



# ENTERPRISE CONNECT 2018

Gaylord Palms, Orlando, Florida

## ABSTRACT

Read selected Enterprise Connect suppliers' discussions on how their solutions could make a difference to companies seeking to increase operating efficiency and improve customer satisfaction.

Owner  
CRMXchange

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## **CRMXchange Enterprise Connect Review**

### **Delivering Critical Insights on the Contact Center Solutions that are Shaping the Market**

Enterprise Connect is the premier showcase for communications and collaboration to help achieve business transformation. Much of the event's focus is on IP Telephony, Unified Communications, and other issues central to enterprise networks. The conference and expo, which took place March 12-15, 2018, at the Gaylord Palms in Orlando, FL, also delves deep into technologies and deployment models for the contact center. APIs for chatbots, artificial intelligence, and applications for using contextual information to better understand customer intent and behavior were at the forefront. Suppliers offered solutions to improve the digital customer experience as end users, consultants, and channel partners came to learn new ways to empower businesses to deploy new technologies more quickly and cost-effectively.

CRMXchange was on hand to meet with selected Enterprise Connect suppliers from the contact center space. Sheri Greenhaus, Managing Partner, discussed how their solutions could make a difference to companies seeking to increase operating efficiency and improve customer satisfaction. This eBook presents brief summaries of their solutions and discusses what differentiates their offerings in the marketplace.

#### **CALL TRACKING/CUSTOMER JOURNEY ATTRIBUTION**

## **CallTrackingMetrics**

### **CallTrackingMetrics**

Knowing the reason *why* an individual called often generates a higher level of customer engagement. From understanding which advertising campaigns are generating phone calls, to routing and monitoring calls for their call centers, CallTrackingMetrics provides a solution that allows companies to transform phone communication into powerful intelligence. Whether an organization is using pay-per-click, Facebook ads, or a webpage, the agent will know the keyword or media trigger for the call, enabling a more productive and intelligent interaction. Depending on the source, calls can also be routed to the most appropriate agent. CallTrackingMetrics serves many digital agencies who depend on them to tell the agencies where their money is best spent. Sales Director Meghan Hodge provided additional details.

***How does your call tracking software enable businesses to follow the customer journey and better determine which keywords are driving conversations?***

Call tracking provides valuable attribution, which allows businesses to determine exactly which campaigns, ads, and keywords are driving phone calls. As calls come in, we capture critical call insights, such as demographic data on the caller, and when coupled with attribution data and

keywords from the conversation, businesses can identify patterns and fill in the gaps from the customer journey. For many companies, phone calls are a blind spot in the customer journey—but they don't have to be. Call tracking is the most effective way to connect the dots between online and offline channels.

***Why do you believe companies that consider calls ‘yesterday’s channel of choice’ are mistaken and in what ways can they better engage mobile customers who are attached to their phones?***

I think that's a fallacy and many studies around calls prove just the opposite. In fact, 65% of businesses report that their most concrete leads are from phone calls, and forecasts indicate that smartphones will trigger 73 billion inbound calls annually during 2018 — marking a 42% increase over 2017.

The customer who reaches out to have a conversation with an organization is the most engaged prospect. In many instances, they are often in the decision-making phase and much further down the funnel. Being able to have greater insight into the client who is calling arms the agents with more information about the prospect. Post-call, reports can uncover greater insights and trends in which channels are pushing quality calls. This information can be used to optimize advertising spend leading to greater ROI.

***Can you tell us more about your Smart Router and how it provides better estimates of wait time, callback options, and offers more a human response?***

Our Smart Router allows for customers to conditionally route clients based on their own set criteria. For example, a company could send calls based on location, new vs. repeat, tracking source, landing page, tags, etc. Knowing where to send individual callers who meet a specific set of criteria will increase the likelihood of first call resolution and can lead to higher customer satisfaction ratings. It can also conditionally route to a queue and schedule a callback option for customers who do not want to wait.

***As more companies explore the use of messaging to communicate with customers, how can your solution help them both send and track texts more effectively?***

It's never been easier to connect with leads and customers in real-time than via the use of text messaging campaigns. Our platform allows businesses to communicate via text with customers, send bulk text messages, and create automated responses, displaying all the same rich profile and attribution data as we do for phone calls. When coupled with our Auto Dialer technology, text messaging can become an effective way to grow your audience without impacting agent productivity.

## CALL RECORDING/QUALITY MANAGEMENT



### MiaRec

MiaRec is an advanced and highly reliable call recording and interactions management solution for contact centers. It supports on-premise as well as hosted deployment in a multi-tenant environment. Companies employ MiaRec to optimize business processes, help resolve customer disputes, better comply with regulatory requirements, and increase productivity. It is an effective quality management tool that enables companies to take proactive steps to monitor and train employees to improve performance. Tatiana Polyakova, VP of Sales and Marketing at MiaRec, noted that they do a free trial and often win the business during this period due to their high reliability and intuitive user interface. She elaborated on the benefits of call recording and MiaRec in particular.

