

West Cloud Contact CE



EXTRAORDINARY CUSTOMER CARE ELEVATED IN THE CLOUD

When competition is fierce, providing superior customer interactions gives companies a definitive advantage. West Cloud Contact CE is a powerful customer care solution that combines inbound, outbound, and multichannel contact center technologies with Workforce Management and Quality Assurance and Monitoring solutions.

Cloud Contact CE provides exceptionally flexible technology along with West's signature professional services and 24/7/365 expert support to deliver a highly scalable contact center solution for large enterprises and Cisco-centric environments.



WHY CLOUD FOR YOUR CONTACT CENTER?

Cloud contact service platforms are proliferating because the benefits appeal to organizations of all sizes.

- Flexible** - Quickly deploy upgrades, new users and new locations
- Budget-friendly** - Reduced capital outlay thanks to an affordable OPEX cost model
- Dynamic** - Scale your contact center up or down as your business needs change
- Efficient** - Pay only for what you use and know what you're going to pay each month

Cloud-based contact centers are inherently able to respond quickly to changes in the marketplace and trends in customer interactions, ensuring you have the features you need to create a competitive advantage. Furthermore, Cloud Contact CE offers disaster recovery out of the box, and is backed by West's geo-redundant datacenters and state-of-the-art proprietary network.

KEY FEATURES AND BENEFITS

- o Highly-configurable, web 2.0 compliant agent desktop
- o CRM integrations and screen-pops
- o Omnichannel (voice, email, chat, video)
- o Skills-based routing, plus Cisco Precision Routing
- o Quality Monitoring, Quality Assurance (voice and screen)
- o Workforce Management
- o Extensive contact center reports and dashboards
- o Scales from 100 -10,000 agents
- o Highly secure
- o Fully hosted and managed from geo-redundant data centers

ELEVATE CUSTOMER CARE IN THE CLOUD

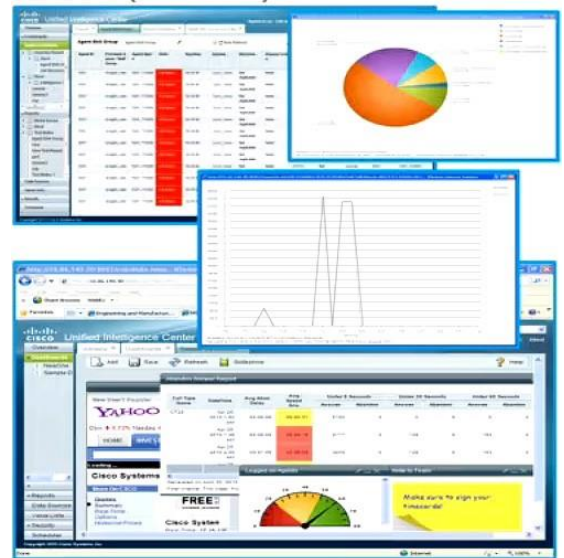
Cloud Contact CE, which extends and augments the capabilities of Cisco's HCS for Contact Center, enables clients to intelligently route inbound inquiries based on assigned skills and quickly address customers via phone, web chat, email, video and social media – providing a unified approach to customer care and giving customers the freedom to interact in the ways that best suit them.

Using whisper announcements, contact center managers can relay key information to agents before they connect with a caller. And if a customer doesn't want to wait on hold, they can take advantage of the courtesy and web call back features.

Real-time activity monitoring tools allow workers to view call queues, see average hold times, and analyze other key performance indicators to ensure customer needs and service benchmarks are being met. For further insights, inquiries can be followed up with post call surveys to obtain customer satisfaction information.

DRIVING THE RESULTS THAT MATTER MOST

Sales, telemarketing and debt collection operations can get a boost in productivity and revenue generated with the outbound dialer. Automatically place calls to customers and prospects, and choose to connect them to an agent or the IVR to save valuable time. Outbound dialing can even be used to conduct proactive customer care campaigns, upselling, and satisfaction surveying.



Comprehensive dashboard and reporting capabilities.

Agent Name	State	Last State Change	Direction	Resource Code	Precision Queue / Skill Group	Attributes
Home113305 Agent	WORK_READY	8/27/13 3:21:18 PM	0	0	PST_CENTER110000	
Home113306 Agent	WORK_READY	8/27/13 3:21:41 PM	0	0	PST_CENTER110000	
Home113308 Agent	ON HOLD	8/27/13 3:21:18 PM	0	0	SPG0001	
Home113304 Agent	ON HOLD	8/27/13 3:21:24 PM	0	0	SPG0001	
Home113307 Agent	ON HOLD	8/27/13 3:21:41 PM	0	0	PST_CENTER110000	
Home113302 Agent	WORK_READY	8/27/13 3:21:42 PM	0	0	SPG0001	
Home113303 Agent	ON HOLD	8/27/13 3:21:40 PM	0	0	SPG0001	
Home113305 Agent	ON HOLD	8/27/13 3:21:37 PM	0	0	SPG0001	
Home113306 Agent	ON HOLD	8/27/13 3:21:37 PM	0	0	SPG0001	



Track agent activity across individuals and teams.

Cloud Contact CE offers administrators and contact center supervisors in-depth insight into agent performance with real time monitoring and reporting, so campaign goals can

be compared against actual results and make changes accordingly.

To learn how you can begin to transform your customer care strategy, talk to one of our contact center experts.