

2019 Enterprise Connect Edify



Edify



FLEXIBLE CLOUD CONTACT CENTER PLATFORM

Edify

This new entry offers an out-of-the-box solution that will enable managers to get it up and running quickly, but since it is built on a flexible, programmable platform, any developer can make improvements. Edify is being guided to the market by experienced developers and entrepreneurs who maintain they will provide 100% SLA or pay 10X the contract value. What's more, the first 5 users per company will be free 'forever' with a very reasonable per user per day rate offered for additional personnel.

Edify Huddle will analyze customer engagements in real time and highlights the most important coaching and training opportunities. It will make it easy to connect on any channel, giving users the power to do what works best for them. Voice, video, and text are all options available in just a few clicks.

With a drag-and-drop workflow builder, it will be easy to create custom workflows tailored to an organization's specific business needs. Their AI assistant uses machine learning to execute intent-based routing and enhance customer engagement. Edify co-founder Cameron Weeks brought us up to date on progress.

Your pre-event publicity states that you have spent the last 10 years refining RTC (video/voice/chat social) tools to improve both customer and employee communications: are you now in a position to elaborate on the tangible benefits of your solution?

Edify is a flexible, scalable and intuitive solution that will fill a major void in today's business world where customer service, proactive customer engagement and back-office needs are converging. We're excited to help businesses redefine and elevate the way they manage their customer experience and internal cross-team collaborations. For years, businesses have been forced into a corner, paying millions to maintain legacy on-premise solutions which lack key functionality and the holistic perspective demanded by today's marketplace. Edify offers a new solution.

We believe the communications solution we built has never been done before in quite this way, without middleware and integrations and complex connectors. Our platform combines omni-channel into a single pane of glass, removing the legacy trend of limiting each interaction to a single form of communication at a time. The end result is a platform that leverages ML data models alongside a human workforce, maximizing efficiency without sacrificing quality.

You and Bracken Fields have been working together for over a decade in developing and launching disruptive customer service platforms: what drew you to this specific project?

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We never thought we would end up in customer service and telecom. While studying at Purdue University, a friend reached out asking for our help in buying a new phone system for his company. Touting the Purdue mindset, we asked 'why buy something when we could just build it? Immediately, we became infatuated with the power of being able to leverage live voice communication, and we haven't looked back since.

We co-founded our first VoIP company in 2007 while still students, knowing there was a better way for companies to serve their customers and wanting to solve that massive issue. That solution grew to be a major global customer service platform helping organizations worldwide.

I'm now driving the new team at Edify to launch a product that we hope will change the communications industry. There is an incredible amount of information and value contained within day-to-day conversations. We are on a mission to use that data for good, helping people solve problems and, in turn, giving them more time in their day to focus on the truly important things. Gone are the days of waiting on hold. Customer service is a major brand differentiator and people want assistance the way they want it, when they want it. Organizations must meet these demands, or they will lose customers. Edify is here to bridge that gap.

You also mention that you embrace complex problems: can you give our subscribers any examples of how that approach is being addressed in your building process?

Edify was built from the ground up, enabling us to create exactly what users need without having been bound to any existing technologies or third-party requirements. We had a vision and we brought it to life with this product. And we are confident that once people get their hands on it, there will be no turning back. Edify gives organizations a new and better way to ensure their customers get what they need across all channels.

I firmly believe that RTC and ML are two of the most complex pieces of technology in active development today. Bracken and I share a common belief that the product and the technology should be at the center of the company leading the decision-making process, rather than the traditional sales & marketing-led companies we compete against. We designed Edify using a modern micro-services architecture to ensure 100% uptime, allowing us to provide the industry's most inclusive 100% financially-backed SLA.

The Edify platform will operate at a global scale from day one, joining an incredibly small list of companies that have the technical ability to deploy a true 'global queue', allowing businesses to truly unite their global workforce.

When it is available, how will your solution differ from others on the marketplace?

Edify launched and showcased its new platform, providing the first public demo at Enterprise Connect. The brand and online materials became available that same day. Customers are now able to request early access to Edify, and we intend to make the platform GA in mid Q2 of 2019.

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Edify's solution unites teams beyond the contact center and unifies global workforces to resolve complex customer service challenges via one, intuitive, intelligent interface. Edify is reliable, fully certified and compliant, working across all mediums to create a single workflow. We also offer a completely new pricing model, a hybrid between usage-based and named users that we believe better aligns with how our customers operate.