CRMXchange

Enterprise Connect Solutions Review

Providing a Focus on Technologies that can Impact the Bottom Line

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Applications

Hosted/Cloud Contact Center

Cloud Connectivity

Contact Center Analytics/Reporting

Contextual Real-Time Communication

Customer Engagement/Customer Experience Partners

Quality Assurance/Performance Management

Customer Feedback/Cloud IVR

Overview

Over its 25-year history, Enterprise Connect has been chiefly a conference and exhibition for IP Telephony, Unified Communications and other issues central to enterprise networks and communication. The event, which took place March 7-10, 2016 at the Gaylord Palms in Orlando, FL, also delved into the broad range of emerging technologies and deployment models now becoming available for the contact center. Since these operations represent the customer-facing part of the enterprise, deployment of more engaging technology can result in rapid payoff and highly quantifiable ROI for organizations.

CRMXchange was in the aisles of the Exhibit Hall to meet with a number of Enterprise Connect exhibitors in the contact center space to discuss how their solutions could make a difference to companies seeking to increase operating efficiency and improve customer satisfaction. In the pages ahead, we present brief summaries of their solutions and discuss what differentiates their offerings in the marketplace.

Hosted/Cloud Contact Center

Website: http://www.8x8.com

VCC by 8x8 is a powerful, pure cloud solution for Contact Centers that delivers global capabilities – agents need only a browser with Internet connection and a phone line to take calls. This allows companies to support their customers efficiently, anywhere. The management and supervisor tools are the same regardless of where the agents are located. With VCC Global Tenant, the concept has literally been extended around the world; agents can be based in the US, Europe, or Asia, and appear in the VCC management tools as a single team.

The solution allows customers to choose and change the communication, be instantly recognized and put on a quicker path to the information they need. When customers have questions or problems, their main interest is to get the situation resolved quickly. Traditional call center solutions require that they call into a general 800 number, identify themselves in the IVR and then select their reason for calling, wait in the queue and listen to bad hold music.
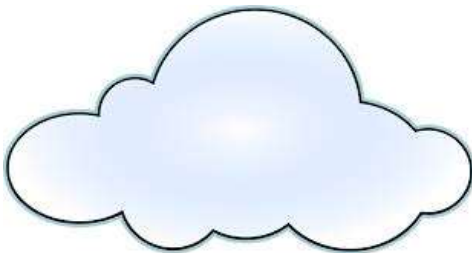
But with web callback or web-based chat, such customers are able to request support and the system can identify who they are and reach out to them via their preferred channel – the agent can have a CRM screen pop of the customer's information and quickly provide complete answers to customer questions using a robust FAQ knowledgebase. This means no more hold music, nor explaining who you are and your purpose for calling – just quick and effective help. Answering customer questions quickly and efficiently makes all the difference to customers.

8x8's next-generation of VCC, which was one of seven finalists in the "Best of Enterprise Connect" award competition, incorporates a number of new features that differentiate it from other Contact Center solutions and provides significant benefits for users, including:

• Built-in Quality Management to improve agent performance through better training and coaching.

• Customer Journey Analytics, which provides companies insight into their customer's experiences working with their contact center.

• EasyConfig, a CRM integration tool that allows Contact Center managers to directly control the integration between the call center platform and CRM system to make agent interactions more efficient.

CallTower

Website: http://www.calltower.com

Today's businesses need integrated real-time capabilities that enable them to communicate and collaborate within their preferred environments. A converged unified communication (UC) solution that enables multi-vendor communication tools on diverse end points can vastly enhance employee productivity.

Many companies are looking to roll out applications that provide Instant Messaging, Presence, and Document Sharing along with voice and video calling. Some are looking to incorporate Skype for Business, from Microsoft. While Skype for Business offers many great capabilities, it often falls short in handling voice calling. However, most businesses have already invested in an existing telephone system that offers incredible voice call quality and advanced call handling functionality.

