

Broadsoft CC-One for Omni-Channel Contact Centers

BECOME A HIGH PERFORMANCE, AGILE CONTACT CENTER

Join the movement into the new era of contact center performance optimization. While operational efficiency will always be a priority for contact centers, more and more are aspiring to be strategic corporate assets by also prioritizing their contribution to top line revenues and delivering interactions with positive business outcomes.

Leveraging the cloud, innovative infrastructure architectures and "Big Data" technologies, BroadSoft CC-One provides real-time visibility, analytics, and on-demand control of contact center operations across channels and sites. Consumer-facing contact centers rely on BroadSoft CC-One to improve agent productivity and performance, sales, customer retention, and the overall customer experience.

BroadSoft CC-One

Whether you are a new business creating your first contact center, a medium size business looking to improve contact center operations, or a large enterprise needing visibility and control over multiple contact center sites and systems, BroadSoft has a contact center solution that will fit your needs.

BroadSoft CC-One is a unified contact center solution, offering omni-channel web, email, chat and social customer interactions, along with integrated collaboration between your agents and back office subject matter experts through voice, chat and video.



Even if you have existing systems in place, CC-One can gracefully migrate you to the cloud and all of its benefits without an expensive and risky "rip and replace" approach.

Optimize the Performance of Your Contact Center with CC-One

BroadSoft CC-One is a Software-as-a-Service (SaaS) offering that creates a single, global queue in the cloud from which to route omni-channel customer interactions to one or more teams, sites or outsource partners.

CC-One optimizes performance by dynamically determining how best to route each interaction based on predictive analytics. With CC-One you can:

Maximize business outcomes – improving sales conversions, revenues, retentions, customer satisfaction scores and first call resolutions.

Reduce call abandon rates – with a global queue that routes based on real-time data about call volumes, resource availability and other variables.

Improve performance visibility across sites – centrally monitoring the business and operational performance of agents, teams, sites, systems and outsourcers in real-time.

Provide a consistently personalized customer experience globally – centrally queuing voice, email and chat so that the same routing rules are applied across the entire contact center.

Reduce administrative overhead – managing all contact center operations, resources and interactions from a central command center in the cloud.

Use what you have – because CC-One works with existing systems and infrastructure and the BroadSoft CC-One Cloud Routing Edition can even route interactions to distributed on-premise systems.

BroadSoft CC-One Business Edition

The BroadSoft CC-One Business Edition gives supervisors control over every incoming and outbound interaction from a central point, regardless of organization, technology or location. CC-One knows which agents, teams, sites and partners are available at any given time and sends each interaction to the agent with the best performance record for handling it.

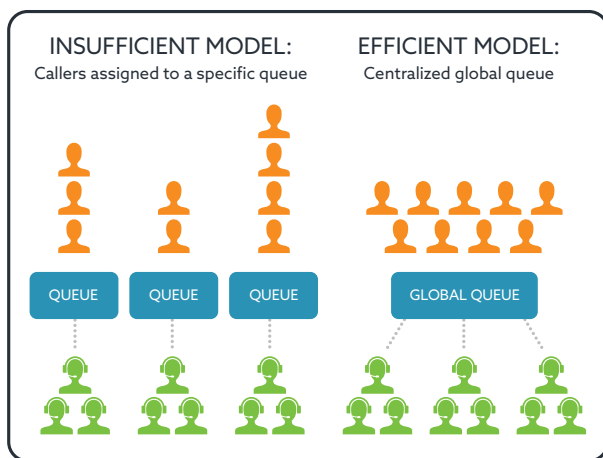


FIGURE 1

Routing customer interactions centrally from the cloud improves efficiency and performance

CC-One Business Edition Capabilities:

Centralized Queue in the Cloud – allows customer interactions from anywhere in the world to be queued centrally in the network and routed to distributed teams and agents in a dynamic fashion. Callers wait in a single “line” and not in pre-defined lines with longer wait times than others.

Centralized Standard Routing Rules – regardless of where the agents are – in-house, outsourced, at home, or offshore – supervisors centrally manage routing strategies to respond quickly to changing traffic conditions and performance.

