

# Contact Center: Service Provider

TAKE TO THE CLOUD FOR GREATER AGILITY



## PRODUCT SHEET

Enghouse Interactive empowers enterprises and service providers to deliver cloud contact centre solutions that free organisations from the boundaries imposed by traditional industry products. Contact Center: Service Provider provides the agility to quickly, easily and economically fulfil the most complex customer interaction management requirements, both now and in the future.

### Why Cloud From Enghouse Interactive?

Over the last decade or so, cloud computing has been one of the most hyped terms in the IT sector. Over the past few years the hype cycle has moved on to cloud contact centres which can offer a compelling alternative to the traditional 'bricks and mortar' approach.

One of the most frequently cited and persuasively compelling benefits in moving to a cloud based model are the cost savings. Traditional contact centre solutions require significant capital expenditure and are typically scaled around estimated agent and call volume numbers. In contrast cloud implementations do not require large up-front investment allowing the business to invest money into growth areas. They can also be much more flexible in terms of agent costs, bringing staff online at busy times and then effectively 'switching them off again' during quieter periods.

Enghouse Interactive's Contact Center: Service Provider is an all in one multi-channel contact centre suite that includes multi-channel ACD, IVR, CTI, outbound, recording, reporting and administrative tools which are ready to go - in a variety of cloud-based delivery models to meet your current and future needs.

If you are considering taking the next step into the cloud, contact us to see how we can help you add business agility and deliver a truly cost effective and flexible customer experience.

### Benefits

- Dramatically reduce operational costs
- Reduce risk, cost and delivery time
- Easily and quickly adjust for seasonal spikes or unexpected events
- Manage all contact centres and workflows in real time from a single intuitive interface
- Greater business agility - contactcentre is integrated into your infrastructure quickly
- Optimise efficiency
- Faster time-to-market
- Scalable, flexible and resilient
- Increased control and visibility
- Increased customer satisfaction by providing a range of ways for your customers to interact with you
- Intelligent routing improves first call resolution
- True multi-tenancy

## A scalable, flexible solution

Contact Center: Service Provider is designed to offer a flexible environment and can easily scale up from 5 to 1000s 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, helping you to make the best use of agent resource.

## Quick and easy deployment

Equip organisations with the key attributes that are needed to deliver contact centre services to customers quickly and securely. Additional seats can then be added quickly and deployment doesn't mean total change – it can overlay existing contact centre infrastructure seamlessly, and can be delivered fully from the cloud to your agents PC and soft phones if you choose so.

## One single view of operations

Our unified agent desktop integrates old and new applications and services, and delivers rapid, high quality information through a single, intuitive interface. An embedded administration tool acts as a dashboard for all your reporting requirements.

Agents can now manage multiple types of customer contact, while ensuring each contact is recorded and tracked across the entire organisation, providing a 360 degree view of the customer, and enabling you to boost revenue per call through effective cross and up-selling.

**“As well as improved responsiveness, moving to a Cloud-Based platform has saved up to 30% on our annual bills compared to our previous solution.”**

Rebecca Tan - Customer Service Manager,  
SPD - CLEAR BLUE

## Virtualise your contact centre

Create your own cloud environment - without depending on infrastructure deployed on site. Nor are there any hardware constraints. Skills-based routing enables customers to be directed to the most relevant, available agent, regardless of where they are. And agents can be literally anywhere – globally distributed around any of your sites, at home or on the move. The only equipment they need are headset-equipped multimedia PCs and an IP connection.

A virtualised contact centre enables you to:

- Manage agent availability better, by ensuring all contacts are filtered into a single, globally managed, virtual queue, essential when dealing with sudden spikes in customer demand
- Deliver the same level of services across your organisation
- Reduce overheads – virtualisation means you don't need to keep and maintain a large site with empty desks
- 'Network' your experts, whether they are agents or not, enabling you to take a huge step forward to ensuring customers receive the best advice 'first time every time'
- Offer more flexible working conditions, improving agent retention
- Use outsourced and insourced operations and manage them centrally – including reports – to make all your contact centres work as one.

## Add multi-channel functionality

Integrate web-based access channels, such as e-mail, chat, co-browsing, voice, video, social media and call back into your call centres, changing them into true multi-channel contact centres, and giving customers the choice to communicate with you on their own terms. Harmonising multi-channel contact management with your CRM applications gives you a detailed view of how and when customers want to contact you. And because functionality is modular, you can respond quickly to changing demands, and create an even better customer experience.

