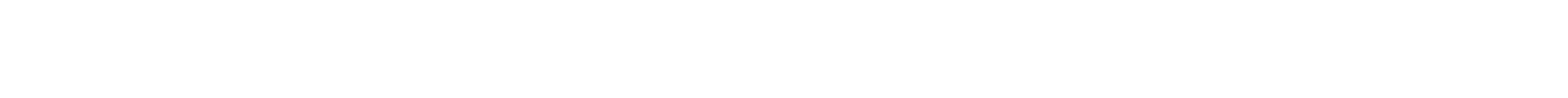
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Sales Enablement Pack:   
Contact Centre as-a-service (CCAAS)

Empower your customers to work smarter,

With collaborative tools that cut costs and boost efficiency

# Contact Centre as-a-Service (CCaaS)

### Offer your customers a single, omnichannel answer to their evolving CX challenges

# A complete omnichannel Contact Centre (CC) solution, allowing you to offer your customers leading-edge, fully integrated solutions that bring together voice, chat, social, email, SMS, WFM/WFO (Work Force Management/Optimisation), back-office integrations, workflow automation, and real-time, AI-powered assistance and reporting to enhance the customer journey, driving profits and enhancing brand reputation – a powerful USP to add to your portfolio.

# Market Conditions

* Most contact centres are between 0 and 100 seats.
* Many businesses use several apps to achieve a unified contact centre solution, but this is harder to monitor, support, and manage, resulting in a poor user/customer experience.
* The cost-per-call has hit a 5-year high, putting contact centres under pressure to reduce costs and optimise the time-to-resolution.
* Chatbot adoption for customer communications is on the rise (despite several high-profile failures).
* An increasing number of contact centres are investing heavily in the in the employee experience.
* Legacy on-prem solutions are reaching end-of-life, leading customers to consider alternatives.
* Migration to a Cloud-based infrastructure is seen as a potential cost saving by many organisations.
* In today's hybrid world, the lack of key technologies in the workplace prevents employees from returning to the office and working effectively.
* An increasing number of organisations now have a “work in progress” AI strategy.
* In Gartner’s Magic Quadrant report, customers cited the key required strengths for CCaaS providers as being deploying to a high standard, on time, and within budget.

# Business Challenges

* Businesses require a single, multi-layered view of their customer activity, with the ability to track and analyse this traffic.
* With contact occurring across an increasing range of channels, managers must be able to maintain a consistent, seamless customer journey, even when multiple channels and agents are involved.
* The number of dropouts due to a lack of communication options and poor queue handling must be kept to the absolute minimum
* The overall cost of managing the customer journey must be reduced.
* Businesses are uniformly keen to optimise their overall customer satisfaction score (CSTATS).
* Contact centre agents working remotely must be fully supported, able to access the resources and expertise they need to deliver successful resolutions, with managers able to track their performance and offer ongoing support and training where necessary.
* Quality of communication and the integrity of sensitive data must be maintained, even with both customers and agents increasingly dispersed.
* Growing volumes of customer data must be translated into an actionable form that supports ongoing improvements and tailored experiences.
* CCaaS providers must be able to assist with the cyber security and data concerns associated with hybrid working and Cloud communications.
* Inflexible software and hardware integrations for both on-site and remote users must be avoided.

# Why EXPO.e for CCaaS?

* **Private connectivity.** A highly resilient platform with multiple UK and European private, Tier 1 carrier connections into EXPO.e's core infrastructure to optimise call quality.
* **Geographic resilience.** Our core communications infrastructure is distributed geographically across multiple data centre locations, providing in-built DR/BC measures for always-on communications.
* **End-to-end SLAs.** Offer your customers a single point of contact and end-to-end SLA across all services, combined with best-in-class security.
* **Integrated communications ecosystems.** EXPO.e’s CCaaS platforms are directly connected into our Teams Calling and UCaaS infrastructure, and can also be integrated with Microsoft Teams, enabling you to deliver a complete communications ecosystem, built on industry-leading software.
* **A comprehensive solution portfolio.** CCaaS can also be managed as a component of a wider IT ecosystem, utilising EXPO.e’s Cloud, Network, and Security solutions.
* **Awarded Best Cloud Communications Provider at the 2020 UC Today awards**, hosted by UC Today, the UK's leading publication in the field of Unified Communications and Collaboration.
* **A well-established partnership with Magic-Quadrant-recognised CCaaS vendors**, to offer a robust multichannel, multitenant platform, integrated with our own private UCC platform, enabling us to deliver accessible, tailored solutions to your customers.
* **Experienced in delivering bespoke UCC solutions**, currently hosting 40,000 users on our UCC platform, whose estates are set-up, managed, and maintained by highly qualified and dedicated UCC Service Delivery and Engineering teams.
* **Solutions are tailored to individual customer needs** through a solution and outcome-based approach, starting with an in-depth initial consultation and full support and guidance along the journey from our experienced UCC team.
* **Guarantee low-risk implementation and migration** through our team of dedicated UCC Solutions Consultants, Delivery Experts, and our 24x7 UK Support Desk.
* **Competitive UK and international calling plans** and fixed-price minutes bundles, along with unified billing for UCaaS and CCaaS, allowing your customers to manage their call spend effectively.
* **A commitment to exceptional customer service.** We maintain 9 ISO accreditations, proving our continued dedication to delivering top level service and meeting regulatory standards, with a live NPS around 7x higher than the industry average.