Omni-Channel Interaction Routing – voice, email and chat are managed and administered centrally so that voice and non-voice interactions are no longer managed in silos. Customers are guided to the most appropriate channel or matched with an agent proficient with the customer’s desired media.

Screen Pops with Context Data – data about the customer and the context of the call is delivered to the agent in an automatic “screen pop”, including data from other applications, to assure that every interaction is effective.

Web Call Backs – customer specifies a call back time and number and is automatically connected.

Centralized Call Monitoring and Recording – supports centralized quality management regardless of the agent, site or outsourcer taking the call. Stores calls in a hosted repository for long-term archival, replay and analysis. Supports customized parameters and tags for search, retrieval and file management.

Unified Communications for collaborating with the back-office – voice, chat and video access between agents and subject matter experts throughout the enterprise improves agent productivity and performance.

Comprehensive WFO Suite in a Unified Environment – dynamic scheduling with agent participation, Quality Management, and “voice of the customer” insights across channels via speech, text and desktop analytics.

Outbound Campaigns – with preview and progressive dialing.

Integration with Existing Systems through Open Standards – including SIP, XML, MSCML/MSML, VoiceXML, HTTP.

BroadSoft CC-One Analyzer

CC-One includes the award-winning BroadSoft CC-One Analyzer that brings data together from automated call distributor (ACD), interactive voice response (IVR), workforce optimization (WFO), outbound campaign, customer relationship management (CRM) and other customer applications and data sources, such as demographic services, into a Customer Engagement Analytics Repository in the cloud. With all the data in one unified view, you can analyze, understand, manage and automate customer interactions in new and innovative ways.

From within a single browser window, you drag and drop data from your ACD, IVR, WFO, Chat, Email, and other customer interaction systems and create:

Real-time Operational Dashboards – that visually display everything going on in the contact center across channels, systems and sites. Includes queues, call volumes, agent activities and states, and the nature of current customer interactions, so you can make operational changes at any time to maximize performance and productivity.

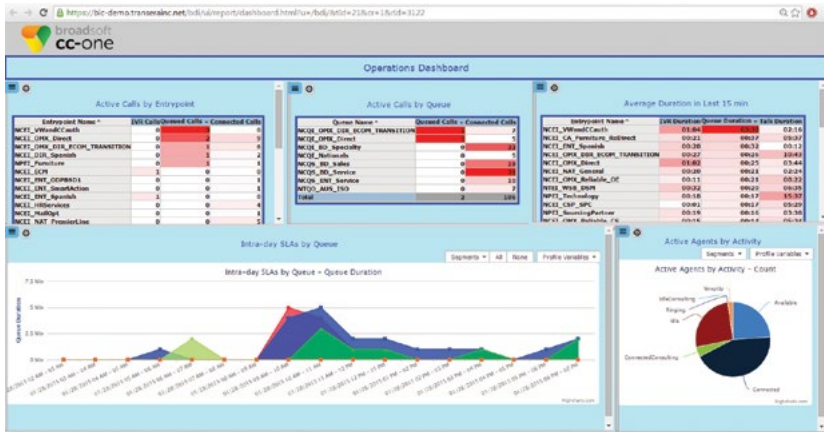


FIGURE 2

Real-time Operational Dashboard displaying current interactions by entry point and queue, average handle times, performance against SLAs throughout the day, and current agent states.

Scheduled Performance Reports – that automate the creation of daily, weekly, monthly and quarterly cross-system reports that detail performance against key goals and service levels and get automatically distributed to key stakeholders.

Interactive Customer Engagement Analytics – that lets you interactively explore and cross-analyze your customer interactions and agent activity with business and financial results to find opportunities for optimization you never knew existed. For example, the agent behaviors, customer attributes, scripts, teams, outsourcers or marketing campaigns that deliver business outcomes with positive results.

