

# CX Cloud

SIMPLIFY AND ENHANCE THE EXPERIENCE FOR  
YOUR CUSTOMERS AND GET ULTIMATE FLEXIBILITY  
WITH CLOUD CONTACT CENTRE SOLUTIONS

CX Cloud suits businesses of every size and industry, allowing them to bring new contact centres online within days, and new agents within hours or even minutes, offering users rich omni-channel features in a powerful and intuitive agent interface. Enjoy instant scalability, security, and disaster recovery, dedicated with total flexibility and agility.



## A SAAS CONTACT CENTRE SOLUTION FOCUSED ON CUSTOMER SERVICE

### 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 Contact Centre, or Contact-Centre-as-a-Service (CCaaS) has become a compelling alternative to traditional on premises communications solutions.

CCaaS removes the requirement for the heavy capital investment required to build, purchase, operate, and maintain these traditional communications solutions, and business leaders are increasingly interested in the as-a-service application model and the agility benefits it offers. Many organisations need contact centre solutions with secure and flexible deployment options that are readily scalable during seasonal spikes, can grow with business demands and can support multiple contact centres on a single application.

This is also an era of the empowered and ultra-connected customer. Customers want a rich and consistent experience irrespective of the communication channel.

### 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 them a number of benefits.

Whatever your size or industry, join a growing number of organisations who are creating their own cloud environment to serve all their unique, distributed operations with unmatched flexibility and scalability.

This scenario is well suited for large contact centres and industries, such as healthcare, travel, and finance, which require high levels of security, yet can benefit from the cloud's agility. But it is also suited for businesses with only a handful of agents, who have no appetite to invest heavily in a premises-based solution. And those in between.

With its comprehensive feature set, you can handle interactions faster and more effectively, and increase customer loyalty, while offering customers their channel of choice to communicate with you.

### Benefits of CX Cloud

- **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 an on premises solution.
- **Access** – Agents can be deployed anywhere; all you need is a PC, internet connection and headset.
- **Location independence** – create 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.

“Enghouse Interactive’s cloud contact centre is the best solution, with the features, functionality, reliability and flexibility to address myriad customer experience requirements in our hypercompetitive industry.”

*Lastminute.com*

## 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 as you choose.

## Business Continuity

Having the CX Cloud solution housed in a service provider's 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 adjust 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.

