

# CX Cloud

## OPTIMAL CUSTOMER COMMUNICATIONS

CX Cloud is a true omni-channel cloud-based contact centre option with full multi-tenancy as standard. Designed as an all-in-one virtual contact centre suite, CX Cloud includes ACD, IVR, CTI, predictive dialing, multimedia recording and administrative tools on a single platform that can grow and flex with requirements.

CX Cloud is ideal for business process outsourcers, large enterprise customers who want to deploy multiple disparate contact centres, and service providers who want to offer contact centre in the Cloud to their customers using a single hardware infrastructure.



CX Cloud is a multi-tenant carrier-grade cloud contact centre solution offering multichannel interaction delivery to an agent's universal queue and includes interactive voice response (IVR), outbound dialing, call and screen recording, real time monitoring and analytics, historical reporting, and advanced integration capabilities.

## The Challenge

Over the last decade, cloud computing has been one of the most talked about concepts in the IT sector. Over recent years cloud-based or Contact-Centre-as-a-Service (CCaaS) has become a compelling alternative to traditional on-premises communications solutions. CCaaS removes the requirement for heavy capital investment required to build, purchase, operate, and maintain these traditional communications solutions.

## The Solution

The CX Cloud platform provides the foundation that addresses all these cloud contact centre needs and more. Cloud contact centre built on CX Cloud allows a business to subscribe to a Cloud solution that offers a number of benefits to the organisation.

Contact centres will experience significant reductions in one-off implementation costs, as there is little or no hardware or software to be deployed in the contact centre environment.

## Benefits of CX Cloud

### SCALABILITY

Designed to easily scale from five to thousands of seats. Being able to scale your operation up and down on demand adds significant flexibility to business planning. You can enter new markets with less risk, respond quickly to unexpected peaks in demand and better manage seasonal fluctuations.

### COST CONTROL

Customers eliminate capital expenditures and reduce IT overhead.

### EASE OF USE

The intuitive browser-based interface gets agents and supervisors up to speed and productive fast.

### IMPLEMENTATION SPEED

Contact centres are up and running faster than deploying on-premises solutions.

### LOCATION INDEPENDENCE

Agents deployed anywhere creates virtual contact centres with office, home, and remote locations.

### FLEXIBILITY

Contact centres can easily adapt to changes in their business, adding agents and features quickly and easily.

### PEACE OF MIND

Experts maintain the contact centre technology and infrastructure so customers can focus on their core business.

## Quick and Easy Deployment

Our solution delivers contact centre services to customers quickly and securely. Deployment doesn't mean total change – it can overlay existing contact centre infrastructure seamlessly and can be delivered fully from the cloud to your agent's PC and soft phones if you so choose.

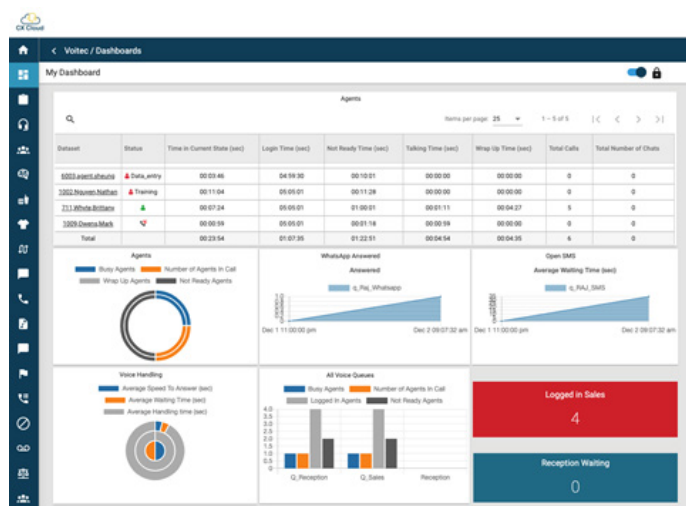
## Business Continuity

Having the CX Cloud solution housed in a service providers secure data centre delivers the resilience, performance and security you need. The platform is network-based so authorised contact centre managers can add new agents or amend call-routing rules in seconds, ensuring that you maintain full service even if extreme weather or unforeseen events keep staff from getting to work, making it ideal for business continuity planning.