- Voice, VOIP
- Videophone Calls
- Email, Fax, SMS
- Social Media Integration
- Web Chat, Co-browsing

All contact types are seamlessly blended, tracked into a single queuing and routing intelligence and all can follow the same call flow and routing rules.

## Business Continuity

Either through our partners or your own site our solution delivers the resilience, performance and security you need. As the platform is network based, it can be activated anywhere, very quickly – authorised contact centre managers can add new agents or amend call-routing rules in seconds, ensuring you maintain full service even if, in the case of extreme weather, unforeseen events, or staff cannot get to work – making it ideal for business continuity planning.

## Carrier-grade hosting and multi-tenancy

For the hosted configurations of service providers and of distributed, multi-application enterprises, the platform features strong multi-tenancy capabilities with individual tenant self-administration. With high capacity and high availability architecture, our carrier-grade contact centre platform, is required by service providers, and as demanded by enterprise customers.

“We wanted a global contact centre to provide a call quality and performance that would help us maintain the optimum customer experience. Contact Center: Service Provider has given us that along with a speed and agility that beat our expectations,”

Mike Richardson- Director of Online Operations  
BIOWARE PART OF EA GAMES

## Cost Effective

One of the biggest benefit, however, is that you have an operational rather than capital cost. For example within a public cloud environment you pay for the number of agents. This results in significant savings against the more traditional capital intensive solutions. Lead times are significantly reduced in multi-site contact centre operations. Enabling you to rapidly meet requests in both increasing and decreasing capacity.

## Cutting-edge Technology

Our world-class, ‘evergreen’ cloud contact centre in continuously adapting and improving so you have access to the latest technology including:

- Interactive Voice Response: for customer self-service and call steering, to improve first call resolution
- Real-time and historic reporting to equip supervisors with the key indicators to manage your operation more efficiently
- Management tools that enable call routing scripts, agents, queues, teams and sites to be created and modified, increasing agent productivity and responsiveness to customer trends
- Integration: use our open application programming interface web service integration toolkit to help you empower your workforce and require multiple integrations and multiple screen-pops.
- Multi-channel recording according to customisable criteria and integrated into the CRM tool kit, making compliance easier and useful for agent training
- Contact prioritisation within queues based on CLI and Called Number and the CRM application to reduce call queues and improve customer satisfaction
- Outbound dialling with an array of campaign management tools to enable organisations to utilise agent resources efficiently.
- Quality Monitoring of your contact centre activities, access to reporting, enabling you to monitor agents, regardless of location.
- Access to a knowledge base to help agents respond more effectively to service requests and enquiries

## Cloud: A Bold Approach to Deploying Contact Centres

Cloud is a new approach to deploying contact centres - yet the advantages are huge whether it is a rented service from a third party service provider (Public Cloud) or a platform deployed at your own premises (Private Cloud). With Enghouse Interactive you get the best of both worlds, as we offer a number of different cloud deployment options so you can choose the best model for your business:

### Public Cloud

Helps to remove the hassle and expense of managing a system and at the same time gives you a fully featured, flexible, utility based model that is future proofed. Through our service providers we offer global capabilities with access to flex agents numbers up and down, enabling you to trial new strategies at a reduced risk - and speeding up time to market. Changes can be made immediately through powerful administration tools allowing visibility and control, connecting your customers

### Private Cloud

If you prefer to own and manage your technology, join a growing number of organisations who are creating their own cloud environment to serve all their distributed operations with unmatched flexibility and scalability. With true multi tenancy a number of customers can reside on one single platform making sure you have a consolidated view of your operations and the security that your mission-critical applications are in-house.

### Hybrid Cloud

A hybrid cloud is a composition of at least one private cloud and at least one public cloud. For example, an organisation might use a public cloud service, for new projects and new sites but continue to maintain an in-house system for operational customer data. The hybrid approach allows a business to take advantage of the scalability and cost-effectiveness that a public cloud computing environment offers without exposing mission-critical applications and data to third-party vulnerabilities.

## Why Cloud from Enghouse Interactive?

Enghouse Interactive has been spear-heading the movement away from the traditional 'bricks and mortar' contact centre to a more virtual and cloud-based approach. All our solutions enable organisations to leverage existing contact centre technology and applications, overlaying additional functionality and enabling the contact centre to flex with demand. Ultimately we enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

Our solutions scale from a single site call reception console to multi-tenanted, multi-media contact centres with users in excess of 10,000. We have more than 1 million agent seats handling over 1 billion interactions through our systems daily – making Enghouse Interactive one of the biggest providers of customer contact solutions in the world.

## About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