***Why is it critical for companies to implement a more sophisticated call recording/quality management system that offers advanced contact center functionalities?***

Call recording is a commonly used tool within contact centers of all sizes. The use of call recording has been driven by the need to comply with regulatory requirements, as well as, to monitor the level of customer service. Once captured and stored, call recording data can be analyzed and turned into a valuable business asset. It provides insights into agents' performance, customer experience, and overall operations of a contact center. With additional tools such as Screen Capture, Agent Evaluation, Speech Analytics, and Advanced Reporting, contact center managers have full view of the customer experience and can easily pinpoint areas that need improvement.

***What features does your solution offer to enable businesses to improve regulatory compliance for PCI, HIPAA and other requirements?***

Compliance is extremely important for any organization. MiaRec offers many important features to help organizations comply with PCI, HIPAA, and other regulatory requirements, such as GDPR (General Data Protection Regulation) and MIFID II in Europe. If we are talking about PCI compliance, it is mandatory to remove sensitive information from call recordings. For example, credit card number and CVS code cannot be stored in any format even if it is encrypted. Therefore, MiaRec provides Pause/Resume functionality for PCI compliance. This allows businesses to automatically stop call recording when the sensitive information is provided. Other features that address both security and compliance requirements include advanced file encryption, role-based access control, file watermarking, audit trail log, and configurable retention policies.

***How does the MiaRec Quality Assurance Suite help contact centers improve agent performance and optimize customer service?***

Our Quality Assurance Suite provides contact centers with the tools to evaluate and analyze agents' performance and therefore enhance customer service within a company.

Trained and motivated contact-center staff is the key to success of any organization. With MiaRec Quality Management suite, contact center managers can perform evaluations, ensure script and compliance adherence, identify areas of improvement, and coach staff for superior customer service and better business results.

***Beyond ease of implementation and affordability, what makes MiaRec a superior choice for companies of all sizes?***

Our customers tell us the one thing that makes MiaRec different is exceptional reliability. This is especially important for companies operating in industries such as financial services and healthcare as they must record calls for compliance purposes and losing call recordings may lead to hefty fines. MiaRec has been proven to be an extremely reliable solution, providing high availability and advanced security.

MiaRec can be installed and configured within a couple of hours. MiaRec's clean and intuitive UI provides seamless user experience and require minimum training, while offering a completely integrated Workforce Optimization solution, which includes Call Recording, Agent Evaluation, Screen Capture, Speech Analytics and Advanced Reporting.



**Red Box Recorders**

Red Box Recorders have been capturing critical communications data for over 28 years. With capture, storage, and analysis of unified communications data becoming more essential than ever in the digital age, they have continued to innovate, adapt, and evolve to make these processes simpler and less complex to implement. The solution can work with just about any legacy and/or even a hybrid of systems. If a customer has multiple ACDs, screens to capture, or any point of contact, they can record all that information. Richard Vogt, Regional Director, North America, for Red Box Recorders provided in-depth answers.

***What is “converged capture” and how does it help businesses enhance customer service?***

Converged capture is the secure and reliable capture of voice communications across an organization's entire UC and telephony estate, as well as video, IM, SMS, and PC Screens.

Converged capture helps businesses enhance customer service by offering a holistic data set that can be utilized within Red Box Recorders' solution or exported to best-of-breed analytics and CRM tools through our Export API to:

- Offer insight into what customers think about a company's products and services
- Help to identify ways to reduce average call handling time and improve first call resolution
- Allow swift investigation of complaints for dispute resolution by accurately reconstructing incidents using data captured across multiple sources
- Enable identification of training needs to improve employee skills and confidence, plus reduce agent churn
- Ensure compliance with internally and externally enforced regulations, policies, and standards

***Can you explain how your solution helps to ensure contact center compliance?***

For organizations that record communications and handle card payments, compliance with Payment Card Industry Data Security Standards (PCI DSS) is vital. Red Box Recorders' PCI Suppression, a dedicated solution for suppressing sensitive card payment details from recordings, restricts access to sensitive authentication data by ensuring it is absent from both audio and screen recordings. This process can be automated or manual.

We also support contact centers on compliance with industry-specific regulations if applicable, such as Dodd-Frank or MiFID II, and data protection regulations such as the looming General Data Protection Regulation (GDPR). When GDPR comes into force in May 2018 for EU member states, it will have far-reaching implications for global data processing and sharing.

***Is it possible to use quality management to automate and target industry best practices?***

Quantify Quality Management is used for call quality monitoring and performance to drive performance and process improvements throughout an organization. It has been designed to provide ease of use and aligns with industry best practices to take an automated targeted approach to:

- Schedule – automatically select and assign the right calls to the right manager for evaluation
- Evaluate – forms are unique to an organization and designed to cover specific criteria
- Review – review and manage evaluations across departments and teams
- Report – summarize and visualize evaluation data
- Coach – assign specific learning objectives to individual agents

***How does your solution differ from other call recording/quality management offerings available in the market?***

Our secure, resilient offering is scalable to suit businesses of any size, with highly competitive and simple pricing. Reliable, easy to use, and swift to deploy, our solution integrates seamlessly with over 55 established telephony, UC, mobile, trading, radio, and contact center platforms.

