



Cloud Contact

The Cloud Contact Centre From Tech Advance



Cloud Contact

Simplifying customer engagement

Cloud Contact is an integrated business communication and customer contact solution that simplifies multi-channel customer interaction, perfect for organisations who want to make it easier for customers to engage with them.

Unlike most Contact Centre solutions, Cloud Contact provides an easy to use, self-service feature set, for small to medium businesses, at a price point they can afford.



Cloud-based Contact Centre Solution

Cloud Contact is a cloud-based contact centre solution designed specifically to work in conjunction with our Cloud Phone systems and applications, providing a conjoined experience and shared feature set for front and back office contact centre agents. Users exist within the Cloud platform and can be easily enabled as Cloud Contact agents within the portal.

Offering a rich customer contact experience for voice email and webchat interactions, Cloud Contact is compatible with a broad range of handsets and supports WebRTC to enable the use of soft phones. This allows an agent to work from anywhere on any device, with only the need to access a supported browser



Building a Better Experience Hub

The screenshot displays the Genesys Horizon Contact center interface. The interface is divided into several sections:

- Omnichannel Menu:** Located on the left side, it lists various channels such as EMAIL QUEUE, CALL QUEUE, and SERVICE EMAILS.
- Current call information:** The central area shows details for a current call, including the caller's name (HARRISON), call type (INBOUND CALL), and service details (SERVICE NUMBER 447823448136).
- Agent status and presence:** Located at the top right, it displays the agent's name (Jan Sedden) and their current status (Available).
- Call controls:** Located at the bottom right, it includes buttons for Send DTMF, Transfer and Consult, Call Recording, and CRM Contact info.
- Agent scripts:** A section in the center-right area where agents can enter information for the current call, such as "What is your name?", "Car registration", "Type of service (Full or Intero)", "Contact number", and "Preferred time of service".
- Other Agent's status:** A small icon in the bottom left corner indicates the status of other agents.
- CRM Contact info:** A section at the bottom right displays the contact information for the current call, including the name (Jan Sedden) and email address (jan.sedden@genesys.co.uk).

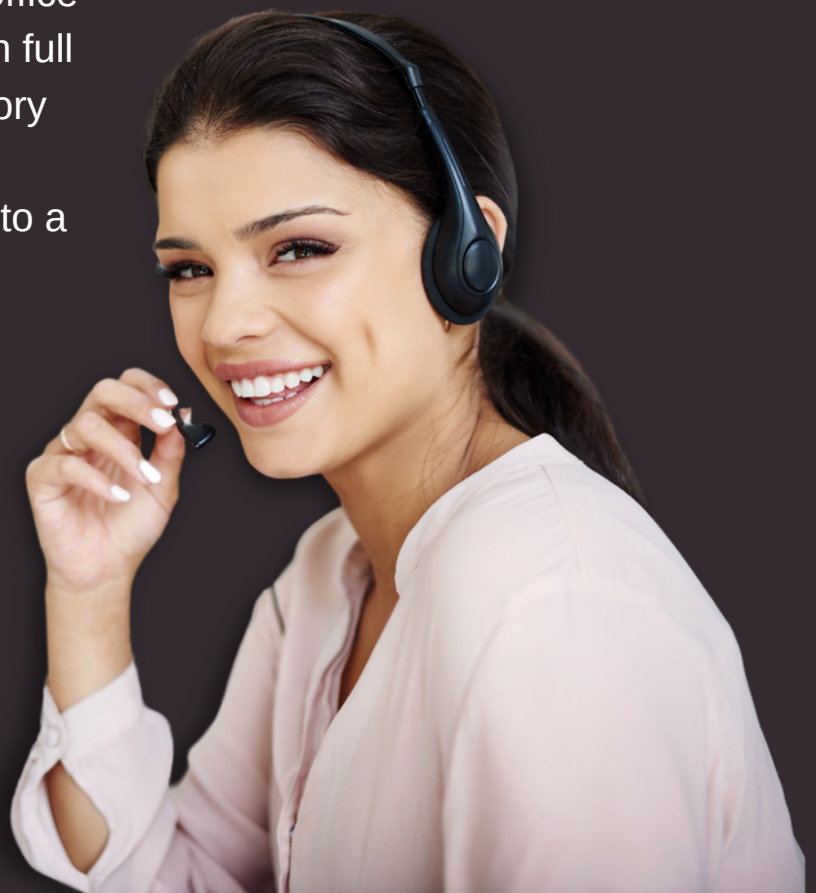
Improved Customer Service

Getting it right first time

Cloud Contact provides a consistent quality Omnichannel solution. The interface gives agents a master view of customer communication across all channels, so they can ensure a seamless experience.