CallTower seamlessly integrates with LiveOps Contact Center and Social Media Cloud Solutions and Clarity Connect. These suites of solutions provide fully integrated best-of-breed hosted contact center solutions supporting voice, email, text, web chat, social integration, recording and reporting. By using CallTower's contact center, partners make rollouts more manageable as a result of the cloud-based solution, and can also significantly reduce capital expenditures while deploying services that are highly scalable and secure.

CallTower's CRM integrations enable contact centers to immediately engage with a consumer by connecting the agent with customer information, history, and order status, as well as a treasure trove of additional valuable information stored in the CRM. The result is a more satisfied customer who is not required to repeat basic account information and an agent who is able to manage a higher call volume by being relieved of the need to ask and enter customer data. It can also increase profit potential by helping businesses track the histories of current customers, offer 24/7 support and integrate CRM in social media.secure.

What makes the solution unique is **CallTower Connect**, the proprietary portal for provisioning, account management, and inventory that empowers customers and provides a single, user-friendly web based portal for all products. CallTower Connect consist of three design applications and six unique modules with integrated functionality, and several tools associated with each design application.

The platform was developed to provide a user view (controlled ability to add new accounts), an administrator (full functionality to make all changes for all the users in the environment), or a white-label partner (such as CallTower or any organization that wishes to provide CallTower's products in a turnkey manner), and a hybrid on-premise/hosted provider of communication solutions (such as a 30,000 user organization with an on-premise Cisco and/or Microsoft platform(s) that needs an effective tool to manage users).

Cloud Connectivity

![Fusion logo]

Fusion

Website: http://www.fusionconnect.com

The successful contact center operation has three major goals:

- to deliver a consistently exceptional customer experience
- increase efficiency
- reduce costs

Fusion helps its customers achieve these goals by solving three primary contact center problems: long hold times, multiple calls to resolution, and idle agent wait times. **Fusion's Customer Interaction Management Platform** fully integrates resources and information to eliminate the disjointed interactions that take up time and require multiple calls to get to resolution. Allowing for data-driven, schedule-based, statistics-based, priority-based and multi-media-based routing in addition to skills-based routing, calls are delivered to the right agent at the right time, leading to faster issue resolution.

Fusion delivers the type of advanced, high-value feature sets to mid-market businesses that most providers only make available to the largest enterprises. Centralized, fully customizable reporting is at the heart of the solution, delivering real-time as well as historical reporting that provides an enterprise to agent view across all locations and media. Custom statistical reporting drives business analytics that support cradle-to-grave call analysis, including support for integration to CRM, customer profile, call recording, etc.

Fusion's 360 degree view of customer interactions links such interactions to business outcomes and can integrate with corporate data sources or third party enterprise applications to uncover hidden opportunities as well as identify potential challenges or issues. Data analysis allows contact center management to develop better outcome strategies, with improved first call resolution, service levels, and campaign results flowing from better customer segmentation, satisfaction and effectiveness evaluation. Fusion encourages a move away from the traditional approach of 'managing by averages' by providing access to the very metrics on key performance indicators that allow management to better record, measure and manage performance.

As agent productivity increases, job satisfaction rises along with the higher resolution rate, resulting in better transactions and more satisfied customers, who in turn, are easier to cross-and upsell, generating repeat business. Additionally, Fusion helps customers master the peak periods, both planned and unplanned, that can often be so exasperating. Fusion ameliorates the long hold times that negatively impact metrics and operational efficiency with its Queue Management Solution, empowering customers with a range of choices on managing their experience. Customers are given options for callback, scheduled or web-based, opening up increasing opportunities for communication, while improving measurable service levels and network efficiency; reducing the average speed of answer and abandon rates; and allowing for staff reductions to further reduce costs.

