



Contact Center Service Provider

SERVICE PROVIDER PERSPECTIVE



Enghouse
Interactive



Scalable. Flexible. Powerful. Proven.

ULTIMATE FLEXIBILITY WITH CLOUD-BASED CONTACT CENTER SOLUTIONS

Enghouse Interactive's Contact Center Service Provider (CCSP) empowers service providers to deliver Cloud Contact Center as a service, enhancing their application portfolio, and generating new revenue streams.

Bring new contact centers online within days, enjoy a 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.

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Why Cloud from Enghouse?

CCSP : A PROVEN PLATFORM

Enghouse Interactive's CCSP has led the cloud revolution in contact centers, helping organizations transition from legacy premise-based solution to the cloud.

CCSP is purpose-built to deliver cloud Contact Center as a Service. The highly scalable, carrier-grade, multi-tenant cloud platform intelligently routes omni-channel customer communications to agents via built-in IP communications and an intuitive web-based agent interface. CCSP offers a comprehensive set of features for managing the customer experience including IVR, quality recording, analytics, predictive dialing, CRM and Skype for Business integration.

BENEFITS

- New revenue opportunities – Boost revenue by offering differentiated omnichannel CCaaS solutions
- A “sticky” application – Attract new logos and build customer loyalty
- Enable an OPEX business model – Offer your customers scalability and flexibility in adding new channels, features and agents
- Enjoy differentiation in the market – Offer full end-to-end contact center solutions
- Address the needs of a wide range of customers – From small-businesses to mid-market and large enterprises
- Increase cross-sell opportunities – For applications such as unified communications, broadband, and other applications and services

Why More Contact Centers are Moving to the Cloud

This is an era of ultra-connected customers. Customers want a rich and consistent customer experience irrespective of the communication channel. Business leaders are increasingly interested in the as-a-service application model and the agility benefits it provides.

CCaaS has become a compelling alternative to traditional on-premise communication solution. CCaaS removes the requirement for the heavy capital investment required to build, purchase, operate, and maintain these traditional solutions. Many organizations need Contact Center solutions with secure and flexible deployment options that are readily scalable during seasonal spikes, can grow with business requirements and support multiple contact centers on a single platform.

Choice in Voice Deployment

TouchPoint, CCSP's intuitive, web-based agent desktop, includes a built-in SIP softphone 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. In addition, CCSP offers the option to leverage unified communications (UC) platforms, 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 UC solutions

Commercial Opportunity to Add New Revenues

CCSP enables service providers to offer a high-value and high-margin service that separates you from the competition. The shared infrastructure and low operating costs of the platform allow for a quick return on investment.

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

Integrated Recording

Voice recording and screen recording capabilities 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.

Outbound Dialer

CCSP offers a complete outbound solution for predictive, progressive, and preview dialing, as well as 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.

Operational Efficiencies

Service providers 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 the cost of infrastructure components as well as speeds up the process of provisioning new customers or tenants.

CRM Integrations

CCSP offers a set of standard connectors that integrate third-party applications such as Salesforce, Oracle-Siebel, and Microsoft Dynamics. A CRM application can be embedded into the TouchPoint agent client or the TouchPoint capabilities embedded into the CRM application.

Open Interfaces

Offer service providers a range of open interfaces, enable tight integration with 3rd party applications such as CRM, ERP, WFO and 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 application development services and easily integrate front office with back office business processes.

Skype for Business Integration

CCSP offers a seamless integration with Skype for Business protecting an enterprise investment in Microsoft communications, connecting the contact center with their Microsoft environment. Agents leverage the CCSP TouchPoint interface to handle all customer contacts and can collaborate with back-office experts throughout the organization ensures rapid resolution to customer inquiries, enabling a positive customer experience.

Intelligent Multimedia Routing

Unique routing and interaction configurations are based on the tenants' own specific needs and business processes. The Designer, a graphical scripting tool, allows service providers to create from simple skills-based routing rules to advanced data-driven, real-time workflow scenarios. All media are supported including voice, video, email, call-backs, voicemail, web chat, co-browsing and social messaging.

Integrated Self-Service

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

Reliability & Scalability

Built from the ground up as a highly distributed, resilient multitenant architecture, CCSP provides superior scalability and reliability to meet carrier requirements for large, distributed, global deployments. Companies can turn agent seats on and off as needed. 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 providing mission-critical applications with zero downtime and protects their revenue and investments in the infrastructure.

Reporting & Monitoring

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

Easily create ad-hoc reports with Analyst, an additional analytics tool built on an OLAP data cube that contains pre-calculated measurements of contact center performance.

Multi-Tenant Features

TRUE MULTI-TENANT PLATFORM

Securely deliver cloud services to multiple businesses on a single shared platform. Operating a single shared system simplifies overall administration and greatly enhances the cost-effectiveness of the platform via economies of scale on hardware and IT personnel.

- Realize cost and operational efficiencies only available on a single shared platform and enjoy operational economies of scale with a carrier-grade, multi-tenant architecture
- Empower tenants to autonomously manage their own contact centers

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 on other billing systems.

PROVISIONING PORTAL

Significantly reduces new tenant onboarding costs. The Portal is a self-service administration tool for provisioning cloud contact center tenants and for existing customers. The 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.

- Web-accessible portal
- Powerful, Flexible, Secure
- Onboard 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



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About Enghouse Interactive

We are a leading provider of customer experience technology. Our technology is designed to help business maximize the value of their customer interactions using any form of digital or voice communication, making customer experience teams more productive, leaving more time for proactive customer engagement. Our products include both cloud and premise based solutions giving our customers the alternatives and flexibility they desire.

Learn how our suite of products have enabled over 10,000+ mid-market and enterprise customers globally increase customer retention and acquisition by improving customer service, contact centers operations and better understanding the voice of the customer.

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