Red Box Recorders offers flexible solutions that are easy to install and manage, while various deployment options provide resiliency and in-built monitoring tools provide assurance. Installed on just one server or virtualized, our recorder can integrate with analog, digital, cell phone, radio, and IP telephony communications and capture voice, video, IM, SMS, and PC screens.

A range of applications allows our customers to get the most out of captured communications (Search and Replay, Live Acquire, Event Reconstruct and Quality Management) and our highly accurate transcription service provides fully transcribed speech to text files of all captured audio. Customers have full and free ownership of all their captured data and our API architecture allows integration with many BI and CRM platforms.

#### *VOICE TRANSCRIPTION / SPEECH ANALYTICS*



#### Voci

Voci, a Carnegie-Mellon spinoff, provides an automated speech transcription platform. They process approximately 100 million hours of audio per year using AI and deep learning algorithms to deliver accurate transcription. They claim to produce the highest accuracy, lowest latency, and best scalability available. Voci's voice transcription and speech analytics capabilities take a company's call center data and converts it into instantly searchable text. These transcripts can be integrated into any analytics system, offering a single point of view of customer data. Voci also provides detailed information about customer sentiment and emotion. Businesses can identify calls containing negative customer experiences in order to pinpoint why customers are churning and identify which 'save' strategies are most effective. Their services are particularly valuable to financial institutions seeking to ensure regulatory compliance. Anthony Gradient, CEO at Voci, told us more.

#### ***How does your technology enable enterprises to make better-informed decisions?***

To better understand its customers and achieve these goals, a company requires data. Unfortunately, the largest and most valuable source of customer data is voice data from call center interactions, which have traditionally been difficult to access because of the effort it takes to manually review audio. Voci's voice transcription and speech analytics capabilities take 100% of an organization's call center data and convert it into highly-accurate text that can be searched instantly and analyzed for the answers to all customer experience questions. These transcripts can be integrated into any analytics system, offering a single point of view of customer data. While our transcriptions routinely exceed 80% accuracy out-of-the box, we go the extra mile to make them more valuable by including detailed metadata covering everything from call duration to speaker emotion and generating those results in both real-time and near real-time.

#### ***What steps do businesses need take to mitigate risk and ensure regulatory compliance?***

Companies face a variety of complex internal and external challenges, including noncompliant employees, federal audits, and data breaches. While limiting these risks requires constant vigilance, it has always been extremely difficult if not impossible to monitor everything employees say and do. With automated voice transcription, monitoring employees' voicemail and call recordings becomes a simple process, allowing businesses to detect compliance issues quickly, conduct more thorough audits, respond more effectively to legal allegations, protect company data from hackers, and retain a competitive advantage.

***In what ways can your voice data solutions impact positively on contact center operations?***

Nearly every business that maintains a contact center entertains the hope of upgrading performance while still succeeding in reducing costs, but to make that wish a reality, executives and managers must consider every aspect of operations. The most critical factors are how to reduce agent attrition, improve workforce management, increase sales effectiveness, and optimize agent QA efficiency.

Transcribing recordings allows companies to search and analyze 100% of agent-customer interactions for detailed insights that can be leveraged to make decisions based on actual data rather than gut instinct. It can help identify unhappy agents who are less productive, less engaged, and—most damaging of all—less motivated to speak highly of the company. Voci's voice transcription capabilities enable businesses to use speaker separation to specifically review the agent side of the conversation and better understand the agent experience. The transcripts come with emotional intelligence scores that combine traditional text-based sentiment analysis with acoustic-based analysis of speaker tone. Call transcription and analytics also make it easy to locate and share successful calls with agents to boost engagement.

***What differentiates your solutions from other offerings on the marketplace?***

We believe that the open systems which easily plug and play with other systems offer the greatest value to end users and strive to provide optimal accuracy at the lowest possible operating cost. Voci's experience in accelerated speech recognition spans nearly a decade starting with research done at world-renowned Carnegie Mellon University, we are still only steps away from the campus in Pittsburgh. We have enhanced and extended this work to address the analytic demands of commercial enterprises. Continued collaboration with speech experts at Carnegie Mellon ensures that Voci provides the world's best enterprise-grade speech-based solutions.

## CLOUD COMMUNICATIONS IVR /SELF-SERVICE SOLUTIONS



### IntelePeer

IntelePeer's Atmosphere Communications Platform provides reliable business communications and phone service with a plethora of add-on features that enable companies to deliver a consistently superior customer experience. Their multi-channel Atmosphere IVR goes beyond

simple answering service functionality, offering voice recognition in any language, outbound notifications, CRM integration for personalized prompts, connectivity to business calling, and more. When a large, fast food franchise with thousands of worldwide locations sought consistency across their stores and their catering area, they implemented Atmosphere. Now, all calls will go to one location and the system distributes the calls to the right store, helping enable corporate to gather metrics, improve customer experience, and ensure brand consistency. They are also implementing outbound notifications with IntelePeer for marketing and loyalty programs. Robert Galop, SVP Product and Marketing for IntelePeer, shed additional light on the needs met by the solution.

