

# Contact Center Service Provider

## SERVICE PROVIDER PERSPECTIVE

Enghouse Interactive empowers service providers to deliver Cloud contact center solutions to enhance their services portfolio in the market and generate new revenue streams. With Contact Center Service Provider (CCSP), bring new contact centers online within days, enjoy low total cost of ownership with true multi-tenant architecture, and offer a rich omni-channel feature set in a powerful and intuitive agent interface to your customers.

### Benefits

- *New Revenue opportunity in the market, increase revenue per customer by providing advanced Contact Center-as-a-Service (CCaaS) to existing and new customers*
- *Offer value-add services, such as networking services, telephony (minutes) services, and professional services*
- *Enjoy differentiation in the market by offering full end-to-end services to your customers*
- *Increase 'stickiness' with your customers. Applications, such as contact center provide opportunities to develop high customer loyalty*
- *Address needs of a wide range of customers, from small-businesses to mid-market and large enterprises*

### Why CCaaS

Over the last decade or so, cloud computing has been, justifiably, one of the most hyped concepts in the IT sector. Over the past few years Contact-Center-as-a-Service has become a compelling alternative to the traditional approach of deploying on premise. Industry analysts estimate that the applications-as-a-service market will grow at nearly 20% CAGR through the end of the decade. Companies need contact center solutions but don't necessarily want to invest capital in the infrastructure required to purchase, operate, and maintain such solutions.

Enghouse Contact Center Service Provider is a platform that enables contact center service providers, business process outsourcers, and enterprises with distributed business units to offer Cloud based contact center applications to their customers.

### True Multi-Tenant Platform

Multi-tenancy is the key enabler for creating cloud contact center services since it 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 it greatly enhances the cost effectiveness of the platform via economies of scale on hardware and IT personnel.

- Create economies of scale with better utilization of shared resources
- Realize cost and operational efficiencies only available on a single shared platform
- Empower tenants to autonomously manage their own contact center's
- Provide agility to quickly and flexibly deploy and scale contact center's to match business needs

## Tenant Self-Administration

Tenant Self-Administration is a win-win proposition that 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 benefit by gaining control and having the flexibility to add agents and routing rules without relying on service provider personnel. A robust security model empowers contact center managers to create unlimited access profiles to match almost any conceivable organizational structure. This ensures that every person associated with a contact center can see and do exactly what he or she is supposed to see and do – no more and no less.

### System Level Multi-Tenancy Features

- System-wide Administration: Service Providers can 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, optionally guarantee dedicated resources like telephone connections and server resources for premium service offers
- Billing: Open access to complete system data to ensure speedy and accurate customer billing. Use standard reports or deliver call detail record (CDR) information to other billing systems

## Operational Efficiencies

By streamlining operational management tasks, service providers are able to benefit from higher levels of hardware, virtual machine, and personnel utilization due to secure resource pooling from a single scalable platform. This requires less human resources to manage the platform, lowers cost of infrastructure components as well as speeds up the process of provisioning new customers or tenants.

## Total Cost of Ownership

The Contact Center-as-a-Service market is maturing fast; bringing increased competitive pressure on service providers to provide high quality contact center services at a lower cost. The CCSP platform is aimed at driving down the total cost of ownership for service providers by facilitating increased numbers of tenant and agents running on a single hardware platform and supporting deployment models that stretch over multiple physical locations. Lower total cost of ownership for service providers means:

- Better competitiveness in the cloud contact center market
- Opportunity to increase margins and profits
- Greater agility and flexibility to meet cloud contact center demand

## Reliability and Scalability

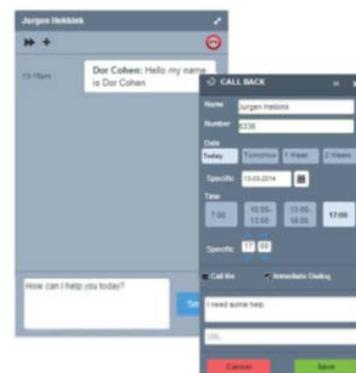
CCSP is built from the ground up as a highly distributed resilient multi-tenant architecture providing global scalability and superior reliability to meet communication and application service provider's requirements for large, distributed, global deployments. The CCSP platform provides a range of technologies 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 survivability. This enables service providers to offer support for providing mission critical applications with zero downtime and protects their revenue and investments in the infrastructure.

## Open Interface

CCSP offers service providers a range of open interfaces allowing them to integrate and customize applications system-wide or on a per tenant basis. Currently the platform supports open interfaces for agent connectivity, tenant administration tasks, web chat messaging, SIP connectivity, web services integration, and client side gadget connectors. 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 using the platform. With the open interface, service providers can offer custom applications 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 it in their network without additional need of voice switching systems or PBX equipment.



Simple SIP or H323 voice trunk connectivity will connect the CCSP platform to the wider voice infrastructure. In addition CCSP can be deployed as an overlay to existing customer equipment in which the voice delivery can utilize existing customer investments in voice equipment, such as desk phones.

