

A close-up photograph of a person's hand holding a smartphone. The hand is positioned over a laptop keyboard, which is visible in the lower portion of the frame. The background is blurred, showing what appears to be a laptop screen. The overall color palette is dominated by teal and green tones, with a dark green gradient overlay at the top and bottom of the image. The text 'Contact Centre Overview' is centered in the middle of the image in a white, bold, sans-serif font.

Contact Centre Overview

BroadSoft CC-One Solution Overview

The CC One platform was developed with an understanding that the role of the contact centre is changing, from once being considered as a cost centre to now being a strategic corporate asset.

While focusing on cost reductions makes business sense, it should not come at the expense of productivity and a capability to positively leverage the many types of communication services customers' use.

CC One transforms contact centres into strategic business assets leveraging multiple communication methods and powerful analytics to lower operating cost and improve business measurement performance.

Regardless of what key performance indicators are being used, CC One has the toolkit to help monitor, manage and maximise them. Previously, the deployment of multiple point solutions inside contact centres has reduced agent efficiency and made the role of management more complex and expensive.

CC-One addresses this with a unified environment for IVR, ACD, email, chat, and social channels for customer interaction and engagement. This means interaction data no longer gets spread across multiple systems. Instead it is all together and easily accessible to agents across channels for a seamless customer service experience.



CC One has been designed to

Deliver a seamless customer experience across multiple communication channels,

Streamline management and administration practices, processes and workflows,

Improve agent efficiency and better leverage agent specific skills, availability and predict time of agent peak demands,

Improves operational efficiency and reduces costs while increasing visibility and control,

CC-One includes a full suite of features for caller and agent management, as well as menus & prompting. These include features such as:

- playing of estimated wait time,
- static load balancing & service level routing,
- agent skill-based routing & agent-level call distribution,
- call hold, conferencing, transfers & screen-pops to any agent,
- Web and voice call-back facilities & Click to call outbound
- supervisor monitoring, whisper coaching and barge-in features,
- real-time and historical reporting,

ACD with Global Queue in the Cloud

CC-One creates a global queue in the cloud for all voice calls to assure quality customer experiences nationally and if applicable, world-wide. Every caller has a quality connection, is served in a timely manner and gets the same information regardless of where they are calling from, the time of day, or which call centre is up and running. Everyone is managed in the same line and gets connected to the best available agent to meet their need regardless of location.



CC One Call Recording

CC-One centralises call quality management regardless of the agent, site or outsourcing partner taking the call. Calls are stored in a hosted repository for long-term archival, replay and analysis. Customisable parameters and tags make for easy search, retrieval and file management.

IVR with Graphical Call Flow Builder

All CC-One call routing starting with the IVR all the way through to connecting the customer to an agent can be defined in the graphical CC-One Call Flow Builder.

This makes it easy to set up IVR caller prompts and self-service options. Fetches to a CRM or Practice Management database can be inserted into call flows, so that you can intelligently route and respond to calls based on customer attributes, past interactions and customer needs predicted by CC-One's analytics-driven routing.

Interaction Histories for Predictive Analytics

CC-One captures all customer interactions and agent activities across channels and integrates them into a unified Customer Interaction and Agent Activity Records that represent all the actions each customer took with the same intent, the related agent activities and final resolutions.

This valuable data is available for reporting and to analyse what delivers results and how to optimize operations with CC-One predictive analytics.

Systems Integration for Call Logging and Predicting Customer Needs

CC-One can send and receive data to and from third party applications, such as leading CRM and Practice management applications. Automatic call logging to system records enriches the data in the customer history records. CC-One's ability to use this data in analytics help to determine what agent and customer behaviours and attributes results in the desired interaction resolutions.

Omni Channel Customer Interactions

Today more than ever customers are interacting through disparate channels, but this doesn't mean they can't handle, managed and tracked in a unified way. CC-One routes voice, email, chat, SMS, and Twitter interactions centrally so that voice and non-voice interactions are no longer managed in silos. Agents work in one unified environment, and all interactions are logged in the same system for reporting and analytics.