## Virtualise your Contact Centre

CX Cloud allows you to virtualise your contact centre without depending on infrastructure deployed on-site. The only equipment needed is a headset-equipped multimedia PC and an IP connection.

### CX Cloud: Supervisor dashboard



## A virtualised contact centre enables you to ...

- Manage agent availability better by ensuring all contacts are filtered into globally managed, virtual queues when dealing with sudden spikes in customer demand or seasonality.
- Deliver the same level of services across your organisation.
- Reduce overhead — virtualisation means you don't need to keep & maintain a large site with empty desks.
- Network your experts, no matter whether they are agents, which enables you to take a huge step forward in ensuring customers receive the best advice, "first time, every time."
- Offer more flexible working conditions, improving agent retention.

## Omni-Channel Routing with Universal Queuing

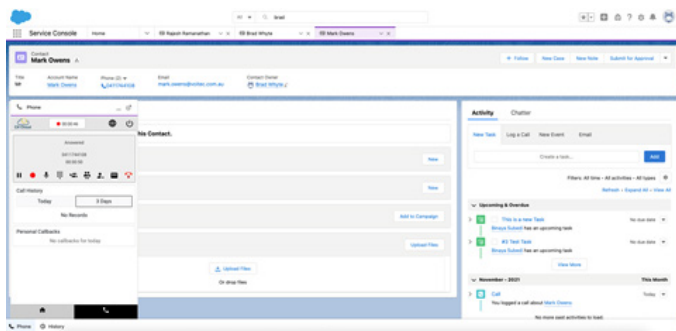
The platform provides routing and queuing for multiple communication channels including phone, voicemail, email, chat, and social media. All customer communication channels are seamlessly blended into a single routing and queuing intelligence (the 'UQ') allowing agents access to all interactions in a unified desktop.

In addition, all channels are tracked and managed inside a single database, which enables our solution to offer robust reports and analytics of all customer interactions.

## Agent Interface

Contact centre agents use the intuitive and unified Web Agent interface for managing all customer interactions. The web based agent client is developed on the latest HTML technology and is compatible with Microsoft Edge, Chrome, and Firefox. The interface footprint is flexible, it can be configured to collapse to a "side-bar" footprint, used full screen, or easily work with two monitors.

The agent client also includes a built-in soft phone that can be used as a stand-alone client, or there are options to use either IP or traditional phones.



### CX Cloud: Integration into existing CRM applications

URL based screen pops on Caller ANI (caller ID) make the platform very powerful. Because the interface is highly extensible, integration with CRM or other critical business applications is also available. The agent interface also includes a configurable agent dashboard, a UI gadget that provides real-time communication statistics important to your contact centre directly to the Agent.

## Supervisor Interface

Supervisors are specialised agents that, in addition to having full agent interface capabilities, have a real time view of all contact centre activities and access to historical reports. Additionally, supervisors can monitor agents on all communication channels and can whisper coach or actively participate on a telephone or web chat

## Reporting

Comprehensive views of customer interactions are available through standard reports pre-configured for each customer. The optional Analyst module can be used to build instant ad hoc reports or to create new standard report layouts complete with OLAP operations including filters, drill downs, roll-up, and pivots. The interactive user interface enables supervisors and call centre administrators to easily create, view, and share reports from anywhere using a browser. Secure rolebased permissions ensure users see only data they are authorised to see.

## Recording and Quality Monitoring

For quality monitoring, calls can be recorded selectively based on a variety of factors such as agent profile, group, and skills. In addition, all calls can be recorded to meet compliance with legal, government, or industry requirements. The agent can also initiate recording as desired.

## Outbound Dialling

The Solution includes a state-of-the-art outbound dialler complete with campaign management tools. Dialling modes include preview, progressive, and predictive list based outbound dialling. Advanced algorithms based on real-time massive simulation are used to dynamically control the pacing, enabling compliance with abandoned call regulations without sacrificing agent productivity.

## On-Premises Features in the Cloud

- Inbound multi-channel communication, including voice, voicemail, email, chat, and social media
- Outbound dialling and communication
- Sophisticated skill based routing and universal queue
- Voice menus
- Intuitive web-based agent interface
- Contact prioritisation
- Media recording and quality monitoring
- Co-browsing capabilities
- Real-time dashboards and historical reporting
- Web-based administration tools
- Integration capabilities
- Built in phone book