***Why is it now critical for businesses to provide a self-service experience that enables customers to quickly find answers to common questions while also making it easy for them reach agents who can resolve more complex issues?***

In today's businesses, customers expect a streamlined and personalized experience across all touch points, including phone, email, messaging, and social. Because of this, businesses are investing heavily in technology that supports the customer experience and provides customers with more ways to self-service, such as IntelePeer's multi-channel Atmosphere IVR. The solution makes it easier and faster for customers to get the help they need by enabling self-service through automated voice and SMS interactions. With multi-channel IVR and automation, customers can find answers and solve problems on their own, without always needing to speak to an agent. This not only gives customers a better experience, but it also frees up agents to focus on higher-value and more complex customer interactions.

***How does having an advanced IVR system enable companies to reduce costs and automate business processes?***

Multi-channel Advanced IVRs can automate a wide variety of business processes and customer interactions, making businesses more efficient and increasing customer loyalty. There are countless uses for IVR, but here are a few use cases:

- Collection calls – use outbound IVR or SMS to notify customers of overdue payments, providing the option to make payment or transfer call to speak to an AR rep.
- Ordering and inventory management – using customizable call flows, businesses can create a solution that meets the complexities of their business from ordering to reporting inventory.
- Manage spikes in call traffic – ensure no call goes unanswered during weather related or other disruptions. During the recent Florida hurricane, they were able to get a company up and running within 12 hours.
- Surveys and polls – gauge satisfaction from customers or employees by setting up automated surveys to collect feedback. Survey takers can call in to a number and respond to questions that a business might want to ask. Responses will then be sent back for evaluation.
- Appointment reminders – use outbound IVR or SMS to send reminders and announcements to customers.

***In what ways does IntelePeer work with clients to develop a custom solution tailored to the individual needs of a company?***

Clients will never have to settle for a one-size-fits-all solution; call flows can be completely tailored to their specifications by a skilled professional services team who will work to deliver the experience companies want to provide to their customers. We have many customers who turn to us for turn-key automation solutions that do not require them to engage their own development resources. Our intuitive system also makes it easy to manage an IVR in-house and customers have 24/7 access to live agents for technical support.

***How can businesses enhance the customer experience by implementing cloud routing to control inbound calls across locations and adjust routing patterns in real time?***

By implementing cloud routing, businesses can enhance their customer service, execute a robust disaster avoidance strategy, and optimize call center operations while gaining access to call recording, call monitoring, activity reporting, and CRM integration - all through a single tool. Companies can create routing patterns and set call destinations that truly adapt to changes in business needs. During disaster situations, cloud routing can be used to keep operations running by quickly routing calls from the affected phone system to another working location.

***CUSTOMER SERVICE AUTOMATION/ SECURE CHANNEL COMMUNICATIONS***



**Pyestream**

Businesses need to deliver an always-on, responsive, and on-demand customer experience. Pyestream facilitates customer engagement by allowing companies to connect through a secure channel. This is referred to as a “pype” which provides on-demand support, marketing, and sales services. By leveraging a combination of AI-powered robots and human agents within the pype, companies can achieve cost savings while maintaining a high level of customer satisfaction with AI-driven conversational experiences. For example, Lincoln Center has incorporated a Pyestream chatbot ‘Wolfie’ (named after Wolfgang Amadeus Mozart) to their website, making it easier for customers from across the globe to find out about performances, book tickets, and get their questions answered immediately. Pyestream’s CMO, Zvi Moshkoviz, answered our questions about their full stack solution.

***In what ways do your two-way Smart Messaging Platform empower businesses to send both broadcast messages to a broad audience while enabling personal, 1-on-1 customer conversations?***

Pyestream’s Smart Messaging platform has an Event Based Broadcast API which enables a business to broadcast messages to broad audience or per user base. Since the API is triggered by an event, it’s flexible for masses or 1-1. When a user replies to a broadcast, he engages with the business in a secured and private 1:1 manner and can have a customized conversation

based on his/her event or question. While we automate conversations as a first line of engagement, we can also escalate them to real human agents to help resolve issues as quickly as possible.

***Can you briefly explain your concept of the ‘Pragmatic AI Journey’ and how it allows machine learning to drive business process automation across the enterprise?***

Pragmatic AI is the mix of a probabilistic and deterministic system to help in customer engagements. We used an AI-based machine learning classifier that can be trained to understand users' intent and extract entities when entered in free text; this is a probabilistic machine. Once the intents and entities are known, we use a deterministic flow to respond back to the user with a guided journey based on the businesses' own process. These two systems together are a pragmatic approach that use AI to understand users but not to change business logic, which is defined by the enterprise.