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 web 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 agent client in conjunction with either a specified IP Phone connected directly to the CCSP platform or by utilizing existing voice infrastructure phones as an alternative way to deliver voice. CCSP can also operate without the agent client and can be accessible using a phone only user interface.

Benefits to Service provider:

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

## Intelligent Multimedia Routing

Each customer or tenant can be configured with routing and universal multi-channel queues unique to their specific needs and business processes. The Designer, a graphical scripting tool, allows service providers and tenants to setup simple skills based routing rules to advanced data-driven workflow scenarios. Currently, media types supported are voice, video, email, call-backs, voicemails and web chat.

## Integrated Self-Service

The CCSP platform offers self-service using a built-in Interactive Voice Response (IVR) to allow customers to automate their contact center interactions. The IVR scripts can be designed with the Designer scripting tool and can be 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 providing professional services engagement opportunities to service providers.

## Integrated Recording

Voice recording and screen recording capabilities are provided natively within the platform allowing managers to access recorded interaction for any channel and media. To comply with privacy and security regulations related to call quality monitoring, calls can be recorded and played back in their entirety or selectively based on a variety of factors.

## Outbound Dialing

CCSP provides a complete outbound solution for predictive, progressive, and preview dialing plus IVR dialing. 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 whilst maximizing agent productivity.

Benefits to service providers:

- Strong competitive dialer capability from the same platform
- Additional revenue options, including provisioning of voice minutes
- Reduced complexity and ease of use from single user interface

## Reporting and Monitoring

CCSP Dashboard allows the creation of highly customizable real time reports of all activities which supervisors and administrators can create, view, and securely share views. All historical data is safely stored in SQL databases, containing all call-related and agent-related events and are offered to supervisors in a range of standard reports.



Analyst is an additional reporting tool built on an OLAP data cube that contains pre-calculated measurements of contact center performance, allowing service providers as well as the customer's contact center managers to easily create ad-hoc reports.

## Business Models

Enghouse Interactive develops a collaborative partnership with the service provider to ensure their utmost success. Work with Enghouse Interactive and enjoy a number of benefits such as:

- Develop an optimal pricing model; licences, subscriptions, and plans for seasonal spikes
- Develop business cases and ROI models
- Advice on go-to-market strategies
- Support in sales and marketing efforts
- Offer professional as well as support services
- Conduct training

## Drive Revenue in Other Areas of Business

Contact Center services bring with them opportunities for additional revenue streams:

- Lines; Minutes; Rental
- SIP Trunking
- Data Network
- Back up and storage
- Professional services
- Equipment
- Value-add applications and services
- Integration with CRM, Workforce Management, and other applications

## Why Cloud from Enghouse Interactive?

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 a high capacity, high availability, and carrier-grade hosting platform with its multi-tenant architecture.

Enghouse CCSP is a proven platform that has been deployed for over a decade delivering highly reliable contact center services in the market. A large community of service providers worldwide partner with Enghouse Interactive utilizing CCSP to create their Contact Center as a Service for tens of thousands of agents over thousands of tenants.

Here are just a few reasons why Enghouse Interactive's CCSP is an ideal solution for service providers worldwide:

- True multi-tenant architecture, sharing of resources over all tenants in the platform providing economies of scale and optimizing utilization of resources
- Operational efficiencies in single platform to supply and manage services to all tenants, with self-administration capabilities for individual tenants
- Lowest total costs of ownership of providing contact center services to end customers, offering bigger margin opportunities while staying price competitive
- Distributed resilient architecture providing global scalability and high reliability to meet carrier requirements for large multi-node international deployments
- Open interfaces and customization options on system wide or per tenant basis to provide tight integration options to allow for individual needs of different tenants
- Integrated voice switching capabilities making CCSP a stand-alone platform without the need of separate telephony or voice infrastructure
- Choice of agent deployment options with soft clients, IP phones or using traditional phones
- Flexibility in multimedia intelligent routing and handling of calls, ranging from simple skills based routing to complex interactive routing algorithms for larger tenants
- Integrated self-service IVR capabilities with options for natural speech recognition
- Integrated voice recording and screen recording capabilities native within the platform
- Strong predictive and preview dialer options for outbound campaigns
- Powerful real time monitoring and analytic reporting tools
- Enghouse works collaboratively with partners and can offer multiple business models from buying licenses to subscription models

## About Enghouse Interactive

Enghouse Interactive delivers technology and expertise to maximize the value of every customer interaction. Enghouse Interactive's comprehensive portfolio of interaction management solutions span multi-channel call centers, CTI integration, self-service Interactive Voice Response (IVR) and knowledge management, operator attendant consoles, call recording and quality monitoring, and predictive outbound dialer. These solutions support any telephony environment; on premise or in the cloud allowing organizations to add functionality when and how they want.

With Enghouse Interactive solutions, your customers can reach you anytime, anywhere, and anyhow.