With businesses looking for the most efficacious path to moving to the cloud, Fusion offers its customers a single source solution that provides investment protection for enterprises with in-place infrastructures, providing a seamless migration. For businesses with on-premise solutions, there's a hybrid solution that enables Fusion to work with the customer's existing PBX. Fully certified with virtually every premise-based provider, Fusion can deploy its SIP trunking solution to migrate remote sites to the hosted voice platform. In addition to providing 4-digit dialing and other enhanced features and functionality between hosted and premise-based sites, Fusion's single source solution delivers redundancy with built-in business continuity.

Fusion has built a robust, secure and diverse national network that enables it to deliver a complete and fully integrated cloud communications and connectivity solution converging voice, desktop, data, web and mobile technologies in a single service delivery, administrative and reporting environment. Advanced contact center features are combined with hosted voice, unified communications and collaboration with fully integrated functionality. Connectivity is offered in a single source solution with DIDs, toll free and network managed end-to-end, with 24x7x365 monitoring, maintenance and support.

Contact Center Analytics/Reporting

Impact Technologies

Website: http://www.impacttech.com

OnTraQ, Impact Technologies' advanced call center analytics solution, offers businesses the perfect tool to keep their call center performance on target. It enhances a company's ability to answer calls in a timely manner, giving each user visibility and insight into the key metrics via customizable live views, dashboards and historical reporting. OnTraQ allows companies to easily and tightly align its metrics to their unique operational needs. The real-time Service Group Status specifically highlights the following for each queue:

• Percent of answered calls within the customer-defined service level (such as 30 seconds) for the current quarter hour, hour session and day • Average queue time for current quarter hour, hour, session and day • Total number of calls in queue, number of calls in queue by five (5) customer-defined intervals (such as less than 10 seconds, less than 1 minute, etc.) and time the oldest call has been waiting.

Service Group Status

Service Group	Answer Performance								Queue Status							Agent Status						
	% Ans w/in Svc Level				Avg Queue Time (sec)					Time in Queue (seconds)												
	Qtr Hour	Hour	Session	Day	Qtr Hour	Hour	Session	Day	Calls in Queue	< 5	< 15	< 45	< 90	≥ 90	Oldest Call	Total	Talk	Work	Idle	Non-ACD	Other	Unavailable
Administration	0%	0%	100%	100%	0.0	0.0	0.0	0.0	0	0	0	0	0	0	00:00	0	0	0	0	0	0	0
Sales Primary	0%	0%	0%	0%	0.0	0.0	0.0	0.0	0	0	0	0	0	0	00:00	1	0	0	1	0	0	0
Tech Support Primary	0%	0%	0%	100%	0.0	0.0	0.0	0.0	0	0	0	0	0	0	00:00	1	0	0	1	0	0	0

OnTraQ reports are highly customizable, both in terms of content included and the layout structure. OnTraQ's flexible design allows individual users, such as supervisors, to create and manage their own reports with simple mouse clicks. The solution does not require expensive professional services contracts and technical in-house resources.

Staying on top of these key metrics empowers organizations to take proactive steps to address developing situations. They can quickly identify asymmetrical events, determine their root cause and be better prepared for them in the future. The first step is a systematic reduction in events that lead to problems. When call volumes rise unexpectedly or staff availability does not match expectations (ie. weather events), the right metrics will identify the impact quickly and provide the visibility to align resources. For example, if queue times are increasing and agents are in "unavailable" state, supervisors can ask the agents to cut a break short and log in. Or when staff shortages come up, real-time visibility into key metrics allow the managers to know where resources can be deployed to most effectively handle the call volumes.

Impact is all about "making the complex simple". Their solutions are designed to provide straightforward methods of resolving such multi-tiered challenges as optimizing voice networks, maximizing call center performance, elevating safety and security, streamlining operations or protecting sensitive data, The company is committed to the creative and intelligent application of technology to advance the efficiencies and business practices of its clients and provide a significant, positive impact on customers' goals This results in Impact's solutions being among the market's easiest to implement, use and maintain, offering the lowest possible TCO and highest potential ROI.