***How can companies build their own PypeBots with the capability to understand customer intent, provide options based on business rules, and help guide them to more rapid issue resolution?***

The building of the bot is about 20% of the process. Each individual customer needs to decide what they want to accomplish. Once these preferences are set, each solution is customized to their specific requirements. Pypestream has tools for subject matter experts (SME) to train intents, entities, and business logic. We use SME's to train 35-40 sample utterances of an intent, and entity dictionaries. Once they train, they can use our toolset to build out dialog flows (AI-backed conversations) based of the business model. For example, the sample utterances for password reset are "I forgot my password, I can't get into the system, Help, I am locked out." They would train all these into the NLU engine and then dialog would say intent 'password reset' and go through the proper flow. We employ field tests processes to ensure that client requirements are being met.

***How do you transition complex issues that fall outside of a chatbot's capabilities to live agents to create a seamless, uninterrupted conversation?***

Our platform is built to seamlessly handoff to a human agent when the system determines a conversation needs to be escalated either by design or complexity. We help agents understand all that has been done so far so they do not ask repeat questions. For example, if the issue is with a mobile device and the user says that initially, they can see it in the conversation history. Agents can use Pypestream's agent desktop or if they already have a solution with live chat, we can easily integrate into it.

## CLOUD-BASED CONTACT CENTER



### ZaiLab

While the contact center industry is a major provider of employment, it's not even close to realizing its full potential, partially due to agent offshoring. Usually thought of as a cost-saving measure, offshoring eliminates vast numbers of local jobs – and it often ends up hurting the companies who practice it because customers prefer not to deal with agents who have a limited understanding their culture.

ZaiLab, which started in South Africa and has its lead office in Dublin, Ireland, is now entering the North American market. The company offers an omnichannel software platform which provides businesses with a cost-effective method of personalizing routing, improving client conversations, and increase efficiency. Their 'Single Waiting Room' feature routes interactions based on customers' past experiences and personalizes via machine learning. They serve small to medium contact centers, working with businesses with as few as two seats. With their pay-as-you-use model, there are no monthly fees or contracts and users are only charged for what they use. Even though there are no set-up or support costs, they are available 24 – 7 for support. CRMXchange caught up with Fokion Natsis, Chief Sales and Strategy Officer at ZaiLab, to learn more about their unique approach.

***How can companies employ local agents with a deeper cultural understanding of their customers while enjoying the same type of operating efficiencies as those that now offshore their contact centers?***

ZaiLab's innovative contact center model has proven from its debut in South Africa that the smart way of doing business is to keep things local.

We are introducing this mass job-creation blueprint to the US contact center market. The objective is to ensure that more local jobs are created rather than lost to offshoring. Technology has given us the opportunity to modify the way we do business by changing the typical working model of agents and investing in creating employment opportunities that boost our own economies. Agents can now work remotely from anywhere in the world and still be managed on their performance.

Our CEO and founder, Nour Addine Ayyoub, spearheaded the establishment of a proof-of-concept contact center in Delft, a poverty-stricken neighborhood in Cape Town. His aim is to show that it makes more financial sense to employ local agents and prove that the contact center industry has progressed into an

age that no longer requires central brick-and-mortar buildings with thousands of agents, but utilizes teams working from the comfort of their own homes.

The model is very simple. First, learner agents are trained in a cutting-edge facility in Delft using ZaiLab's AI-boosted software. Once agents are ready for the workplace, they move out of the incubator to become independent home contractors who are self-sufficient and self-sustaining. Clients then subcontract work to the agents they choose. Clients are charged per transaction, not per seat – and agents get paid according to the number of transactions they handle. A dedicated QA staff (also working within ZaiLab's integrated software ecosystem and also paid per transaction) make sure all work is done to the highest standards.

In the end, clients can end up saving a significant amount of money, while agents save on the costs and time involved in travelling to and from distant workplaces. This also makes contact center work accessible to stay-at-home mothers and people with disabilities. Customers benefit from dealing with somebody from their own country, somebody who understands the local way of doing things. It's a clear win-win.

ZaiLab's software incorporates machine learning to achieve efficient customer–agent matching, regardless of geographic location. Its team-leader tools also offer a clear window into agent activity, meaning organizations can keep track of precisely what their workforce is doing at any time.

Moreover, ZaiLab's novel usage-based pricing model means businesses of any size can access the software without a huge capital outlay and the risk of long-term contracts. Operating costs can also be kept closer to the bone, paving the way for companies to employ local agents.

***Can you explain how one platform makes it easy to pivot between all the roles in a contact center?***

The ZaiLab suite of application services is based on a distributed cloud architecture built on Amazon Web Services (AWS). It is designed to provide rapid deployment, maximum reliability, and unlimited scalability, all while connecting customers and employees in new, more efficient ways. The software is designed from the ground up and is not reliant on any bolt-on applications. A business can create, configure, and change the user attributes within seconds. Users can be invited as agents, team leaders, QA managers, campaign managers, etc., at any time and these roles can change on the fly.