# Key Benefits

* **Simple and cost-effective.** A fully maintained, regularly updated, Cloud-powered platform, managed by EXPO.e’s own contact centre specialists, providing you with a consistent, sustainable income stream.
* **Leverages data insights.** Provides the real-time monitoring required to maximise efficiency and optimise the customer journey, supporting the tracking of KPIs, and giving valuable insight into agent performance.
* **Agile and scalable.** Provides the ability to scale the estate as required, to cope with seasonal demand or business growth while enabling faster, easier implementation and offloading the administrative burden. This way, you become a key part of your customers’ remote/hybrid working strategies as they evolve.
* **Drive profitability.** More intuitive, personalised customer interactions create stickiness and enhance customer retention, providing a critical advantage in today’s highly competitive marketplace and making you indispensable.
* **Exceptional UX.** Our CCaaS platform allows for a consistent user experience and enable seamless customer interactions across any channel, at any time, on any device, and from any location, to enhance CX.
* **A holistic view of customer data.** Integrating CCaaS with your customers’ own CRM systems provides holistic interaction histories in unified environments for agents, managers, and admins, for a seamless customer experience – eliminating data silos and saving time.

# Features

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Description automatically generated with medium confidence**Portfolio Product Positioning**

A close-up of a checklist

Description automatically generated**Feature Matrix**

**Real-Time Voice Interaction Analytics**

* Improve live conversations in the contact centre by offering helpful insights and suggested answers to customers during live calls.
* Speed up handling times and present the right information to agents at the right time to help them answer customer enquiries quickly and accurately.
* Agents can track customer sentiment in real-time and proactively adjust their language or approach to demonstrate empathy and alleviate tension, maximising the number of successful outcomes.
* Businesses can support new hires by providing them with FAQs at their fingertips to support quick learning on the job and help them save time and money on training.

**Advanced Email**

* An omnichannel customer experience in a simple to use, all-in-one email service solution.
* Unique email identifiers allow for case management, to search, respond and provide consistent and consolidated responses to customer to enhance the customer journey.
* Our intelligent routing algorithm provides skills-based routing, which ensures every email is answered by the highest skilled available agent.
* Built-in knowledge base helps agents to answer email enquires quickly, accurately and constantly.
* Keyword routing supports agents by transferring emails to other queues or agents, or place it on hold, to support automated responses that enhance efficiency and improve agent performance.

**Web Chat**

* Designed for stress-free implementation across your customers’ online presence.
* Agents are able to interact with customers via smartphone, tablet or PC to provide multi-device support.
* Analyse browsing behaviour with page tracking, to provide a more personalised, relevant service.
* Transcripts can be emailed to customers to enhance transparency by using web chat surveys.
* Tailor web chats to match specific website sections, delivering customised welcome messages and outcomes to optimise engagement.
* Create faster and enhanced customer service as multiple chat enquiries can be handled simultaneously.

**Social Media**

* Maintain consistently excellent customer experiences across social media.
* Create filtered queues for specially trained agents who can speed up replies, to help avoid negative noise ques by slowing response times.
* Respond to all Facebook, X, WhatsApp, and Trustpilot enquiries within a single, integrated agent interface.
* Integrate with business applications such as, CRM and media archive solutions to store conversation details.
* Provide agents with a complete view of each customer’s interaction across every channel, to create more connected experiences.

**Outbound Dialler**

* Customers can have greater control by increasing their connect rate by defining certain times in the day when outbound calls should take place.
* Boost efficiency by blending inbound and outbound calls. Outbound calls from the Dialler list can be given a lower priority that normal inbound calls.
* Agents may switch between handling outbound Dialler calls only, or a blended mode where they handle both inbound and outbound calls.
* Customers can choose the right approach for their campaigns with our four different Dialler modes: preview, progressive, power, and predictive.

**Microsoft Teams Integration**

* EXPO.e is a Microsoft Teams certified partner, so you can offer customers complete confidence that the integration process will deliver the quality, compatibility, and reliability they expect.
* Stay connected, keeping hybrid teams engaged regardless of their location, and reducing reliance on internal communication through the CCaaS application.
* Streamline workflows and eliminate the need for agents to switch between windows and tabs during customer interactions, resulting in faster handling times and improved customer satisfaction.
* Increase internal visibility by viewing the status of agents and teams throughout the organisation, facilitating better coordination and collaboration.

