

Easily Migrate to the Masergy Cloud Contact Center

Your contact center is one of your business' most strategic and often complex assets. Masergy Cloud Contact Center is the ideal solution for companies that are experiencing rapid growth or are trying to mitigate the costs associated with expensive and/or aging legacy equipment.

Frictionless Migration

Masergy's globally available Cloud Contact Center provides unified cloud-routing and analytics for a smooth migration path for multi-site, multi-system contact centers. Masergy can help customers quickly consolidate contact centers or begin migrating from outdated technologies without an expensive and risky "rip and replace" approach.

Masergy Cloud Contact Center can be deployed to merge with your existing infrastructure to create one centralized global call distribution engine. We help our customers manage all the moving parts as one, without sacrificing your investment in existing systems.

Built-In Disaster Recovery and Business Continuity

Customer service and retention depend on having a reliable call center system. That's why Masergy provides enterprise-level reliability and built-in business continuity benefits. Masergy's Cloud Contact center guarantees high availability with 99.9% of uptime. Our architecture is built with disaster recovery in mind so that Masergy always delivers best-in-class service that continues to operate even if a call center location goes offline.

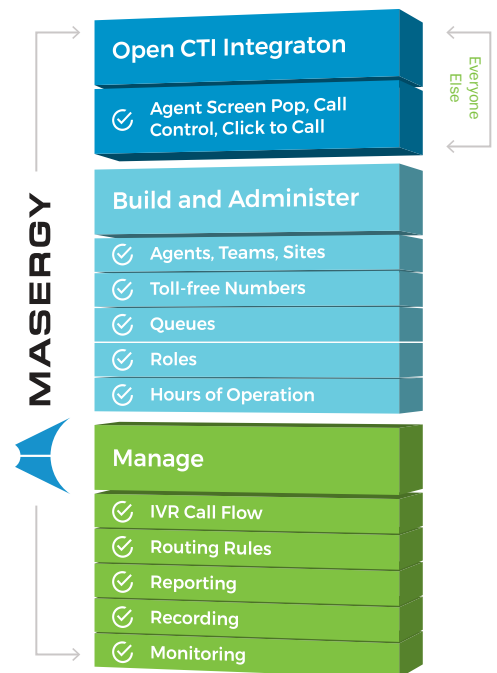
Flexible System Integration

Masergy Cloud Contact Center is a feature-rich, native cloud solution that offers unlimited flexibility and easy integration. Masergy Cloud Contact Center can immediately add value to your business, improving your contact center's performance and your organization's bottom line with:

- Regular addition of new features/latest innovations
- Easy integration with Business Process Outsourcing technologies (BPOs)
- Multiple integrations with leading SaaS applications such as Salesforce, Microsoft Dynamics and Zendesk
- Easy portability, adaptability, and scalability

Instantly Realize Benefits

- **Maximize business outcomes** – improve sales conversions & retention, customer satisfaction scores, and first call resolution
- **Reduce call abandon rates** – with a global queue that routes intelligently based on real-time data about site capacity, call volumes, resource availability, and more
- **Scale as needed** – easily add more channels as needed and scale up to the thousands as your business grows



Reduce your Total Cost of Ownership with Enhanced Efficiency

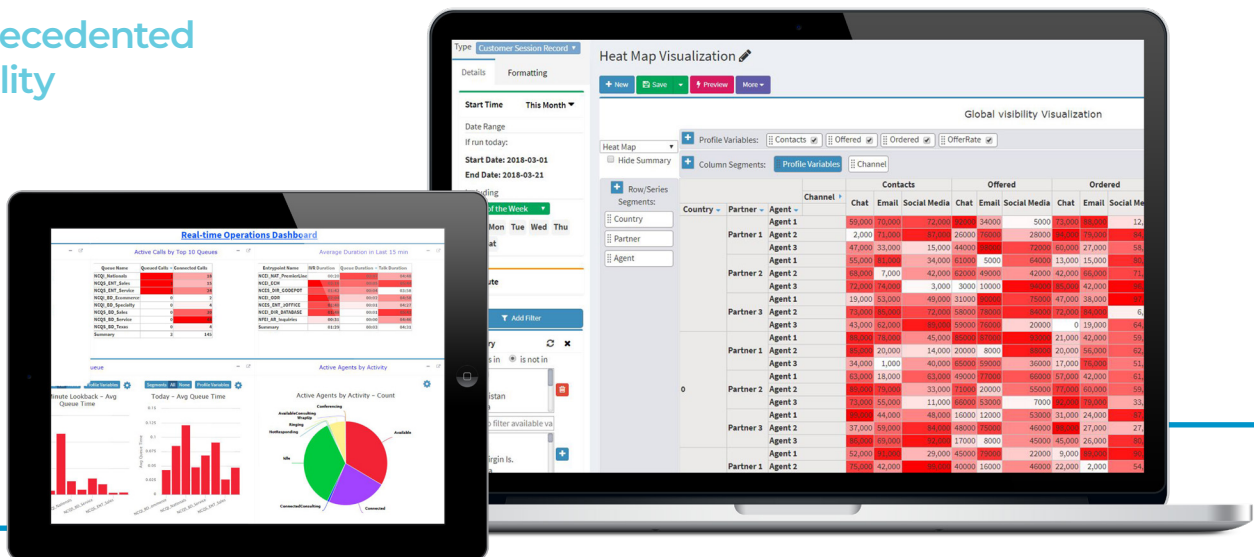
Break away from the cost, complexity and limitations of traditional Contact Center solutions with advanced features such as:

- **Centralized queuing** across communications channels, sites, organizations, and teams for personalized customer experience
- **Efficient call monitoring and management** with barge-in, whisper coaching, and centralized data replication, recording, and IVR treatment
- **Comprehensive historical and real-time reporting** across disparate technologies and organizations
- **Skills-based and scorecard routing** which dynamically scores the caller and agent to find the best match
- **CRM integration**, screen pops, conferencing, and ad-hoc out dialing

Easily Integrate



With an Unprecedented Level of Visibility and Control



Gain a 360° View of Cross-Channel Interactions

Beyond reducing your Total Cost of Ownership and enhancing your employee efficiency, we want you to be absolutely confident in our service and availability. Our world-class service, means we have your communications covered, so you can focus on growing your business.

Unified Views of Cross-Channel Interactions

On average, customers interact with a company through seven channels. Masergy Cloud Contact Center brings together the data from all your channels – even your other contact center systems such as your WFO suite – and creates a unified view into all your omni-channel contact center operations making it available for reporting and analytics.

True Omni-Channel Capabilities

Masergy Cloud Contact Center address this pain point with an omni-channel contact center environment that includes a speech-enabled Interactive Voice Response (IVR), Automatic Call Distributor (ACD), Workforce Optimization (WFO), and voice, email, and chat channels for customer interaction and engagement.

Masergy Cloud Contact Center routes voice, email, and chat interactions centrally so that voice and non-voice interactions are no longer managed in silos.

Agents work in one unified environment, and all interactions are logged in the same system for reporting and analytics. Agents have a consistent user experience which increases their efficiency, productivity and performance while you gain the flexibility and extensibility to find relationships you never knew existed between customer interactions and agent activities. With integrated WFO and predictive analytics, the results will be much more than the sum of their parts.

A seamless omni-channel contact center experience

- Streamlines management and administration
- Encourages agent and subject matter expert collaboration
- Improves agent efficiency and motivation
- Optimizes positive business outcomes
- Improves operational efficiency and reduces costs
- Increases visibility and control
- Lowers cost of ownership



Voice

Voice calls initiate screen pops that arm your agents with real-time caller information – identity, intent, demographics, history – from any data source so they can respond in context.



Email

Email interactions use keywords to identify customer need, send automatic responses and route to the best agent – along with in-process email conversations.



Chat

Web chat assesses the needs of online visitors and matches them with the best available agent armed with resources, responses, and data they need to be effective.

Optimize Your Customer Engagements

Customer data is helpful, but when you aggregate all of your data from the ACD, IVR, CRM and other customer applications, you need powerful analytics to help you understand, manage, and automate customer interactions in new and innovative ways.

Masergy Cloud Contact Center Analyzer is an interactive drag and drop application for contact center analytics that presents a business view of call center data for managers and analysts to query, filter, sort, correlate, visualize, and analyze.

True Insight Driven by Big Data

Masergy Cloud Contact Center comes with features that automate analysis of historical data behind the scenes, dynamically improving performance as it frees up strategic personnel to do other tasks.

Statistical Performance Analytics

Assesses customers based on needs, attributes, previous behaviors or required account tasks and matches agents accordingly

Prescriptive Analytics with Simulations and Business Rules Engines

Models what-if scenarios based on historical data to see the performance that would result from different routing strategies, agent utilization, staffing, scripts, and offers, and applies the best scenarios to incoming interactions

Predictive Analytics and Modeling

Uses your performance data and the attributes and behaviors of your agents and customers to see which factors have the strongest relationship to positive business outcomes. When true correlations are made to positive business results, a model is generated and run to optimize operations and system behaviors.

Cloud Contact Center Analyzer

Real-Time Dashboards

Interactive Analytics

Predictive Analytics

Customer Interaction Records

Agent Activity Records

Customer Engagement Responses

Predictive Analytics

Business Process Improvements

Unifies data from disparate systems into purpose-built data models to deliver fast time-to-value

Easily Incorporate Your Must-Have Features

Masergy Cloud Contact Center delivers all the critical omni-channel engagement features you need to maintain high levels of customer satisfaction.