RSI (Resource Software International)

Website: http://www.telecost.com

Shadow CCR Call Center Reporting by RSI is a robust solution for communication managers in enterprises with one or more call centers operating on a single platform or multi-vendor   Shadow CCR offers a means of deciphering the valuable data produced by the communication server.

There are two components to the call center reporting operating in real time and with historical data. The real time component allows managers to quickly be alerted of system failures, overflows, bottlenecks and misuse. Ad hoc triggers can also be defined to study specific network issues. The historical component allows managers to study longer term data patterns and trends to better understand peak periods, network performance, workforce requirements and validate migration to new systems. This enables them to make intelligent workforce, skill set and network planning decisions with concise system metrics.

Shadow CCR Call Center Reporting has a broad set of built-in reporting options to analyze agent and queue metrics by various time periods. The software also has a built-in report writer for tailored requirements and can run through Windows Task Scheduler for delivery to any individual or department. It can identify agent activity, pinpoint busy periods, and determine network performance (calls per agent, average talk time, lost/abandoned calls).

Benefits include:

- ❖ Establishing queue-based response teams
- ❖ Reducing wait times
- ❖ Enhancing the customer experience
- ❖ Making intelligent network infrastructure and workforce decision
- ❖ Improving bottom line results
- ❖ 100 pre-canned reports

It also can produce many derivations using other templates, custom filters and report builder to address specific business needs. Shadow CCR Call Center Reporting spans all popular manufacturers' communication and contact center solutions including Cisco, Avaya, Mitel and others. The solutions have been lab-tested for compliance and can consolidate data across single or multi-vendor environments. Shadow CCR can be deployed in the enterprise or in the cloud for accessibility anywhere, anytime.

Contextual Real-Time Communication

CaféX

Website: http://www.cafex.com

For the second time in the past three years, CaféX earned top honors in the annual "Best of Enterprise Connect" award competition for exhibitors with solutions that best advance enterprise communications and collaboration. A panel of four judges selected their newly introduced Chime app as the event's "best in show" from among seven finalists. With the Chime app, users will be able to launch and join voice, video, and chat sessions, as well as share documents and presentations.

Beyond helping to realize the potential of WebRTC's vision of real-time communications anytime from any browser, CaféX also introduced a new architectural approach to video collaboration that may reduce the cost and complexity of enterprise-scale video collaboration. Chime extends the capacity of video conferencing rooms and desktop systems from Cisco, Microsoft and other leading platforms by enabling any browser to be a video-enabled collaboration endpoint without special downloads.

CaféX's focus is on creating software that makes it simpler for people to collaborate in the ways that work best for them. The company's context bus enables companies to provide a bridge between a company's mobile, web, chat, IVR, video, voice and other interaction points to deliver superior omni-channel customer experiences. A core advantage of the technology is the integration with a broad range of communications, customer management, and collaboration platforms. CaféX Live Assist uses this advanced connectivity to intelligently share information across channels to provide agents with rich contextual information that empowers them to provide excellent service. This interconnectivity is also an important part of Chime.

Enterprises employing CaféX Live Assist for real-time contextual communication have consistently measured significant improvement in Net Promoter Scores (NPS).

Another important element in delivering superior service to customers is assuring that agents are well prepared to engage with customers. CaféX's Supervisor Assist is a real-time monitoring and coaching solution that empowers supervisors to help agents located across the room… or across the world. With Supervisor Assist, a supervisor can not only monitor the voice conversation, but can co-

browse with the agent, spotlight areas of the screen, "whisper" to the agent, and provide real-time advice and coaching via text chat.

What sets CaféX apart from other suppliers in the Web RTC space is its concerted efforts to overcome some of the technical gaps that have thus far hindered broad adoption, such as the lack of native WebRTC support in the Safari, Internet Explorer, and Edge browsers that are the standard in many large enterprises. CaféX has solved this issue through a combination of WebRTC and unique software deployments to enable seamless interaction between endpoints using any browser. The Chime collaboration solution is an example of this innovation. Chime users can be on any browser, and video collaboration can be accomplished through a single click, without special application software to download, and without video transcoding.

