



STREAMLINE YOUR CONTACT CENTER



CLOUD CONTACT CENTER – DATA SHEET

CREATE A CONNECTED CUSTOMER EXPERIENCE

Contact center managers have a lot to juggle and a unique opportunity to create a differentiated customer experience. Armed with a robust cloud-based platform and forward-thinking orchestration, you can elevate efficiency, profitability and customer satisfaction. Cloud Contact Center offers:

IMPROVED EFFICIENCY

When the various parts of your contact center work in silos, communications can break down, wasting time and money. Cloud Contact Center has the connections you need. Along with integrated inbound, outbound, IVR and call blending, it also offers sophisticated routing capabilities, including geographic and skills-based options. That means customers will reach the right agents the first time.

A BETTER CUSTOMER EXPERIENCE

Your customers expect simplicity whether they call you, respond to a proactive message, contact a different department or reach out online. West understands the importance of customer experience and applies professional services, advanced analytics capabilities and strategic consultation to drive meaningful customer interactions. And Cloud Contact Center's integrated channels are layered with data, helping make transitions and interactions seamless.

A FUTURE-PROOF INVESTMENT

Cloud Contact Center can integrate with your current technology environment—no matter how complex—and we'll also help you meet customer expectations down the road. You'll be able to leverage new technologies with this solution, and extensible control makes it easy to oversee it all. Managed support enables you to focus on your core business, and we offer services through more than 90 local offices around the world.

A 1% improvement in first-call response =

\$276k

in annual savings.*



*Source: SQM Group

HIGHER-PERFORMING AGENTS. HAPPIER CUSTOMERS.

At West, we have decades of firsthand call center management experience, and that means we know the importance of meeting the needs of your staff, your customers and your business. Cloud Contact Center will satisfy all three with:

BUSINESS BENEFITS


- Poised to take advantage of business continuity and growth
- No restrictions on call center size, location or dispersment
- Reduced capex with a pay-per-minute or pay-per-seat model
- No monthly/annual ACD maintenance
- More than software—expert support, guidance and consultation from West Interactive to advance your technology and customer experience strategies
- Information security, improved risk profile, mitigated fraud threats and overall brand stability
- A step closer to eliminating crippling channel, functional and data silos across the organization

CUSTOMER BENEFITS

- Reduced queue times and first-call resolution using information from the IVR and past behavior to predict user intent
- Multichannel options to engage according to one's personal preferences
- Easier, faster resolution experience thanks to best-agent, skills-based and location-based routing
- Agents armed with context and history to show customers you know them
- Consistent brand experience across all channels and functions

CALL CENTER BENEFITS

- Reduced cost thanks to shorter queue time and average call length
- Simplified and reduced costs associated with legacy or end-of-life infrastructure
- Enterprise view of customer volumes, agent efficiency and other metrics
- Flexible pricing options for greater than 2,000 seats or longer-term contracts
- Managed services eliminate the need to manage call flows, routing and scripting, so you can focus on your core business instead
- Ability to route and manage communication across any channels, enterprise-wide
- Ability to collect, analyze and act on real-time feedback and historical customer data
- Agent desktop tools support soft-phone functionality, including holds, transfers, conferencing and computer-telephone integration
- Agent activity monitoring anywhere in the world from an up-to-the-minute, secure web-based application configured by administrator preference
- Ability to predict user intent and aptly route the first call to the best-equipped agent based on various criteria



By 2020,
customer
experience
will overtake price and
product as the key brand
differentiator.*

CLOUD CONTACT CENTER FEATURES

Take a look at the highlights below, and [contact West](#) for a full list of capabilities.

CLOUD-BASED PLATFORM

World-class facility, including redundant and geographically diverse data centers to monitor and control all new and existing communication solutions.

INBOUND CONTACT CENTER

- Inbound call answering
- [Interactive voice response \(IVR\)](#), including speech science
- Call routing
- Queue management
- Call recording
- High-volume call answering (HVCA)
- Mutual assistance routing system (MARS)
- Web chat
- Email

OUTBOUND CONTACT CENTER

- [Outbound voice](#)
- [Outbound SMS](#)
- Outbound dialing
- Preview, predictive and progressive dialing modes
- Web chat
- Email

MULTICHANNEL CONTACT CENTER

- Call blending
- Callback
- Agent and user website co-browsing
- Screen capture
- Multichannel Survey

SECURE TRANSACTIONS

- Compliance and descopeing
- Numerical data security, including descopeing
- Secure payment capture
- Compliance

CONTACT CENTER OPTIMIZATION

- Agent and supervisor desktop and administration
- Computer Telephony Integration (CTI)
- API and third-party integrations
- Workforce management
- Quality management

STRATEGIC CONSULTATION

- Customer journey assessments, including customer and agent research
- User-interface design and configuration
- Reporting and business intelligence
- Business analytics
- Speech analytics
- Application analytics
- Brand persona and voice talent selection
- Objective business and customer experience consultation
- Performance strategy and continuous optimization

MANAGED SUPPORT

- End-to-end project management and dedicated resources
- Automatic upgrades to cloud-based software
- 24/7 x 365 monitoring and support
- Preproduction testing environment
- System configuration recommendations and custom integrations
- Application lifecycle management
- Host integration
- Natural language development and tuning
- Application management and tuning
- Application server management and upgrades
- Periodic business reviews
- Training and education

