Enghouse Interactive empowers service providers to deliver cloud contact center solutions that free organizations from the boundaries imposed by traditional industry products. Contact Center: Service Provider (CCSP) provides the agility to quickly and economically fulfill the most complex customer interaction management requirements, both now and in the future.

Why Contact Center in the Cloud

Traditional contact center solutions require significant capital expenditure and are typically scaled around estimated agent and call volume numbers. In contrast, cloud implementations do not require a large up-front investment, allowing the business to invest money into growth areas. They can also be much more flexible in terms of agent costs, bringing staff online at busy times and then effectively ‘switching them off again’ during quieter periods.

CCSP is an all-in-one, virtual contact center suite that includes multi-channel IP ACD with Universal Queuing, self-service via Interactive Voice Response (IVR), CTI, predictive outbound dialing, multimedia recording, administrative tools and advanced integration capabilities. CCSP supports all customer communication channels, including telephone, email, video, web chat, web voice, web collaboration and voicemail on high capacity, high availability and carrier-grade hosting platform with its multi-tenant architecture.

Benefits

- **Market differentiation.** Offer full end-to-end contact center services to your customers.
- **New revenue opportunities.** Boost revenue by increasing bandwidth through providing hosted contact center services to new and existing customers.
- **More value-add services.** Offer networking services, telephony services and professional services.
- **Customer loyalty.** Develop high customer satisfaction and loyalty with various tools and extended applications.
- **Address customer needs.** Match the needs of a wide range of customers from SME to large enterprise.

True Multi-Tenant Platform

Multi-tenancy empowers providers to securely host multiple companies and/or business units on a single shared platform. Operating a single shared system simplifies overall administration and greatly enhances the cost effectiveness of the platform.

- Create economies of scale and support resource consolidation
- Lower your total cost of ownership (TCO) with operational efficiencies only available on a shared platform.
- Empower tenants to autonomously manage their contact centers.
- Provide agility to deploy and scale contact centers to match business needs.
Tenant Self-Administration
Tenant Self-Administration makes call centers easier and more cost effective for both service providers and tenants. Service providers benefit as tenants perform their own routine administration. Tenants gain control and flexibility to add agents and change self-service and routing rules without relying on service provider personnel. A robust security model empowers call center managers to create unlimited, customized access profiles to match any organizational structure. This ensures each person associated with a contact center can see and do exactly what he or she is supposed to see and do.

- **System-wide Administration.** Manage all tenants from a single, easy-to-use browser-based interface.
- **Security and Isolation.** Advanced security model and flexible system partitioning assure operations of each tenant will be secure and isolated from other tenants.
- **Flexible Resource Allocation.** Leverage servers and supporting personnel across multiple customer accounts, or guarantee dedicated resources for premium service offers.
- **Billing.** Open access to complete system data ensures speedy and accurate customer billing. Use standard reports or deliver call detail record (CDR) information to other billing systems.

Operational Efficiencies
Service providers benefit from higher levels of hardware and personnel utilization due to secure resource pooling on a single scalable platform. This streamlined task management requires fewer human resources, lowers cost of infrastructure components as well as speeds up the process of provisioning new customers or tenants.

Reliability and Scalability
CCSP is built from the ground up as a highly distributed, resilient multi-tenant architecture providing global scalability and superior reliability to meet carrier requirements for large multi-node international deployments. The CCSP platform provides a range of technologies to build a high availability infrastructure, including full geographic resilience, load balanced n+1 server deployments, server and database clustering and mirroring, active-passive component resilience and remote site surveyability. This enables service providers to offer support for hosting mission critical applications with zero downtime and protects their revenue and infrastructure investments.

Open Interface
CCSP offers service providers a range of open interfaces allowing them to customize options on a system-wide or per tenant basis. These interfaces enable service providers to tightly integrate 3rd party applications, such as CRM or ERP, into agent desktops as well as allow them to build and execute their own custom applications. With the open interface, service providers can offer custom application development services and easily integrate front office with back office business processes.
**Integrated Voice Switching Capabilities**

CCSP can operate as a stand-alone platform without the need of separate telephony or voice infrastructure. This allows service providers freedom to deploy in network without additional need for voice switching systems or PBX equipment. In addition, CCSP can be deployed as an overlay to existing customer equipment.