Customer Engagement/Customer Experience Partners

TeleTech

Website: http://www.teletech.com

TeleTech operates on the premise that while every customer is an individual with unique needs, people everywhere now share a common sense of entitlement to receive easy, personalized responses. Unfortunately, it's difficult to live up to this expectation in today's complicated omni-channel world. Technology has changed both the way that people interact with each other, and with the businesses that serve them. Customers aren't just "mobile" in the way they use devices to interact; it has never been easier for anyone to switch service providers, or to research areas of interest to migrate to a new product. Customers are also much "louder" at an individual level – tweets and posts now cast a much wider net than a conversation in the company break room.

New features or incentives can bring short-term gains, but the company has seen repeatedly that the *quality* of a customer's overall experience is the only differentiator that breeds the kind of loyalty that companies need in order to survive. TeleTech takes the customer's entire journey into consideration, and focuses its efforts on contributing to a consistent, personalized relationship that builds trust and confidence.

As customer engagement specialists, they believe that only when companies design and deliver exceptional customer experiences can they achieve sustainable economic value. Their updated business model is founded on being a strategic partner for client companies by offering end-to-end customer experience services.

Their list of services includes strategic consulting, technology enablement, management and implementation of service delivery centers, and revenue generation. This comprehensive approach enables TeleTech to serve its clients by helping them to provide consistently outstanding customer experiences. From the beginning of any relationship, they offer the capability to collaborate with clients to create a customer-centricity roadmap.

TeleTech was founded more than three decades ago on one guiding principle: *Customer relationships built on trust and simplicity deliver lasting value for everyone.* It has built its business to re-establish the crucial relationship between brands and consumers. Its definition of customer engagement is empowering companies to think beyond the tactics of one-off interactions toward a strategy of long-term relationship building and growth. In this hypercompetitive global economy, customer experience and brand loyalty are more important than ever.

TeleTech's holistic Customer Engagement platform helps companies create opportunities to strengthen customer engagement, enhance the customer experience, and deepen customer loyalty. Using a blend of customer-centric strategies, multichannel technologies, and superior service interactions, the Customer Engagement platform provides seamless and effortless experiences for customers, because it draws from TeleTech's proven expertise in managing the customer experience at every touchpoint. All services and solutions are totally focused on achieving a client's desired outcome based on strategy, complexity, and budget.

Performance Technology Partners (PTP)

Website: http://www.ptpinc.com

Performance Technology Partners believes that "Good CX is beautiful" and improving it does more than simply create loyalty. It connects people to the things they care about, enables companies to grow and innovate, and on a larger scale, helps bridge cultures. PTP offers a proven approach delivered by a team of senior professionals that solves unique business problems. Its customer-driven process is unbiased and optimizes the technology solution that meets specific requirements.

Its experts do an assessment, then bring in the correct tools, and perform the necessary integration. In executing a project, PTP takes full responsibility with no finger-pointing. The company's performance-based commitments fully align its work to the client's stated goals and objectives. PTP believes that putting "skin in the game" is critical to maximizing project success and achieving strategic goals. The company has confidence in its ability to deliver on promises and ties it success to achieving project results.

Founded in 2004, PTP initially partnered with Genesys, then moved on to Avaya and Interactive Intelligence. In serving current clients, its focus is on "future-proofing" the contact center by enabling it to deliver an effortless, personalized omni-channel experience. Areas of specialization include helping companies implement intelligent, skill-based, rule-based routing, a full spectrum of Voice Self Service solutions and the development of highly customized IVR applications and managing the dynamics of workforce optimization.

Quality Assurance/Performance Management

MiaRec

Website: http://www.miarec.com

MiaRec's Quality Assurance Suite helps drive quality improvement through constant monitoring of service quality, measurement of employee performance and timely feedback. By recording and reviewing calls, businesses can identify weak points in customer service and employee performance and address them to improve business results.