***Why has ZaiLab chosen to operate on a true usage-based system and how does that provide added flexibility for businesses of all sizes?***

Imagine being able to boost a business by renting a virtual contact center as easily as buying electricity. The current way of charging for software doesn't make sense; take for example, spreadsheet software. If one buys a license for it and uses it once a week to budget groceries, while another buys a license and uses it every day to run complex forecasts, someone is clearly losing out.

If you only have to pay for software when you use it, the solution scales flexibly with your needs – and it's possible to opt out any time. This is a big deal for SMBs. Traditionally, high-powered contact center solutions are prohibitively expensive and overly complicated. Taking them on can be a huge risk because they often entail long-term contracts that don't account for how needs change over time. Thus, most smaller businesses don't even think of setting up their own professional contact center; until now it simply had not been an option.

Our software is easily accessible throughout the world. It's truly cloud-based and highly efficient. We keep expenses down and pass those savings onto our customers. There are no additional costs for upgrades or the minimal training required to use the software.

***As you enter the North American market, what advantages does your solution provide that you believe will set you apart from your competition?***

The software is 100% pay-as-you-go. There are no licensing fees, start-up costs, or support costs. Companies only pay for the features they use yet are given instant access to all the bells and whistles from the get-go. Our key value proposition and differentiators are the ease of setup and flexibility, our single waiting room that prioritizes and routes interactions to the most appropriate agent, and our usage-based pricing model.



**Vonage**

With decades of experience in the cloud, Vonage makes launching a new virtual contact center simple, even on multi-channel or customized systems. Their Omnichannel Contact Center, powered by inContact, is a full-featured inbound and outbound contact center solution that integrates the traditional voice call center with voice, chat, social, SMS, and email, as well as real-time and historical analytics reporting. Colter Hammer, Strategic Partner Director, Contact Center, gave us a closer look at the advantages of their cloud-based solution.

***In what ways does having the ability to maintain infrastructure and maintenance in the cloud offer both ongoing economic advantages and greater scalability for companies with contact centers?***

Since the advent and broad acceptance of the cloud, businesses can scale more quickly, offer services they might not have thought possible, that previously seemed complex or out of reach, and bring their customer experience strategy to life at a fraction of the cost in time, resources, and infrastructure.

We have seen that connected communication channels increase productivity across departments; moving the collaboration and the contact center to the cloud with Vonage means that agents can work from anywhere without requiring heavy IT or infrastructure costs. A cloud contact center also enables companies to respond to customers in real-time and operate with more flexibility. When a cloud-based contact center is connected to a business' collaboration

system and contextual communications capabilities such as SMS and chat, organizations can connect with customers for deeper relationships and a better customer journey. The addition of Vonage's SmartWAN SD-WAN solution to a company's cloud-based contact center offers Quality of Service (QoS) by simplifying and improving redundancy across locations, and streamlines a unified communications system to ensure businesses are able to keep their office connected and running smoothly.

***Why is it important to have the ability to provide customized contact center solutions to meet the requirements of businesses with highly specific needs?***

We have long believed that better collaboration within the contact center will breed better business outcomes. Vonage's contact center solution has the agility and flexibility to adapt and scale to meet the specific demands of each enterprise and the many faces of its customers. Coupled with our [Nexmo API platform](#), experience, and resources, we have the capability to design highly configurable and customizable contact center solutions that address unique and specific needs for each customer.

Vonage is uniquely positioned to augment a cloud-based contact center solution with its Nexmo API platform technology. For businesses seeking advanced, personalized multi-channel communications embedded into their existing apps, websites or chat, the Vonage API platform enables use cases like one-to-one bulk [SMS/notifications services](#), [custom built IVR](#) connected intelligently to applications like Natural Language Processing, AI, or other sources such as chatbots, and [more](#) to empower customers to create a modern and proactive [customer engagement](#) experience.

***How do your solutions enable companies to offer effective omnichannel service while optimally integrating with existing CRM applications?***

Vonage's contact center offerings support advanced contact routing, analytics reporting, and an extensive list of pre-built and customized CRM integrations. A key example is Vonage's custom application displaying contact center data/statistics in a wallboard-style user interface on a live dashboard that includes real-time and historical reporting from multiple sources including CRM, to drive actionable insight to every end user: from an agent on the call floor, to supervisors and directors looking to improve how their agents drive their customer experience. This modular wallboard interface organizes, groups, and displays real-time and interval-reported statistics from Vonage's contact center platform that can be used for performance management, gamification, or other culture building motivation from within the contact center platform. Equally as important, it invites agents and supervisors to work collaboratively and drives the right behaviors to capture data in a central repository for more accurate reporting and metrics from their existing investment in CRM.

***What tools do you offer to make it easier to enable agents to work more effectively from either multiple locations or remotely as contractors?***

In an increasingly mobile world, businesses are facing communication challenges on two fronts

- a workforce that is no longer tied to the office, requiring integrated collaboration tools, and a customer base that demands real-time, contextual communications, exceptional services, and support via their preferred channel. Mobility is key to an effective contact center solution that can address these challenges. Vonage's cloud-based communications solutions and contact center offering enable employees to work wherever they are, not only keeping them connected to customers but to their fellow employees for enhanced productivity and collaboration. In addition, via our Nexmo API Platform, we offer several solutions that allow agents to stay in touch with customers via their preferred channel, at the preferred time - from anywhere, on any device.

