

EARTH BEND CLOUD CONTACT CENTER

THE RISE OF CLOUD-BASED CONTACT CENTERS

The market for contact center infrastructure solutions is rich with opportunity. Many companies are now being forced to replace their 18- to 20-year-old premises-based solutions, which are either obsolete or at the end of vendor support. Research firm Technavio points out that 2016 global spending in this category was \$306.3 billion. They expect spending to grow at a compound annual rate of 9.4 percent over the next five years, reaching \$479.9 billion by 2021.

One of the greatest drivers in the contact center market has been the advent of cloud computing and Software-as-a-Service (SaaS) applications. DMG Consulting reports that the number of cloud-based seats grew by 20.9 percent in 2016, and they project that number to increase by 23 to 24 percent every year for the next five years.

While many companies have a compelling need for contact center infrastructure improvements, they can't undertake the large, upfront capital expenditures needed to purchase, operate and maintain these technologies. A SaaS solution can eliminate those expenses, and can be configured to provide higher availability and security measures than would be affordable in an on-premises system. The cloud is empowering businesses with contact center capabilities once perceived to be unattainable.

EARTH BEND CLOUD CONTACT CENTER

The EarthBend Cloud Contact Center (CCC) platform enables value-added resellers to offer cloud-based contact center applications to their customers. EarthBend CCC is a multi-tenant, carrier-grade cloud contact center solution delivering a robust array of the in-demand contact center features and functionality your customers are looking for, including:

- Multi-channel communication, including voice, voicemail, email and chat
- Outbound dialing and communication
- Sophisticated ACD routing and queuing
- Interactive Voice Response (IVR) and voice self-service
- Intuitive web-based agent interface
- Multi-channel recording and quality monitoring
- Real-time and historical reporting
- Web-based administration tools
- Advanced integration capabilities

We make EarthBend CCC easy to sell, with three attractively priced tiered packages designed to meet the unique contact center requirements of your customers. Each package includes a bundled combination of features and functionality that serves to shorten your sales and implementation cycles. Our goal is to help activate your customers as quickly as possible so that you can immediately begin earning recurring commissions.



YOUR ALL-IN-ONE CONTACT CENTER SOLUTION IN THE CLOUD

EarthBend Cloud Contact Center offers all the features and functionality your customers need to increase agent productivity and enhance the customer experience.

MULTI-TENANCY

Multi-tenancy is a key technology enabler for the creation of cloud-based contact centers, as it can securely partition multiple enterprises and/or business units on a single shared platform. Operating a single shared system simplifies overall administration and greatly enhances cost effectiveness via economies of scale on hardware, software and IT personnel.

SELF-ADMINISTRATION

Self-administration capabilities extend day-to-day administration and contact center configuration tasks to the end-customer, making it easier and more cost effective to operate and maintain the platform. Customers benefit by gaining control—they have the flexibility to add agents and adjust self-service and routing rules without relying on central administration. A robust security model empowers individual contact center managers to create unlimited access profiles to match any conceivable organizational structure.

MULTI-CHANNEL ACD WITH UNIVERSAL QUEUING (UQ)

EarthBend CCC provides queuing and routing for all communication channels, including phone, voicemail, video, email, chat and more. All customer communication channels are seamlessly blended into a single queuing and routing intelligence, and all follow the same call flow and routing rules. Forms-based tools define routing rules, and simple GUI scripting tools enable advanced data-driven and skills-based routing plans. In addition, all channels are tracked and managed inside a single database. This enables CCC to offer robust 360-degree interaction intelligence and analytics of all customer interactions.

INTEGRATED SELF-SERVICE

The CCC platform delivers self-service functionality via built-in Interactive Voice Response (IVR) technology. The IVR scripts can be customized using the Designer scripting tool and can be fully integrated into call routing procedures, offering a unique blended approach between self-service and agent assisted services.

AGENT INTERFACE

TouchPoint is the EarthBend CCC platform's intuitive and unified interface for managing all customer interactions. The web-based agent client, based on the newest HTML technology, is cross-browser capable, working with Internet Explorer, Chrome and Firefox. It delivers a flexible interface footprint, and can be configured to collapse to a side-bar, to be used full screen or even to easily work with dual monitors. The agent client also includes a built-in soft phone, and can be easily integrated with CRM or other critical business applications. Solution providers and customer organizations can also incorporate their own business logic and processes into the highly extensible agent interface. The Agent Dashboard provides real-time communication statistics directly to the agent. TouchPoint allows configuration of the Agent Dashboard so that queue, agent and group statistics important to a contact center can be displayed.

SUPERVISOR INTERFACE

Supervisors are handled as specialized agents that, in addition to having full agent interface capabilities, enjoy a real-time view of all contact center activities and access to historical reports. Additionally, supervisors can monitor agents in silent mode on all communication channels and can whisper coach or actively participate on a telephone or chat call.

REPORTING

The highly customizable widget-based Supervisor Dashboard provides real time reports and a comprehensive 360-degree view of customer interactions. Many standard reports are pre-configured out of the box, and the platform also stores data on all call-related and agent-related events for historical reports. The optional Analyst module can be used to build instant ad-hoc reports or to create new standard report layouts complete with Online Analytical Processing (OLAP) operations including filters, drill downs, roll-up and pivots. The interactive user interface enables supervisors and call center administrators to easily create, view and share reports from anywhere using a browser. Secure role-based permissions ensure users see only data they are authorized to see.

RECORDING & QUALITY MONITORING

Calls can be recorded selectively based on a variety of factors, including agent profile, group and skills. In addition, all calls can be recorded to meet compliance with legal, government or industry requirements, and agents can start and stop recording as desired. An optional Scoring and Evaluation tool allows supervisors and QA staff to create and store scorecards of all interactions, including bookmarks of specific portions of a call for coaching and reporting purposes.

OUTBOUND DIALING

EarthBend CCC includes a state-of-the-art outbound dialer complete with campaign management tools. Dialing modes include preview, progressive, predictive and IVR. Advanced algorithms based on real-time massive simulation are used to dynamically control the pacing, enabling compliance with abandoned call regulations without sacrificing agent productivity.

SKYPE FOR BUSINESS INTEGRATION

EarthBend CCC provides a TouchPoint Skype for Business Connector to exchange presence information and provide easy integration to the enterprise back office.

INTEGRATION CAPABILITIES

EarthBend CCC supports tight integration with third-party applications, including CRM and ERP systems. By leveraging the platform's administration API set and two-way client side integration capabilities, the cost and complexity of customer-specific integrations is reduced. A simple, easy to use library of out-of-the-box gadgets is available, and the Gadgetory provides the integration framework to create custom gadgets for supporting a wide range of unique business requirements.



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