BroadSoft CC-One Analyzer

- Displays agent and customer data from multiple systems such as ACDs, IVRs, WFOs, outbound campaigns, and CRMs
- Tracks operational and business outcome metrics
- Creates custom cross-system metrics using data from multiple systems to map operational metrics to business outcomes
- Integrates data from multiple sites and outsourcers
- Provides tabular, pie, line, bar and animated time-motion visualizations
- Delivers a unified view of cross-system data through a Universal Data Dictionary that understands the data coming from different contact center systems
- Connects the events and transactions in different systems that result from a customer or agent trying to accomplish a single task, like placing an order, asking a technical question, or inquiring about the status of a shipment

PRODUCT OVERVIEW

BROADSOFT CC-ONE



Analytics-driven Customer Engagements™

The BroadSoft CC-One Business Edition leverages the CC-One Analyzer to collect the data in ACDs, IVRs, WFOs, outbound campaigns, CRMs and other systems and uses that data to automatically drive the behavior of all contact center agents and systems.

CC-One provides two analytic methods to determine how to route and distribute interactions and scripts:

Business Rules Engine – uses pre-defined rules for routing, distribution and scripting based on data such as customer type, interaction type, channel, team, and the skill and performance level of available agents and contact centers.

Predictive Analytics Engine – dynamically routes customer interactions based on machine learning using historical and real-time performance data from multiple customer and contact center systems. Customers and agents are matched based on “context”, such as demographics, customer journey phase, customer value, issue, product, and agent past performance to maximize business outcomes.

The dynamically generated results:

Performance routing – matches customers in real time with the agents that will drive the best business outcomes.

Demographic routing – matches customers with agents with whom they will most likely have an affinity.

Customer status routing – routes based on customer current status, such as routing delinquent payment callers directly to collections, or those in an early customer phase to help services.

Value-based routing – routes customers with a high propensity to buy or higher lifetime value with priority to higher-skilled agents.

Service-level routing – dynamically routes to minimize abandons, wait times, and other service level commitments.

Contact BroadSoft and become a high-performing agile contact center.

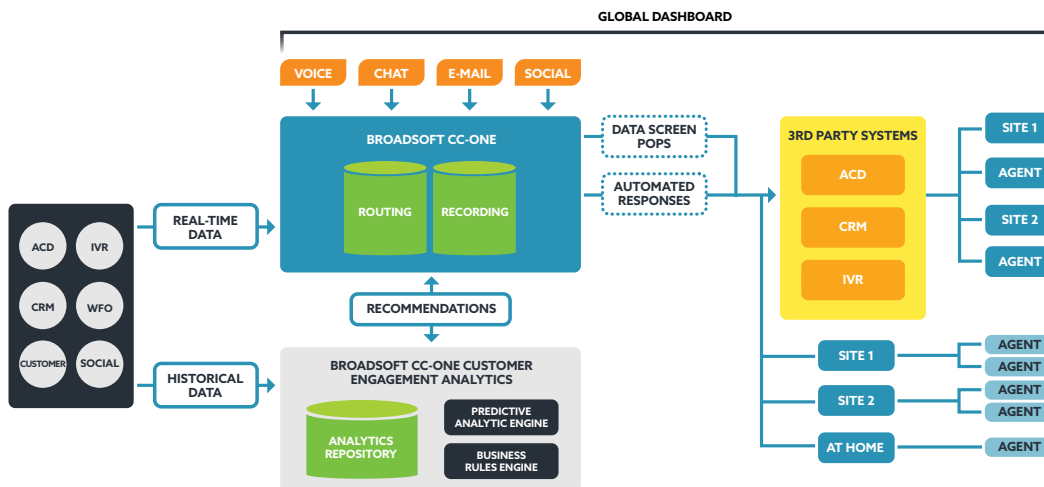


FIGURE 3

The BroadSoft CC-One Cloud Routing Edition can centrally route omni-channel customer interactions to distributed on-premise and cloud systems from other vendors.

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About BroadSoft

BroadSoft is the technology innovator in cloud communications, collaboration, and contact center solutions for businesses and service providers across 80 countries. We are the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 service providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance.



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