## CONTACT CENTER COMPLIANCE SOLUTIONS



### PCI Pal

PCI Pal is a true cloud provider leveraging the AWS environment to provide globally accessible secure payment solutions for contact centers and businesses taking Cardholder Not Present (CNP) payments. Their solutions are Level One PCI DSS certified enabling them to handle numerical payment data for the world's largest organizations. Their objective is to provide a solution which descopes the contact center from PCI DSS scope and protect their clients' businesses without compromising how contact center operations are run. Since their entire product portfolio is served from the AWS cloud, integrations with existing telephony, payment and desktop environments are simple with no impact on other services. Their solution will be even more in the spotlight with the upcoming global implementation of GDPR (General Data Protection Regulation) on May 25<sup>th</sup>. While it imposes strict new privacy restrictions governing the collection and use of personal data in EU nations, it will impact all companies who do business with customers who are EU citizens-- more than 500 million people. Grafton Potter Vice President of Sales - North America at PCI Pal provided added background.

### ***In what ways will the upcoming GDPR requirements differ from existing PCI DSS compliance standards and how can companies ensure that they are adhering to both?***

The main difference between GDPR and PCI DSS is that GDPR will be enshrined in law in the EU. In addition to protecting citizens' privacy, the most significant incentive to comply with GDPR is the severity of the potential penalties that can be incurred with GDPR and the global reach of the law for companies who do business with EU citizens. Both PCI DSS and GDPR aim to ensure organizations secure a consumer's personal data but PCI DSS focuses on payment card and cardholder data, while GDPR focuses on *all* EU personal data including cardholder data.

Another key difference is that GDPR provides guidance on what needs protecting but does not provide a detailed action plan. Conversely, PCI DSS is more mature and details clearly what needs to be achieved while providing a clear path with steps and requirements for securing cardholder data.

PCI DSS should act as a tool to achieve GDPR compliance. If you are compliant with PCI DSS, you are meeting most baseline security control standards of GDPR.

***How does your Agent Assist technology enable customers to make secure payments on the phone without the possibility of agent interception?***

Our core solution, Agent Assist, utilizes our AWS cloud infrastructure to mask DTMF (Dual Tone Multi Frequency, aka touch tones) to provide companies with a solution to receive payments by phone and descope the network environments from PCI DSS.

At the time a payment needs to be made, the customer will key in their account number, expiration date, and CVV on their phone keypad instead of having to speak the credit card (or Social Security number or other sensitive information) to the agent. PCI Pal then routes the information to our PCI DSS Level 1 Certified Platform and thus descopes the customer's environment from PCI DSS because no sensitive data is stored in the network environment. We integrate with the call flow and at the point of payment, so the agent doesn't hear or see the card data. All the agent sees are asterisks on the screen and only hears monotone beeps to confirm that the payment information is being entered.

We then integrate with the merchant's payment gateway and allow the agent to receive the payment gateway's credit card token and approval for the payment all while the customer and the agent continue to speak throughout the entire process.

***Can you tell us about the configuration options available to ensure that payment solutions do not interfere with a company's operational requirements?***

PCI Pal's Agent Assist solution can be deployed in a number of ways. We work with each company and partner to understand the scope of the project and which deployment method works best for them. We have simple and proven telephony and API integrations so there is no impact on the business operations. In fact, our projects typically result in a 20-30 second *reduction* in ACHT (Average Call Handling Time) which provides savings and operational efficiencies to our customers and a value add for our business partners.

***What are the advantages of allowing people to utilize SMS and webchat to make secure payments?***

Through our experience across the contact center space, we know that customers increasingly expect to be able to interact with brands via multiple channels. SMS and web chat are key components of omnichannel communication and require secure mechanisms to enable customers to make PCI compliant payments. SMS and Webchat provide a link to call into the PCI Pal Payment IVR to enable a customer to make a payment.

SMS and web chat are convenient ways to communicate with customers and take payments, which is especially appealing to companies who wish to take orders during busy sales periods or for transactions where customers might prefer not to speak to an agent – like debt recovery or collection environments.

## *END-TO-END CUSTOMER EXPERIENCE*



### TTEC

Known for over 35 years as TeleTech, the company has always striven to bring humanity to its clients' customer experiences. The company's 50,000 employees across the globe work with many of the most innovative brands -- including many Fortune 1000 companies and businesses in the financial and retail sectors -- to acquire, serve, retain, grow, and protect their customer relationships. While originally known for its business process outsourcing service, it has evolved to combine service design, strategic consulting, technology platforms, and operational excellence. TTEC takes an end-to-end approach in determining the customer's greatest challenges and find ways to help them make their customer experience a differentiating factor. Olivia Griner, Executive Director, Public Relations & Analyst Relations for TTEC, provided background on the company's evolving direction, including a look at their progress in integrating Intelligent Virtual Assistants with human agents.

