

## CALL CENTER/CONTACT CENTER

ACCORDING TO FROST & SULLIVAN'S PREMISE VS HOSTED CONTACT CENTER TCO ANALYSIS:

Hosted contact center services delivered significantly lower TCO than comparable premise-based systems for all configurations analyzed for both the three-year and five-year timeframes.

Additionally, the TCO analysis demonstrates that:

1. Cost savings with the hosted model increases with the size of the contact center organization, for all configurations analyzed
2. Cost savings with the hosted model increases as more contact center applications are delivered as a hosted service



### CALL CENTER / CONTACT CENTER

Traditionally, Cisco, Avaya and ShoreTel have held the prem based market share for call centers, but prem based is not necessarily the answer for the new Call Center Evolution. In fact, there's no better case for Cloud Services than the new Call Centers, or the more appropriate term, Contact Centers which now includes multiple components; phone, mobile, video, email, web-chat, knowledgebase and ticketing. Contact Centers belong in the cloud. Why? Because, nowadays call centers are more distributed. The driving factors are Economics, Technology and Demographics. The largest companies now have home agents (or home shoring) as part of their contact center mix. Also more international capabilities are required with off-shoring and near shoring. Finally, tighter integration with 3rd party apps are required. With Call Centers evolving into Contact Centers, the cloud is screaming to fill the need.

#### CLOUD BASED CONTACT CENTER BENEFITS:

- No up-front equipment costs, no maintenance fees
- Pay for what you use
- Flexible sourcing of agents
- Evergreen releases – always on the latest release
- Built-in disaster recovery
- Global system visibility and administration
- Unified global reporting
- Unique multimedia routing capabilities

#### PREM BASED CONTACT CENTER CHALLENGES:

- High CAPEX
- Trunking Costs
- Survivability
- Scalability
- Seasonality

**Furthermore, a cloud based solution can work with any existing telecom infrastructure, while providing additional features and benefits that a company's existing infrastructure may not have.**

All aspects of reliability, security and performance are addressed:

**Reliability:** We ensure that systems and networks are designed, managed and able to support 99.99% uptime

**Security:** We create, approve and audit security processes upholding highest security standards. Certification with PCI, SOX, FCC and CPNI, and also a Safe Harbor Partner.

**Performance and scalability:** We work closely with network planning and network operations to ensure that network growth and design matches customer demands

3-Year TCO Hosted Cost Savings % over corresponding Premise deployment				
Configurations	Seats			
	50	100	250	500
ACD	12%	18%	24%	35%
ACD+	19%	33%	43%	53%
Full Function	30%	42%	51%	58%

5-Year TCO Hosted Cost Savings % over corresponding Premise deployment				
Configurations	Seats			
	50	100	250	500
ACD	5%	9%	10%	19%
ACD+	7%	21%	28%	39%
Full Function	8%	23%	34%	43%

#### Some of the Key Contact Center Capabilities our Customers Demand

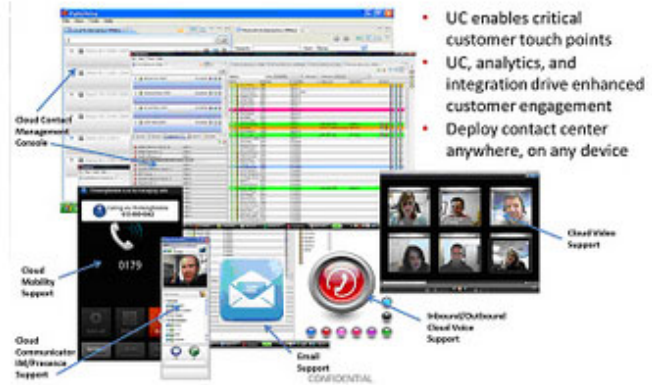
CALL ROUTING	BUSINESS INTELLIGENCE & ANALYTICS	APP INTEGRATION	MANAGEABILITY & VISIBILITY
Skills-based Routing	Big Data Dips	CRM Integration	Real-time KPA Reporting
Inbound/Outbound	Real-time KPI / Rich Service Level Metric Analysis & Reporting	WFM Integrations	Call Recording/Screen Capture
Agents can log into multiple queues simultaneously	Filter, Drill down, and Export Capabilities; Data Representation in Graphs, Charts and Grids.	Database Lookups	Monitor, Whisper, Barge-In
Email/Web-Chat Queuing	Historical Scheduled Reporting (canned and custom reports)	Screen Pops	Queue Stats
ANI/DNIS Routing	Customer Insights and Analytics	Softphone	Mobile Dashboard
Time of Day / GEO Routing	Business Insights and Analytics		User & Admin GUI
IVR & AA	Actionable Data Within and Beyond the Contact Center		

## CLOUD BASED CONTACT CENTERS CAN BE DELIVERED 2 WAYS:

As a "Bolt On" Dedicated Cloud Contact Center  
– Integrates with Prem-based or Hosted PBX  
– Direct SIP integration or "call-back" integration

...OR

As a Turn-key Cloud UC  
– Includes Contact Center & Hosted PBX functionality



Speak with a  
Contact Center  
Specialist!