

# Cloud Contact Center

Transform your customer experience

## Multiple channels. One unified experience.

Your contact center is the center of your business. A good cloud-based contact center helps engage customers across multiple channels—making customers happy, driving brand loyalty, and delivering better business outcomes for your business.

Masergy's Cloud Contact Center delivers omnichannel customer engagement on a global scale. You get unsurpassed quality with a best-of-breed solution leveraging Cisco Webex® technology embedded into our global software-defined secure edge network. Complete with virtual agents infused with artificial intelligence (AI), workforce management, and predictive call routing, you'll be able to provide your customers with the best possible experience.



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Engage with customers the way **they** want across voice, instant messaging, email, and more. Predictive AI helps connect customers with agents quicker than humanly possible while enabling a personalized experience. All transactions are logged in the cloud and fully integrated into your CRM. Agents are served up a 360° view of the customers' data to help exceed their expectations. Customer text chats can be seamlessly transitioned to voice calls or video meetings with shared whiteboards in one click. Masergy's Cloud Contact Center provides you with a single unified omnichannel contact center solution that transforms your customers' experience and improves your business outcomes. And it's all deployed and managed from the cloud with Masergy SD-WAN Secure connectivity to guarantee 100% uptime and pristine call quality for your agents.



Provide the best possible experience



Drive loyalty through new engagement channels



Delight customers and achieve better outcomes

## Awards from Cisco



#1 Global Webex Contact Center Users



Top Webex Contact Center Bookings - America





## Predictive analytics-based routing

Masergy Cloud Contact Center combines advanced AI and detailed call analytics to predict what each customer needs based on their stage of the customer journey. No matter what communication method your customers use, Masergy Cloud Contact Center intelligently matches customers with the best available agent for their needs, complete with cross-channel insights to determine the urgency.



Integrate third-party applications (e.g., Salesforce, Microsoft® Office 365™) and customer data with all internal/external communications channels to enable superior agent-assist capabilities



Improve average handling time (AHT) with AI-based predictive analytics routing, virtual agents, and workforce optimization solutions



Implement a managed contact center infrastructure in a Cisco-based cloud to reduce total cost of ownership

## Maximize efficiencies and satisfaction

A streamlined workflow leads to happier customers and more productive employees. Optimize operations for the business metrics that matter to you with built-in workforce optimization powered by Calabrio™. Take advantage of real-time call analytics, KPIs, and monitoring in a consolidated dashboard view that lets you make actionable changes, and then reap the benefits across your business. Dynamically schedule agents, simplify quality management, and get “voice of the customer” insights through speech, text, and desktop analytics.



## Virtual agents working for you 24/7

Masergy Cloud Contact Center uses cloud-based AI to take customer satisfaction to a new level. Our Virtual Agent, powered by Inference Solutions, automates routine tasks to help live agents provide value when and where it's needed most. Highly predictive algorithms mean fewer errors, incredible savings, and happier customers 24/7.



**CALABRIO™**

## Why Masergy

Recognized as the pioneer in software-defined networking, Masergy enables unrivaled application performance across the network and the cloud with Managed SD-WAN Secure, UCaaS, CCaaS, and Managed Security solutions.



# 2004

a Cisco **partner** for 15+ years

# 6 year

**Visionary** in Gartner Magic Quadrant for Network Services, Global

# 100%

SLA-backed **uptime** on the Masergy network

# 99%

customer **retention** rate

### Customer story: a leading outdoor clothing manufacturer

#### Challenge

Consolidate contact center services while simultaneously reducing operational costs and providing next-generation customer service

#### Results

- Lowered total cost of ownership
- Improved customer loyalty
- Optimized efficiency for 200+ agents



#### Awards from Cisco



##### #1 Global Webex Contact Center Users

Masergy has the largest number of active users worldwide



##### Top Webex Contact Center Bookings - America

Masergy's joint Cisco solution is the most preferred by American enterprises

Transform with Certainty™

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