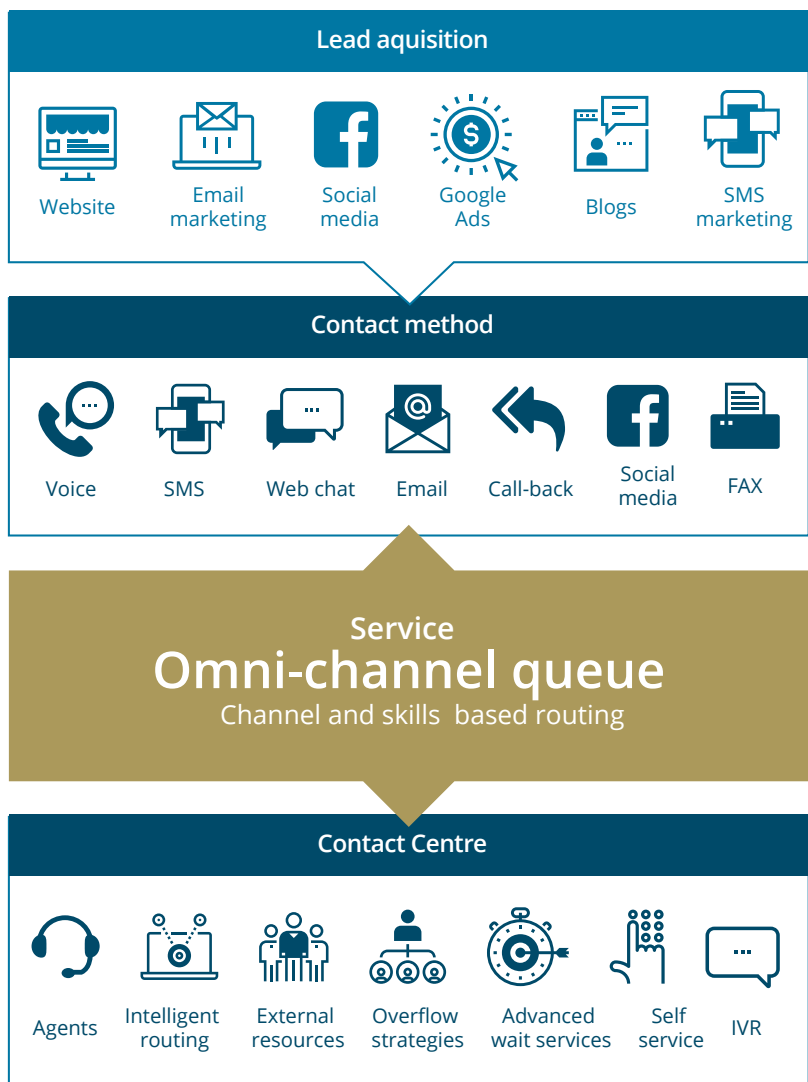




Customer experience technology omni-channel contact centre



To be successful today you must be omni-channel. As a result you are able to swiftly and professionally respond to your customers across a broad range of interaction channels. Your customers want you to respond immediately, accurately, in the manner they choose and they also want you to have their details already to hand.

“ You have to be no less than a customer concierge, doing everything you can to make every one of your customers feel acknowledged, appreciated, and heard. You have to make them feel special. Gary Vaynerchuk

CyCC goes far beyond traditional ACD systems providing you with an array of communication channels such as voice, SMS, email, fax, web chat, web-call-back, call-back-in-queue and social media connections meaning you can connect on any level.

Customer Experience is the new currency of power

Many products are commodified, meaning profits are harder to make by simply focusing on price. However, by improving customer experience, businesses can differentiate themselves. A company with effective customer experience strategy and technology will therefore rise above the competition and become the go-to business for today's ever more discerning customers.

Spending is geared heavily towards marketing, and for this reason companies often

fail to budget effectively for the development of their customer experience. With power shifting to consumers and therefore to the companies that earn their loyalty, customer experience really is the new currency of business.

'Your call' really has become important

It's the all centre cliché: "your call is important to us, please continue to hold and we will answer your call as soon as possible". However, behind this original (and overused) queue message is a core principle

for any successful business - your customer's call really is important!

When a customer takes the time to contact you, whether by voice call, SMS, email or social media, it is a rare opportunity to build loyalty. By offering a true omni-channel choice in how they communicate with your business, giving them relevant information and making better use of your support staff through intelligent routing, you can capitalise on this connection and let your customers know their call really is important to you.

Quality customer service for every business

The CyCC omni-channel contact centre technology offers a world class customer experience solution whether you are a team of just two or a large enterprise group. Whether you are in one office, various geographical locations or utilising remote workers, you can now offer the key requirements for successful and modern customer experience.

- Professionally manage customer communication
- Ensure calls are directed to the best person for the job
- Give your customers the options they expect
- Ensure staff always have the right information
- Measure results

Contact centre technology isn't only for call centres

Many successful small to medium sized businesses are now utilising affordable omni-channel contact centre technology to offer a more streamlined and enjoyable customer experience. The technologies, methodologies and managed approaches pioneered by call centres are now available to all businesses.

“ Every customer-facing employee is considered part of your 'virtual contact centre.

Contact centres are no longer formalised banks of agents. The difference between a receptionist and a single-agent contact centre is the technology offering overflow routing, intelligent queues, and even self-help options.

Make the CyCC solution your own

Every business has unique needs and business processes for competitive advantage and quality service. For this reason, Business Process Automation (BPA) and Communication Enabled Business Processes (CEBP) are at the heart of our advanced fit and customisation solutions.

CyTrack products offer inbuilt tools to meet your businesses individual requirements. Alternatively, you can work directly with our R&D team to create truly specialised applications tailored to work within your specific IT strategy and architecture.



Full IP contact centre suite

- Omni-channel and social networking.
- Business intelligence reporting.
- Skills based routing.
- Real-time management.
- Real-time configurable dashboards.
- Unlimited queues.
- Remote and multi-site support.
- Agent break management and workflow adherence.
- In queue options for callers.
- Queue scheduling.
- Queue VIP, priority management and balancing.
- Call blending.
- Advanced overflow control.
- Manage your own Announcements.

UC desktop agent interface

- CRM integration.
- Click to dial.
- Drag & drop.
- Presence.
- Messaging.
- SMS.
- Completion codes.
- On-screen wallboard.
- Queue name shown on agent screen.
- Auto agent absent redirect.

Please see our CyDesk™ brochure for more details.

Omni-channel

- Phone.
- SMS.
- Email.
- Fax.
- Twitter.
- Facebook.
- Web chat.
- Web call-back.
- Call back in queue.
- Email queuing.
- SMS gateway.

Powerful add-ons

- PCI DSS compliant voice recording.
- IVR.
- Telemarketing (outbound CC).
- Automatic outcall.
- Web chat.
- Social media integration.
- Agent evaluation & training module.
- Customer satisfaction & survey module.