***With a long history and industrywide recognition as TeleTech, you recently rebranded. What was the rationale behind the change to TTEC, what will be different, and in what new directions do you see your company moving?***

While the company has a proud heritage within the customer service industry we pioneered and helped to build, we chose to part with our old name because it limited the perception and understanding of our full capabilities, potential, and value. With this new name, TTEC is affirming that it has successfully evolved to become an end-to-end strategic business partner in the design and delivery of world-class customer experience, engagement, growth, and digital trust and safety services.

***How does TTEC help businesses plot new courses toward optimizing their contact centers and delivering true omnichannel service that focuses on customer needs?***

After years of innovation and investment to build a holistic technology-enabled, data-rich customer engagement services platform, TTEC is uniquely positioned to respond to growing market demand. Through our unified offering, Humanify Customer Engagement as a Service (HCEaaS), we deliver outcome-based customer engagement solutions. TTEC Digital, our digital consultancy, designs and builds human-centric, tech-enabled, insight-driven customer

experience solutions for clients and TTEC Engage, our 'delivery center of excellence', operates customer acquisition, care, growth, and digital trust and safety services.

***In what ways do your Humanity Insights Platform solutions enable organizations to more efficiently use data to better understand their customers and provide more personalized experiences?***

The Humanity Insights Platform is a scalable, cloud-based data platform that manages administration tasks needed to integrate customer, employee, and transactional data. The platform will provide near real-time insights of customer needs, behaviors, preferences, or any other custom insight, to effectively deliver great customer experience. This is done by breaking down data silos and giving clients an integrated environment that consumes data from multiple data sources, both structured and unstructured, integrating and centralizing the data under one umbrella. Most insight solutions include only a platform, data scientist, or model outsourcing. By streamlining how analytics are used in customer engagement today from the contact center and across the customer's interaction with the brand, we enable more personalized omnichannel experiences at scale.

***How does your Intelligent Virtual Assistant help companies evolve beyond the rudimentary capabilities of chatbots to offer a more humanized approach to digital interactions?***

The Humanity Digital Worker Factory includes the Intelligent Virtual Assistant (IVA) as a hybrid workforce where the IVA simplifies interactions and the human associate engages, allowing us to reduce cost, increase sales, and improve the customer experience. The IVA is unscripted, adaptable, omni-channel ready, and able to be used in multiple industries. Voice of the Customer is how communication with customers can be analyzed by machine learning to provide a high-level view of the sentiment towards our client's products, services, and brand. We use this information to enhance customer service, train and allocate staff, and proactively respond to issues.

## CONTACT CENTER GUIDANCE



### Voxai

Voxai offers a range of contact center technology services and solutions to help clients provide a customer experience that sets them apart from their competitors. Their full life cycle of service includes everything from business and technology consulting, implementation, planning and execution, testing, training, as well as three levels of managed services. They

do everything from staff augmentation to supporting platform infrastructure to full support of the contact center environment. While their area of expertise is as a provider of Genesys Development Services, they also offer their own tools to optimize integrations. Tony Jurica, Senior Director, Cloud Practice, Voxai offered additional insight.

***Today's customers want easy-to-use, self-service options that can answer a variety of inquiries without the need for agent interactions. How does Voxai enable organizations to best use platform vendor-developed tools and integrated development environments to implement more cost-effective speech and IVR solutions?***

Voxai has over 12 years' experience in implementing large scale IVR solutions. We specialize in the Genesys GVP and GAAP platforms bringing a wealth of experience to each client implementation. This includes some of the latest features including multi-modal (Visual IVR) functionality. With Voxai's vInteract, we can offer private cloud solutions to our clients, optimizing delivery timeline and costs.

***Can you explain the concept of vCare and how it offers businesses options that enable them to ease the burden of maintaining contact center infrastructure?***

Today's contact center solutions are bringing leading edge capabilities to customers like chatbots, multi-modal IVR, and AI. The complexity of supporting and effectively implementing these services requires knowledge and hands-on expertise developed over time. Contact center technologies today require unique skill-sets with purpose-built infrastructure. Clients leveraging vCare can focus on their core business and CX, leaving the day to day care of these complex environments to Voxai.

***As a Genesys partner, how do you help businesses assess technologies and integrate them across other contact center platforms?***

As an open standards platform, Genesys has a long history of system integrations with other call center solutions and backend systems like CRM. Voxai's experience and history with Genesys affords us the opportunity to openly consult with our clients on best practice integrations versus ROI of possible replacements. We have the experience to migrate our clients from legacy implementations to both hybrid and cloud capabilities.

***In what ways can you assist companies in achieving improved desktop integration with enhanced CTI capabilities?***

Voxai represents not only the Genesys product set and its supporting API/SDKs, but we have developed our own reusable components to optimize integrations. These include our own soft phone, connectors for Voice Analytics, and middleware supporting 3<sup>rd</sup> party backend and desktop integrations.