Cloud Contact supports inbound and outbound voice channels, web chat and email, enabling a highly personalised customer experience. Improved customer service Getting it right first time With easy to create complex interaction flows, dynamic skills based routing and IVR self-service options, Cloud Contact allows you to connect your customers to the most appropriate person faster, improving first contact resolution and delivering an enhanced level of customer care.

The shared phonebook and presence information between agents and back office staff, allows agents to transfer calls with full consult functionality. All interaction history is stored within the included CRM and available to the agent when connected to a recognised customer.



Advantages of Cloud Contact

Transforming customer relationships

Management Insight and Control

Cloud Contact comes complete with a comprehensive reporting tool that enables multiple reports to be created across all channels which can be viewed within the Cloud Contact portal. Reports can also be scheduled and delivered to managers as and when they need them.

Quick, secure and scalable deployment

With Cloud Contact, there are no financing costs, no major hardware to purchase and no software to roll out. Cloud Contact is scalable from 2 – 500 seats, licences can be added at any time as and when your business grows and are available on 30-day contracts for managing peak demand.

Quickly configured alongside your Horizon deployment and designed to work seamlessly with Horizon, agents and back office staff can work collectively on the same telephony platform and as part of the same company directory, allowing you to share presence information and to deliver exceptional customer service.

Guaranteed Service Availability

It has never been so important to communicate with your customers digitally and without interruption, Gamma has built an architecture that will deliver at least a 99.99% uptime SLA. Built across four Gamma data centres, the distributed architecture means loss of any single site won't impact the ability to service customers.

Access anytime, anywhere

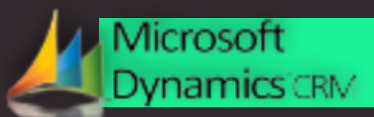
Cloud Contact is cloud-based and as such Agents can log into any device and work anytime, anywhere. Compatible with all Gamma handsets, but agents can also work with just a laptop and a headset, because Cloud Contact uses WebRTC to deliver the same experience wherever your teams have internet access.

Supervisors get a real time view of all agent activity and contact centre managers can see wallboards tailored to their needs via a web browser. Changes can be made to an IVR within a matter of minutes, ensuring that both voice and email channels can remain live and customer queries can always be taken. Supervisors are also able to continue to monitor performance and retain all reporting functionality.

CRM integration

Cloud Contact's integrated CRM solution allows you to record customer interactions by channel and combine this data with all associated outcomes within a single consolidated database.

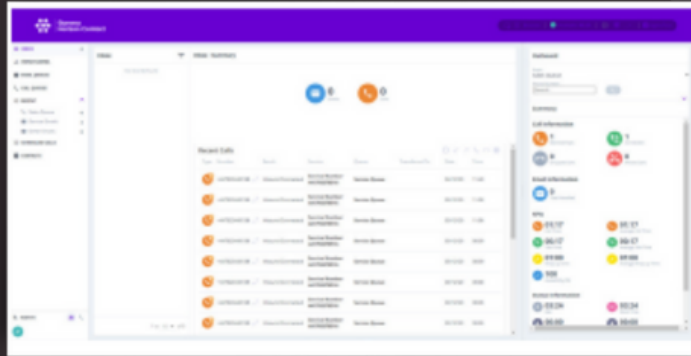
CRM integration allows the contact centre agent not only to quickly find a contact's information and contact history, but will automatically display a caller's details during an inbound call and allows agents to initiate an outbound call by using the 'click to dial' functionality directly from the CRM. Currently integration is offered with both Salesforce and Microsoft Dynamics. Other top CRM's will be coming soon.