## A virtualised contact centre allows...

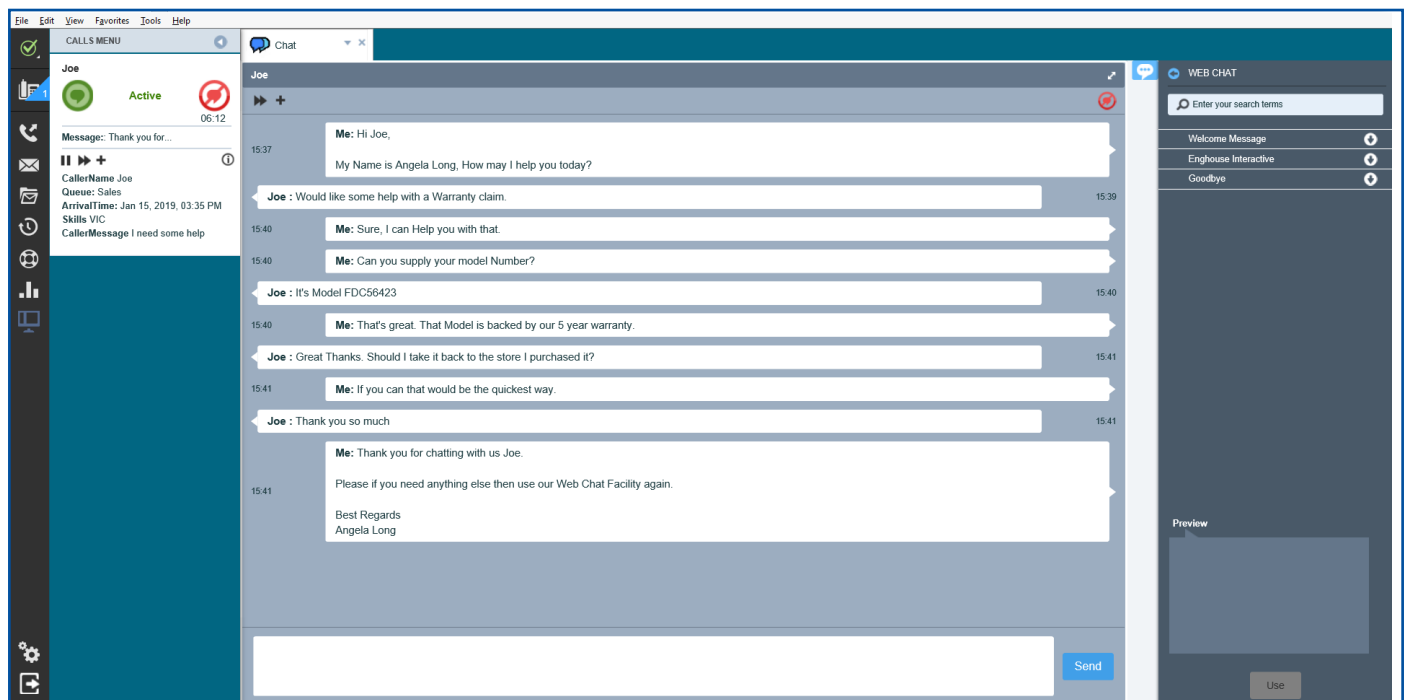
- Better management of agent availability by ensuring all contacts are filtered into globally managed, virtual queues when dealing with sudden spikes in customer demand or seasonality.
- A consistent level of services across your organisation.
- Reduced overhead – virtualisation means you don't need to keep and maintain a large site with empty desks.
- Networking of experts, including non-agents. You can take a huge step forward in ensuring customers receive the best response "first time, every time."
- More flexible working conditions, improving agent retention.

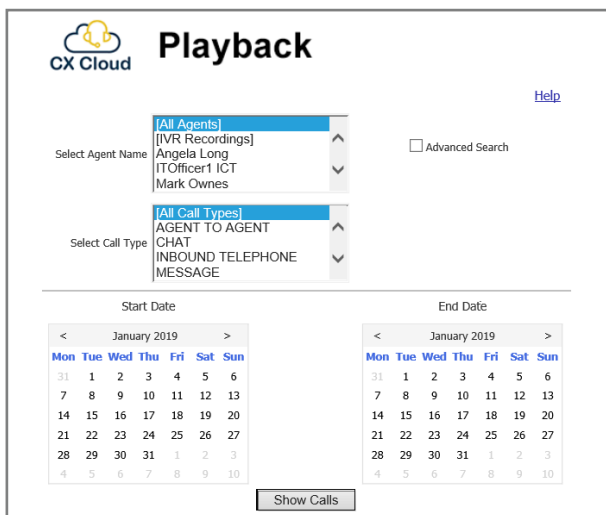
## Multi-Channel Routing with Universal Queuing

CX Cloud offers routing and queuing for multiple channels including phone, voicemail, email, chat, and social media. All channels are seamlessly blended into a single routing and queuing intelligence (the unified queue or '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.

### CX Cloud: Agent screen in active chat session





The screenshot shows the 'Playback' interface of CX Cloud. It includes a 'CX Cloud' logo, a 'Help' link, and a 'Select Agent Name' dropdown menu with options: [All Agents], [IVR Recordings], Angela Long, [TOffer1 ICT], and Mark Owens. There is an 'Advanced Search' checkbox. Below this is a 'Select Call Type' dropdown menu with options: [All Call Types], AGENT TO AGENT, CHAT, INBOUND TELEPHONE, and MESSAGE. At the bottom, there are two calendar widgets for 'Start Date' and 'End Date', both showing January 2019. A 'Show Calls' button is located at the bottom center.

### CX Cloud: Recording and quality monitoring

## Agent Interface

Contact centre agents use the intuitive and unified TouchPoint interface for managing all customer interactions. The web-based agent client is developed on the latest HTML technology and is compatible with Internet Explorer, 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.

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 preconfigured 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 role-based 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 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