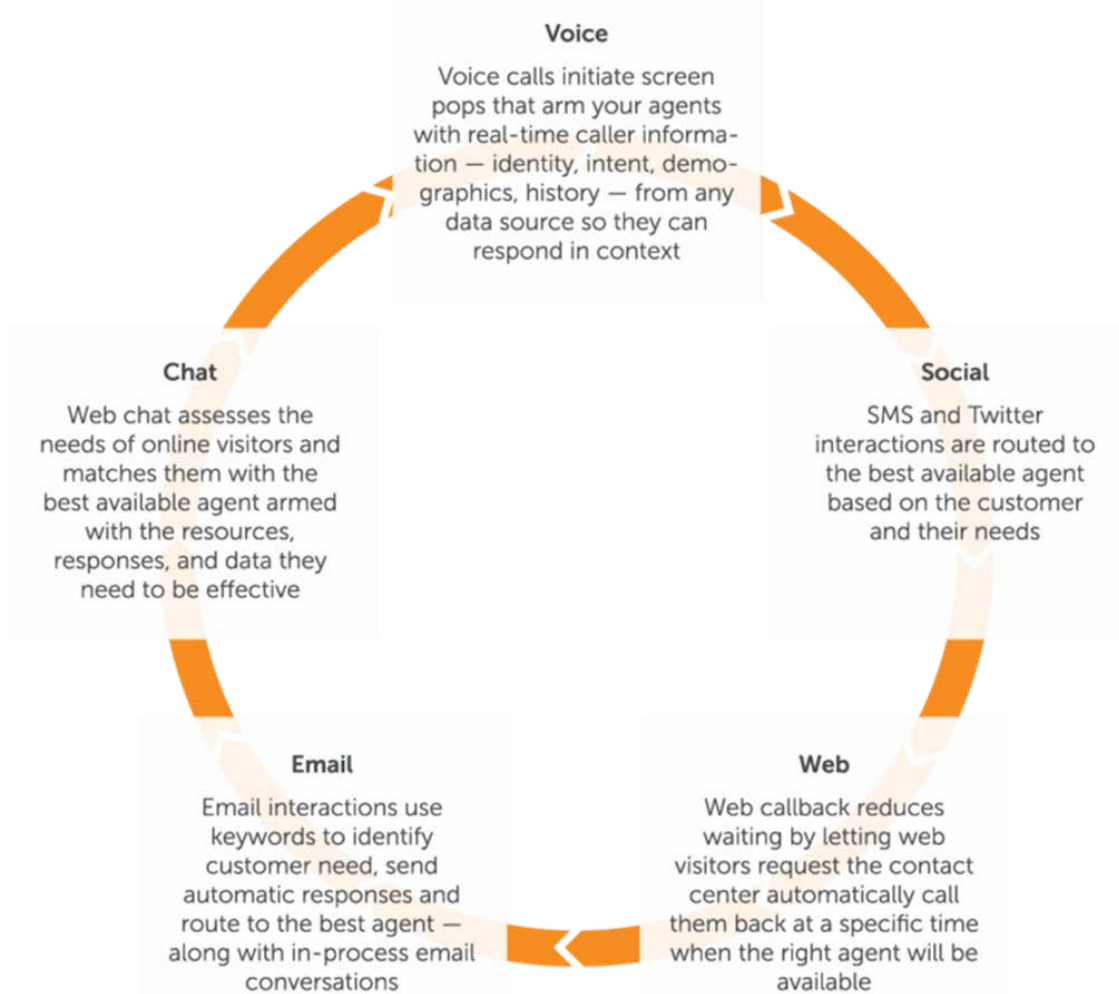
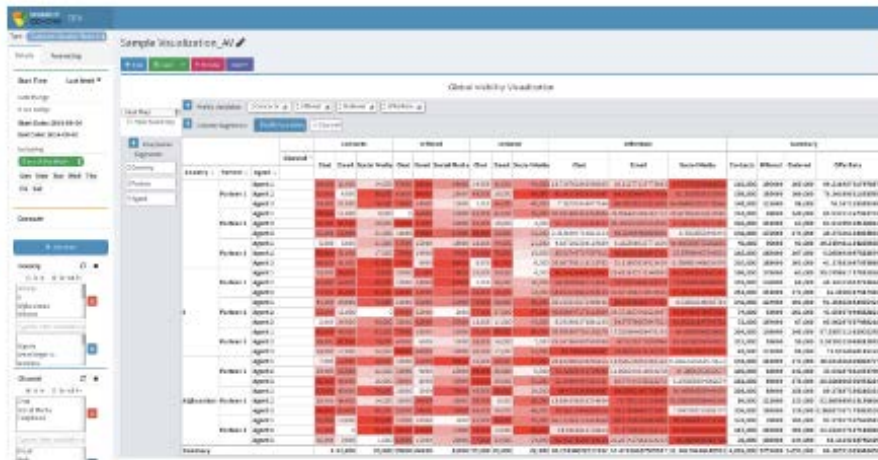


Figure 1 - BroadSoft Omni Consolidated View

Real Time Performance & Operations Dashboards

With CC-One, you see all the concurrent activities in your contact centre as they happen. This includes customers and agents interacting over the phone, chat, email and other channels; sales, service and support conversations; agents online, idle and offline.



With CC-One it's easy to know how you're meeting service levels, key performance indicators and metrics and how to react if you are not. The performance Dashboard:

- Provides real-time operations monitoring based on defined SLA's
- Allows the comparison of current performance to the past and in real-time
- Aggregates all up-to-the-minute contact centre data in one place
- Provides real-time performance monitoring
- Is extensible and configurable for your unique environment
- Monitors concurrent interactions across channels: chat, voice, email, etc.
- Monitors agents logged in at each site, globally
- Monitors Conversion and first call resolution rates
- Monitors the number of Calls in queue
- Monitors Agent, team and site performance
- Provides topics, issues and resolutions of all interactions

Analytics with the CC One Analyzer

CC-One Analyzer is a browser-based analytics and reporting application used to segment, profile and visualize the data in contact centre systems and identify key variables that impact productivity and desired business outcomes.

It provides a unified view into all the fields in your contact centre systems. Within a single browser window, you drag and drop data from your ACD, IVR, Chat, Email, CRM and other customer interaction systems and create interactive pivot tables, bar charts, line charts, pie charts, and time motion charts that represent the data in its most meaningful light.

The CC One Analyser allows you to:

Create Cross-System Measures – Create new business metrics calculated using fields and measures from multiple systems. Use your imagination: average revenue per call or agent teams, average customer satisfaction ratings by marketing program, product; or...

Create Custom KPI library – Create, store and standardise on cross-system key performance indicators (KPIs) specific to your business that map agent and customer activity to business outcomes.

Correlate Operational and Business Measures – Map operational efficiency measures such as offered calls, handled calls, abandons, average handle times, and average response times to business performance measures like first call resolutions, CSAT, NPS, conversions, revenues, profits, and retentions.

Find What Impacts Business Outcomes – Identify key variables that impact your sales, customer retention, and customer satisfaction. Statistically pinpoint high performing agent teams, successful marketing programs, and customer demographics that make a difference.

Find What and Who Delivers Results – Group your performance data by lead sources, affiliate partners, brands, customer segments, dialled numbers, queues, agents, sites, or vendors, then map to sales, order size, retentions, upsells, first call resolutions, and more.