Simple to use Interface

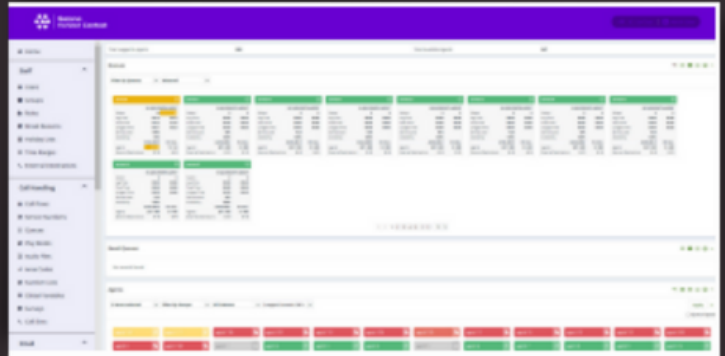
Clear, concise and consistent

Agent Interface



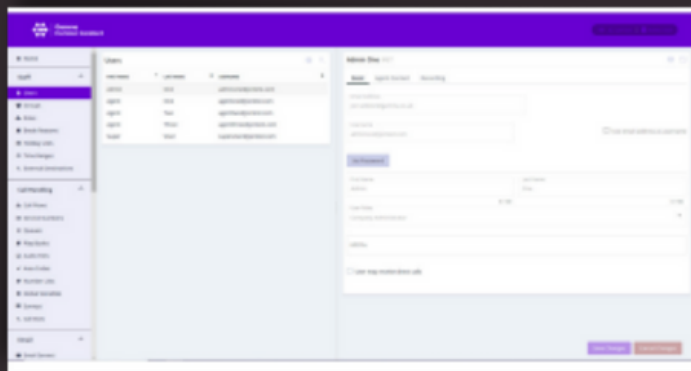
Agents can view all the queues that they have been given access to view. Agents can take calls via a Cloud handset or via a softphone using the Cloud Contact portal.

Supervisor Interface



The Supervisor user has full agent functionality but can manage all agent users. Within the Cloud Contact Portal, the Supervisor's main screen shows live data for both the queues and the agents that they manage.

Admin Interface



Cloud Contact is managed using its own web interface, which provides information and management control to authenticated operations users. The Administrator Portal part of the interface allows users who are logged in at the Administrator level to customise their Contact Centre features and functionality

Wallboard



When an agent has classified an interaction, the classifications are logged and analysed by the Contact Centre for display via the wallboard and for inclusion in regular reports.

Smart Ways of Working with Omnichannel

Voice Channel

Cloud Contact provides a comprehensive set of voice features to enable agents to make and receive calls and manage the current and historical communication with customers.

Call Back

We understand that customers aren't always in a position to wait in a queue to speak to an agent. Cloud Contact can be configured to assess a caller's position in the queue, announce the estimated wait time and offer the caller the option of a call back if the wait time is too long. Selected time slots can also be offered to provide a more flexible call back option.

Advanced Queue Management

Customer interactions can be queued and managed within the contact centre environment. Calls / emails can be prioritised into VIP queues to improve first contact resolution.

Skills-based Routing

This allows to you automatically route calls to the most qualified agent, thereby improving levels of customer experience and first call resolution.

Call Recording

With Cloud Contact, you can choose if you want to record inbound, outbound or internal calls for customer service, training or audit purposes. Callers can also be provided with the choice to opt out of their calls being recorded, however Agents can still select to record their part of the call.

Email Channel

Cloud Contact can be connected to email servers to send and receive emails using the POP3, SMTP and IMAP protocols. This allows customers to use existing email services, such as Gmail or Microsoft 365 and multiple email addresses can be configured, which can then be assigned to different queues.

Wallboards and Live Data

Wallboards can easily be constructed to show powerful live data from the minute an agent starts to handle a call, email or web chat. The dashboards present information relating to service numbers, queues, and live status events such as the availability of Agents, which is fundamental for Supervisors to review performance and in addition change the status of Agents if they are no longer available.

Management Reporting

There is a comprehensive reporting tool built into Cloud Contact that enables multiple different reports to be created and viewed with the Cloud Contact Portal. Reports can be scheduled and exported either to a third-party reporting tool or to manager's email addresses.

Webchat

Webchat is the fastest growing communication channel and using simple tools, you can embed code into your website that will connect your potential sales leads directly to the most skilled agent. Webchat conversations can be served between calls to ensure high agent productivity or agents can work on multiple chats at the same time.



Agent vs Supervisor Matrix

With Cloud Contact, there are three types of user licences:

Administrator - Administrator licences can be applied to any Cloud user. They can manage back end functionality, such as queues and interaction flow design, but cannot receive calls or manage agents.

Agent - Agents can view all the queues that they have been given access to view. They can also set their status and indicate if they are available to handle new inbound requests.

Supervisor - The Supervisor user has full Agent functionality but can also manage all agent users. To understand more on the features for both Agent and Supervisor please see below:

Feature	Agent	Supervisor
Make / receive voice calls	•	•
Send / receive emails	•	•
Record own calls	•	•
View own statistics	•	•
View queue information	•	•
Change own availability	•	•
WebRTC or handset	•	•
See Horizon user presence	•	•
Use native CRM / knowledgebase	•	•
Offer call back	•	•
Listen in to agent		•
Coach agent		•
Take over agent call		•
See agents' stats		•
Record agent calls		•
Review agent call recordings		•
View historical reports		•

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