Agent Client	<ul style="list-style-type: none"> Call Controls (answer, hold, transfer, end) Disposition Codes Supervisor Escalation Outgoing Calling Line ID Selection 	<ul style="list-style-type: none"> Agent Controls (login, logout, etc.) Unavailable Codes IM&P Call Recording Controls 	<ul style="list-style-type: none"> Multi-Party Conferencing Online Directories Call History Historical Agent Reports
Omni-Channel Support	<ul style="list-style-type: none"> Chat Interaction SMS Interaction Social Interaction 	<ul style="list-style-type: none"> Web Callback Email Interaction 	<ul style="list-style-type: none"> Fax Interaction Unified Interaction History
Phone Integration	<ul style="list-style-type: none"> Call Center Name/Number Delivery 	<ul style="list-style-type: none"> Queue Status 	<ul style="list-style-type: none"> Softkey Controls (LI, LO, Available, Unavailable)
Call Recording	<ul style="list-style-type: none"> Auto Attendant – Single Level 	<ul style="list-style-type: none"> Auto Attendant – Multi Level 	<ul style="list-style-type: none"> Custom IVR with Data Dips
Queue Threshold/ Notification	<ul style="list-style-type: none"> Distinctive Ring Dialed Number Identification Service (DNIS) 	<ul style="list-style-type: none"> DNIS prioritization Promote due to wait time 	<ul style="list-style-type: none"> DNIS outbound calling Name / Number Custom DNIS Announcements
Supervisor Client	<ul style="list-style-type: none"> Silent Monitoring Whisper Coaching View / Change Agent Status Enable Alternate Routing 	<ul style="list-style-type: none"> Real Time Reports Barge-In Intercept/Answer Inbound Calls 	<ul style="list-style-type: none"> Real Time Queue Monitoring / Management Historical Reports Call Center Dashboard
Reporting	<ul style="list-style-type: none"> Dashboard Real Time Reports – Agents Historical Reports – Agents 	<ul style="list-style-type: none"> Ad-hoc Report Creation Real Time Reports – Queue Historical Reports – Queue 	<ul style="list-style-type: none"> Reports Branding Third Party Data in Reporting Customizable Reporting Flexible & Configurable Report Scheduling
Additional	<ul style="list-style-type: none"> Threshold Rules Flexible Call Flow Builder Queue Reshuffle Quality Management 	<ul style="list-style-type: none"> Scripting Audit Trail Global Routing Strategies 	<ul style="list-style-type: none"> Workforce Management Team Capacity Strategy Privacy Shield for PCI Compliance Third Party Integration
Per Call Center/ ACD Settings	<ul style="list-style-type: none"> Call Center Priority Agent Control Settings Agent Profiles Default Agent Settings Queue Size Video Support Announcements, Greetings MOH Entrance Message Comfort Message Alternate Comfort Message (short wait time) Service Announcements 	<ul style="list-style-type: none"> Estimated Wait Time Call Whisper Message Call Distribution Policies Ordered Circular Uniform Distribution Simultaneous Weighted Call Selection (LWT, Highest Priority) Call Routing Policies Bounced Call Routing Overflow Call Routing 	<ul style="list-style-type: none"> Stranded Call Routing Skill Based Routing – Single/Multi Skill Skill Profiles Alternate Routing Policies Night Service Holiday Service Forced Forwarding Multi-Team Routing and Distribution Multi-Site Routing and Distribution Routing Across Third-Party Contact Centers Analytics-Driven Routing
Global Settings	<ul style="list-style-type: none"> Custom Disposition Codes Custom Unavailable Code 	<ul style="list-style-type: none"> Agent Thresholds / Notifications 	<ul style="list-style-type: none"> Agent Default Settings

Enjoy Successful Implementation with White Glove Service Delivery

Painless implementations start with proper planning. Masergy Project Management Institute-based activation processes and deployment planning focuses on reduction of implementation problems so there's no erosion of the financial and operational benefits of your new services. We listen to our customers and deliver desired business outcomes.

Masergy activation and deployment planning focuses on nine essential areas:

- Robust Architecture
- Standardized Configurations and Detailed Design
- Procurement
- Site Readiness
- Scheduling and Resource Management
- Site Turn-Up
- Site Testing
- Operational Handover
- Project Management

Masergy empowers each implementation team to select and customize features and services with the client's requirements in mind. Each deployment action item is accompanied by a robust workflow to minimize interruption to operations and activities.

Benefit From 24/7 Live Support

- Dedicated implementation team
- 24/7 support with proactive monitoring
- Unlimited online training
- Lifetime warranty/support for all hardware
- Searchable support website for frequently asked questions and user training materials