**Workforce Management**

* Provide optimised schedules based on defined business rules, skills, employee preference, and service level goals.
* Real-Time Adherence (RTA) offers your customers immediate insight into their agent performance, supporting real-time decision making.
* Leverage first-class reporting and analytics to quickly measure customer satisfaction, agent and team efficiency to help customers maximise their ROI.
* Customers can optimise scheduling to position agents in the best possible places, ensuring the contact center achieves the highest service level.
* Analyse high volumes of data to identify trends to reforecast or reschedule against business objectives.
* Manage email volumes more efficiently using our automated process within WFM to route email and SMS quicker and more efficiently, manage team tasks easily and use templates for more consistent communications.

**Performance and Quality Management**

* Your customers can view their contact centre metrics in one place, helps save them precious time and money, with less administration for managers.
* Improve performance management with our step-by-step KPI builder. Your customers can create KPIs in four easy steps and, choose what metrics they want to track, for which teams or agents, and for how long to implement them, while setting bespoke standards for ‘good’ and ‘poor’ performance within their contact centre.
* Track trends over time in the contact centre to allow customers to monitor how their teams and agents are performing and compare this to previous time periods to identify wider trends to measure the effectiveness of internal strategies and initiatives.
* Create actionable insights by using real-time data visualisation to enable businesses to take immediate action to improve customer service operations and increase employee performance.

**Multi-Channel Recording**

* Our Multi-Channel Recording solution is available across all our UCaaS and CCaaS services, providing your customers with the flexibility of purchasing any combination of these whilst benefiting from a centralised view of all recorded material across these services.
* Alongside standard recording, our solution enables additional features, such as Workforce Optimisation/Quality Scoring, and AI Transcription/Analytics for enhanced insight into businesses’ contact processes.
* PCI DSS compliance modules and redaction can be applied easily across all recordings to meet specific customer requirements.

# Discovery questions to ask your customer

* What systems are you using today to deliver customer service? (PBX, contact centre, CRM)?
* How do you engage with your customers and employees? How are you addressing the new buying habits of millennial buyers?
* How do you manage your customer service today?
* Do you use call centre tools like, IVR or in-application chatbots?
* Do you use call reports and analytics, or reply on CRM for customer data? What CRM system(s) do you currently use?
* Are you already using a CCaaS solution?
* If so, which one do you use?
* Is this a site-based solution?
* Who is responsible when you need changes or have issues?
  + How do you manage that?
  + How do you manage out of hours customer queries?
* What channels do customer use to reach you?
  + Do you have any social presence (e.g. Facebook, X, Instagram, etc.)?
  + Does the business use social media to track what's being said about you by your customers and are you able to respond efficiently?
* Do you feel you are getting the help you need from your current systems and vendor in meeting the needs of your customers.
* What are the strategic goals of your company?
  + How does that translate to your department(s)?
  + Are you getting the right report and dashboards to manage your customers’ expectations to improve customer service?
  + What technology challenges or concerns do you have about your present setup?

# Qualification questions to ask your customers

* How many agents do you have at present?
  + Do your agents work onsite or remote?
  + If so, can agents work from any location without impacting service levels?
* What are your monthly call volumes for inbound and/or outbound?
  + If so, how do agents gather customer information intelligence?
  + Do they have enough information/insight to respond quickly and effectively?
* How do you currently route calls to agents?
  + What tools are used to track/manage/optimise the customer journey?
* What business applications do your agents rely on most?
  + How are they integrated with your contact centre software?
* Have you thought about adopting Cloud services for contact centre?
  + What kind of timeline do you see in moving these services to the Cloud?
* What are your aims/goals for moving to an as-a-Service model?
* How much do you currently spend on your existing communications infrastructure per year?
  + Are you planning to increase/decrease this amount with the move to CCaaS?
* Do you have difficulty integrating your local agents with agents outside the UK?
* Do you have a separate provider for international agents?
  + Will you require a migration of existing numbers?
  + Are some of these international?
  + What are your typical inbound/outbound call volumes like in terms of minutes?
  + Do you require an adjacent call recording solution for on-going training and development activities?
* How effective is your company at managing satisfaction levels of customers and prospects?
* What management information do your current platforms provide around how clients interact with the business and the experience they receive?
* What contact centre vendors are you currently evaluating/working with?
  + What is attractive about their solutions?
* Would integration with Customer Relationship or Service Management platforms improve customer experience (CX) and agent productivity?
* What growth issues do you have within your contact centre?
  + Are you over/understaffed?
  + Seasonality concerns?
  + Growth issues?
* Could self-service via Intelligent Virtual Agents (IVA) help to improve productivity for your teams and reduce customer attrition?
  + If so, is this something your business would be open to adopting in your contact centre?