The Quality Assurance suite not only allows companies to assess employee performance, it also serves as an invaluable training tool. Recorded calls can be used to coach new employees and help them build effective customer-interaction skills, by quickly identifying their own strengths and weaknesses. MiaRec's comprehensive reporting functionality allows an organization to view contact center performance at a glance, determine trends and take actions needed to improve performance.

MiaRec's call recording architecture allows hosting of multiple tenants (customers) on a single platform in hosted or outsourced contact center environments. Multi-level access control and partitioned multi-tenant resources ensure data security and customer privacy: Every customer's data is separated, customers only have access to their own data, and no one can see or hear any other customers' recordings. Every client receives password-protected access to their call recordings via web-interface, which is accessible from anywhere. Customers do not have to install any additional software at their site.

All recordings are protected and encrypted. Customer call recordings can be automatically uploaded and stored to customer premises in accordance with compliance requirements. The system administrator has the capability to set up different settings for every tenant (customer), including different retention periods for call recordings. This might mean a 60-day retention period for customer A or a 7-year storage for customer B.

MiaRec offers a unique combination of ease of use coupled with advanced functionality and security. The solution can be installed within 30 minutes and the customer will receive a fully functional call recording system with full functionality, such as call recording, live monitoring, agent evaluation and performance reporting. Beyond the rock-solid encryption, security measures include role-based permissions, file watermarking and audit log. MiaRec can handle 1,000 concurrent sessions on a single server, which the company claims as an exclusive capability in the marketplace. It also offers wide compatibility with leading unified communication platforms such as those from Microsoft, Cisco, Avaya, NEC, BroadSoft, Metaswitch and many others.

Customer Feedback/Cloud IVR

Plum Voice

Website: http://www.plumvoice.com

Plum Voice is a communications technology company that provides programmable platforms to automate customer interactions and business processes. Plum Insight, their Voice of the Customer IVR platform, helps call centers gauge agent performance and enhance customer experience in two different, yet related ways. First, when calls transferred to Insight include metadata from the contact center, it uses that metadata to correlate survey answers to other relevant data, such as who was the agent who spoke with the customer. Second, Insight then uses the data collected from those interactions for reporting purposes. Insight utilizes report-sharing hierarchies, which provide granular access to reports. Depending on a user's permissions, they can run a report on an individual agent, a team of agents, or an entire call center. Insight handles reporting for in-house, decentralized, out-sourced, and disparate call centers in the same way, providing individual or aggregate reports with the same ease.

Giving companies actionable data on what is working and what is not in their call center(s) enables those businesses to identify the specific areas where their processes work well or have issues. For things that are functioning smoothly, having this type of data makes it easier to adopt these same techniques in other areas. In cases where organizations see issues, they not only know where to focus their optimization efforts, but have a baseline from which to measure their subsequent modifications.

Plum Voice also offers hosted IVR platforms that enable businesses to rapidly deploy secure, reliable and scalable self-service solutions. Plum DEV is a feature-rich programming platform that gives businesses unmatched flexibility and control when building voice self-service applications. The entire DEV environment is designed to provide the utmost security, and is PCI, HIPAA, and SOC2 compliant. Their Plum Fuse product provides a different avenue to build applications with a drag-and-drop interface that doesn't require any coding. Fuse also employs robust life cycle management tools that enable stakeholders at all levels in the company to access the application.

All of Plum's products operate in Plum's cloud environment, which is purpose-built for voice and communications. As a cloud vendor, Plum offers elastic scaling to meet the needs of customers and SLAs which guarantee 100% uptime.

Plum does not offer a contact center suite or agent software; its products handle pre- and post-call interactions. Plum offers companies the tools and resources to create custom voice applications that automate its most frequent calls. This allows Plum's customers to create voice applications that automate

routine inquiries and intelligently route calls to the best agents or call centers for more complex customer issues. Empowering business to control initial customer interactions and providing the tools to improve the customer experience and automation rates make call centers more efficient and increase overall ROI.