

# Contact Center Service Provider

## SERVICE PROVIDER PERSPECTIVE



Contact Center Service Provider (CCSP), empowers service providers to deliver cloud contact center solutions, enhancing their application portfolio and generating new revenue streams. 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 customers.

### Benefits

- *Communications, application and managed service providers have new revenue opportunities offering cloud contact center*
- *Contact Center as a Service (CCaaS) is a “sticky” application, attracting new logos and building customer loyalty*
- *Offering CCaaS increases your opportunity to cross-sell other applications such as unified communications, broadband and other managed applications*
- *Offer value-add services, such as integration, professional and consulting services*
- *Enjoy differentiation in the market by offering full end-to-end services to your customers*
- *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 do not necessarily want to invest capital in the infrastructure required to purchase, operate, and maintain such solutions.

Enghouse Contact Center Service Provider is a cloud contact center service delivery platform that enables all types of application service providers, CSPs, NSPs, MSPs, ASPs, BPOs, etc., as well as enterprises with distributed business units, to offer contact center as a cloud-based service 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 deliver cloud services to 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 centers
- Enable business agility, quickly and flexibly deploy and scale contact center's to match business needs

### System Level Multi-Tenancy Features

- System-wide Administration - Service providers can manage all tenants from a single, easy-to-use web 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 customers or tenants, or optionally guarantee dedicated resources like IVR, outbound dialing or voice connections, storage 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.

### Provisioning Portal

The Provisioning Portal is a self-service administration tool for provisioning cloud contact center tenants. The Provisioning Portal significantly reduces startup costs and ongoing management by reducing the operational burden of new tenant onboarding and by providing tools customers can use themselves.

The Portal is also a self-service administration tool for existing customers. Tenant Self-Administration is a win-win proposition that makes call centers easier and more cost effective for both service providers and the customer. Service providers benefit as tenants perform their own routine administration. Tenants benefit by gaining control and having the flexibility to manage agents, queues, routing rules, working hour and operational calendars. It alleviates the wait time and cost of service provider personnel performing routine management and administration activities, and allows service provider staff to focus on operations that are more critical. A robust security model defines access profiles and 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.

- Web accessible portal
- Powerful, Flexible, Secure
- On-board new tenants more easily and quickly
- Prospects can sign up via the web, whether for trial or actual service
- Tenants require less training and can manage day to day operational changes

### 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.

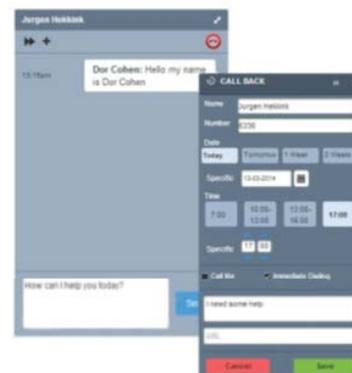
### Total Cost of Ownership

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 multitenant 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 Interfaces

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, co-browsing, and client side gadget connectors. These interfaces enable service providers to tightly integrate 3rd party applications, such as CRM, ERP, WFO and business analytics solutions into, as well as allow them to integrate 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.

## Choice in Voice Deployment Options

CCSP has a range of communication deployment options offering flexibility and choice to customers. TouchPoint, CCSP's intuitive, web-based agent desktop, includes a built in SIP soft phone to deliver communications directly to any multimedia-enabled computer. CCSP does not require a separate telephony or voice infrastructure. A SIP based network connects the CCSP platform to the wider voice infrastructure.

CCSP also offers the option to leverage unified communications platforms, Microsoft Skype for Business, an IP Phone, the customer's existing PBX or even home telephones as an alternate way to deliver voice.

Service providers benefit due to:

- Wider market scope with communication options for end customers
- Seamless migration strategies to customers
- Services can be sold as standalone contact center, as an overlay to an existing voice system, or bundled with Unified Communications solutions

## Intelligent Multimedia Routing

Each customer or tenant can be configured with routing and interaction queues unique to their specific needs and business processes. The Designer, a graphical scripting tool, allows service providers to create everything from simple skills based routing rules to advanced data-driven, real-time workflow scenarios. Currently, media types supported are voice, video, email, call-backs, voicemail, web chat, co-browsing and social media.

## 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 are created 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 create recording rules and access recorded interactions for any communication channel. To comply with privacy and security regulations related to call quality monitoring, call recordings can be encrypted and 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 plus IVR-based message delivery. 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.

Benefits to service providers:

- Strong competitive dialer capability from the same platform
- Additional revenue options, including provisioning of outbound 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 analytics 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
- Creation of business cases and ROI models
- Advice on go-to-market strategies
- Support in sales and marketing efforts
- Delivery of professional as well as support services

## Drive Revenue in Other Areas of Business

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

- Communication services, SIP trunks, minutes, data network
- Unified Communications as a Service
- Value-add applications and services
- Integration with CRM, Workforce Management, and other applications
- Backup and storage
- Professional services

## Why Cloud from Enghouse Interactive?

CCSP is an all-in-one virtual contact center suite that includes Omni-channel cloud-based ACD with Interactive Voice Response (IVR), predictive outbound dialing, multimedia recording, administrative tools, and advanced integration capabilities. CCSP supports all customer communication channels, including voice, video, email, call-backs, voicemail, web chat, co-browsing and social media on a high capacity, high availability, and carrier-grade cloud platform with its multi-tenant architecture.

Enghouse CCSP is a proven platform, deployed for over a decade delivering highly reliable cloud contact center in the global market. A large community of service providers partner with Enghouse Interactive utilizing CCSP to create their Contact Center as a Service for hundreds of thousands of agents over thousands of tenants.

Here are just a few reasons why Enghouse Interactive's CCSP is an ideal solution for delivering cloud contact center:

- Extend your market reach and revenue by offering cloud contact center
- Lowest total cost of ownership for delivering contact center as a service
- Tailor your CCaaS solution to suit your end-customer's business
- Offer a rich set of Omni-channel, IVR and routing capabilities that might otherwise be cost prohibitive
- Increase operational efficiency with secure, multi-tenant cloud platform
- Flexible platform simplifies integration with CRM and business apps for better customer experience and faster time to market

## 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.