

ControlMaxx

FLEXIBLE, NIMBLE, DYNAMIC - NOT WORDS YOU
NORMALLY ASSOCIATE WITH ENTERPRISE CONTACT
CENTER SOLUTIONS

The West logo consists of the word "west" in a lowercase, sans-serif font, enclosed within a white square border. A registered trademark symbol (®) is located to the right of the square. The logo is positioned in the upper right corner of the page, overlaid on a red-tinted image of a person holding a mobile phone.

Change is constant, change is inevitable, competition is fierce and every customer interaction counts. An enterprise needs a contact center solution that provides the tools necessary to maximize efficiency, increase productivity and ensure outstanding customer service in dynamic business environments.

ControlMaxx delivers a powerful set of tools that put you in total control of call routing across the enterprise. Combined with sophisticated contact center functionality, ControlMaxx helps ensure that incoming callers reach the resources best able to meet their requirements - first time, every time.

World-class enterprises must be agile enough to adapt quickly to changing business conditions, handling unpredictable or seasonal call volumes, meeting and exceeding customer service expectations and adhering to corporate governance policies. Traditional telephony and on-premises contact center offerings just don't deliver the agility and real-time control that an enterprise needs to stay ahead of the pack. ControlMaxx is different - cloud-based, with unlimited scale of users and call handling capacity, it provides administrators and agents the tools they need to ensure excellence in customer service.

BENEFITS

Drive quality & productivity

ControlMaxx is designed to help the enterprise contact center achieve both quality and productivity goals. Sophisticated call routing capabilities put administrators in control of call flows across distributed centers and agents, ensuring callers reach the resources best able to serve them. Administrators benefit from total transparency of queues and agent activity and are able to manipulate traffic across queues in real-time.

Stay nimble

Delivered as a cloud-based application, ControlMaxx's on-demand nature provides a flexible, scalable solution that moves at the pace of your enterprise contact center. Contact center managers will experience the flexibility of real-time queue management, adding or removing users from queues as call flow dictates, accommodating high traffic periods or busy seasons. ControlMaxx also gives you the power to build distributed contact centers, empowering facilities-based and home workers with full access to ControlMaxx tools with centralized management and reporting.

Integrate business processes

Understanding that your customers have high expectations for service delivery and are intolerant of delays and inadequate services, ControlMaxx has been designed to enable voice & data to be integrated into enterprise business processes and applications. Incoming call and caller provided data can be used



GARTNER MAGIC QUADRANT

"West UC has the tools, processes, experience and infrastructure to consistently deliver a UCaaS solution."

Gartner 2015 Magic Quadrant for UCaaS

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to provide intelligent call routing and integration with the applications and services an agent needs to deliver a high quality customer experience. Integration with Salesforce.com allows for screen pops of caller information and click-to-dial functionality.

FLEXIBLE SERVICES PACKAGES

ControlMaxx provides contact centers with a choice of two service options, Standard and Advanced.

STANDARD		ADVANCED
Designed for day-to-day ControlMaxx users, the Standard package provides you with:		Designed for contact center managers and those requiring analytics, ControlMaxx Advanced offers all of the features of ControlMaxx Standard, plus:
Call Flow Management Tools <ul style="list-style-type: none"> Voice Queues Geo Routing Hunt Groups Directory Action Groups Voicemail Auto Attendant Reporting <ul style="list-style-type: none"> Session Reports Agent Status Log 	Monitoring in real-time <ul style="list-style-type: none"> Queue Status Agent Status Active Sessions Completed Session monitoring Agent Desktop Client <ul style="list-style-type: none"> Ability to define a Screen Pop within Agent Desktop Client or Salesforce Capability to manage Disaster Recovery, Caller ID Overrides, Hold Music, Session Tags and Sounds (recorded files for IVRs, etc) 	Call Flow Management Tools <ul style="list-style-type: none"> Multi-media Queuing including Voice & Chat Monitoring in real-time <ul style="list-style-type: none"> Monitor DID, Queue, Whisper, Barge Queue Call Recording Screen Capture Recording Reporting <ul style="list-style-type: none"> Chat Log Agent Desktop Client <ul style="list-style-type: none"> Chat with Agents & Customers (when Chat Queuing enabled)

FEATURES	BENEFITS
Call Flow Management Tools Provide a range of call flow routing options, including multimedia queuing with voice and chat, hunt groups, auto attendants and routing based on geographic location.	Contact center managers can easily update routing as business needs require, with all changes made in real-time. Call flow management tools efficiently control customer communication and provide flexibility.
Monitoring A full range of monitoring capabilities are provided with real-time status views. Whisper, Barge and DID monitoring provide quality of service tools to continually review and improve customer service. Screen capture provides a recorded archive of agent screens, aiding in agent training and development.	ControlMaxx gives contact centers control over every aspect of inbound call communications. Real-time status provides a clear view of calls in process, calls on hold and agent status. Agent status changes can be made on the fly. Call monitoring tools address customer needs immediately and provide supervisor support to the agent and caller as necessary.
Reporting Robust reporting engine, providing real-time status and analytics, including reports by queue, agent, call or path.	Report customization allows contact centers to view activity, evaluate needs and session tags provide management with call information to take action. Attach reports to emails, save criteria for future use or export into various formats.
Contact Center management Update queue lines for remote agents, change skill levels and status, assign permission levels for system-level access, and manage disaster recovery settings.	Changes made in the web-based application are updated in real-time, providing the immediacy contact centers require to adjust to changing business needs.
Agent Desktop Client PC application providing access to real-time queue/call statistics and alerts, user call status and transfer capabilities, secure chat functionality with other agents and customers, and advanced screen-pop functionality that can be integrated with a company's CRM.	Delivers agent tools that improve performance and awareness, empowering agents to provide more personalized service, whether they are located in a contact center or remote location.
Salesforce.com Integration Screen pop integration pulls the Contact page in Salesforce.com for the agent to view. Click to dial integration allows for efficient calling without dialing numbers.	Keeps agents from having to work in multiple applications, and allows for more efficient work processes.