source, agents and supervisors can listen to past phone conversations, read past E-mail and Chat interactions, or even listen to past Voice Mail messages.

APROPOS INTEGRATES WITH THIRD-PARTY APPLICATIONS

The value of Apropos' award-winning solution is fully realized when integrated with products from industry leading eCRM/CRM, help desk, infrastructure management and eBusiness software providers including:

- Remedy
- Onyx
- Clarify
- Siebel
- XP Systems
- Blue Martini
- Peregrine
- Computer Associates
- Point
- Primus
- Vantive/PeopleSoft
- Tivoli

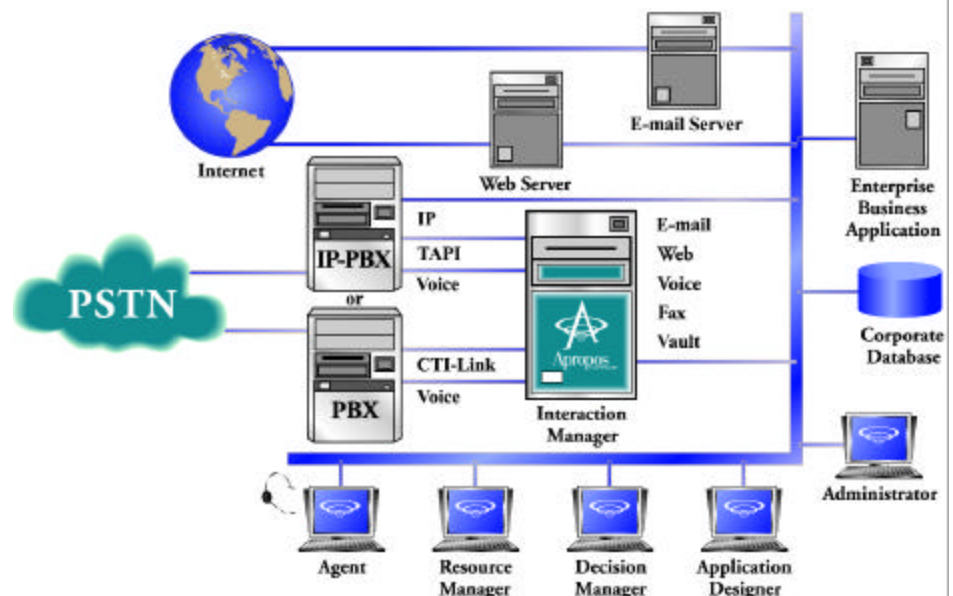
APROPOS SUPPORTS YOUR INTERNATIONAL NEEDS

Apropos' Multimedia Interaction Management Suite is available in a fully internationally-enabled version that can be "localized" for use in various languages.

CONTACT US

The Apropos solution is currently deployed at industry-leading companies. For information on our customers, or details on the Apropos solution, visit our web site at www.apropos.com.

Multimedia Interaction Management Architecture



WORLDWIDE HEADQUARTERS

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