**Service providers benefit due to:**
- Simple deployment model without additional costs for voice platform
- No troublesome, complex integrations between separate systems
- Full control of media stream delivery and voice quality

**Choice of Agent Deployment Options**

CCSP can be deployed in a range of options offering flexibility and choice to customers. A CCSP standard agent client includes a SIP soft phone to deliver full functionality direct to any multimedia-enabled computer. CCSP also offers the option to run the standard agent client in conjunction with either a certified IP phone connected directly to the CCSP platform, or by utilizing existing voice infrastructure phones as an alternative delivery model. Additionally, CCSP can operate without the agent client and can be accessible using a phone only user interface.

**Deployment benefits to service provider:**
- Wider market scope with deployment options for end customers
- Services can be sold as a standalone contact center or an overlay to an existing voice system
- Not dependent on data network to deliver good voice quality
- Offers seamless migration strategies to the customer

**Intelligent Multimedia Routing**

Configurable scripts and universal queues allow separate setup and routing control of different media types for each customer using a single platform. Set up simple skills-based routing rules to advanced data-driven call workflow scenarios using the graphical scripting tool, Designer. Current media types supported include voice, video, email, call-backs, voicemails and web chat.

**Integrated Self-Service**

The CCSP platform offers self-service using built-in IVR which allows customers to automate their contact center interactions. IVR scripts are designed with the Designer scripting tool and fully integrated into the call routing procedures, offering a unique blended approach between self-service and agent assisted services. The IVR can be extended with natural speech recognition and text-to-speech engines as well as providing professional services engagement opportunities to service providers.

**Integrated Recording**

Native voice and screen recording capabilities provided within the platform allow managers to access recorded interactions for any channel or medium. To comply with privacy and security regulations, calls can be recorded and played back in their entirety or selectively based on a variety of factors.

**Outbound Dialer**

CCSP provides a complete outbound solution for predictive, progressive and preview dialing, as well as IVR messaging. The dialer offers powerful campaign management tools, allowing contact center managers to maximize the efficiency of their outbound campaigns. The dialer adheres to the strictest compliance rules and governmental regulations while maximizing agent productivity.
Cloud: A Bold Approach to Deploying Contact Centers

Demand for cloud contact centers is growing faster than ever—this is due to the major advantages the cloud provides to certain contact centers whether in a public or private cloud environment. With Enghouse Interactive you get the best of both worlds, as we offer a number of different cloud deployment options so you can choose the best model for your business.

**Public Cloud:** Helps to remove the hassle and expense of managing a system, and at the same time gives you a fully featured, flexible, scalable and pay-as-you-go model that is future-proof. Through our service providers, we offer global capabilities with short implementation times and the ability to optimize your workforce by scaling agent counts on-demand. Contact center operation changes can also be made in-house through powerful administration tools allowing real-time control and visibility.

**Private Cloud:** If you prefer to own and manage your technology, host it yourself or have it hosted by a 3rd-party, join a growing number of organizations who are creating their own cloud environment to serve all their unique, distributed operations with unmatchable flexibility and scalability. This scenario is well-suited for large contact centers and industries, such as healthcare and finance, which require high levels of security, yet can benefit from the cloud's agility.

**Hybrid Cloud & On Premise:** A hybrid cloud is a composite of at least one private cloud or on-premise system and at least one public cloud. For example, an organization might use a public cloud service for new projects and new sites, but continue to maintain an in-house system for operational customer data. The hybrid approach allows a business to take advantage of the scalability and cost-effectiveness that a public cloud-computing environment offers without exposing mission-critical applications and data to 3rd-party vulnerabilities.

**Why Cloud from Enghouse Interactive**

Enghouse Interactive has been spearheading the movement away from the traditional ‘bricks and mortar’ contact center to a more virtual and cloud-based approach. All our solutions enable organizations to leverage existing contact center technology and applications, overlaying additional functionality and enabling the contact center to flex with demand. Ultimately, we enable organizations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

Our solutions scale from a single site call reception console to multi-tenanted, multi-media contact centers with users in excess of 10,000. We have more than 1 million agent seats handling over 1 billion interactions through our systems daily—making Enghouse Interactive one of the biggest providers of customer contact solutions in the world.

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**About Enghouse Interactive**

Enghouse Interactive is a global leader in providing solutions that deliver differentiated customer experience and maximize the value of every customer interaction. Enghouse Interactive's comprehensive portfolio of interaction management solutions span multi-channel call centers, Computer Telephony Integration (CTI), self-service Interactive Voice Response (IVR), knowledge management, operator consoles, call recording and quality monitoring, media voice services, and outbound dialers. These solutions support any telephony environment and flexible deployment options, on premise or in the Cloud. With Enghouse Interactive solutions, your customers can reach you anytime, anywhere, and anyhow.

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