

epik CC-One is powered by Broadsoft

Transform your omni-channel contact center into a strategic business asset that improves performance through predictive analytics.

While operational efficiency will always be a priority for contact centers, more and more are aspiring to be a strategic corporate asset by contributing to top line revenues, improving agent performance and productivity, and increasing overall customer satisfaction and retention rates.

BroadSoft CC-One provides sales and service contact centers of any size the ability to optimize their performance with dynamic, predictive analytics. By leveraging the data in multiple contact center systems and applying

CC-One is a unified omni-channel contact center solution centrally managed and administered from the cloud to improve operational efficiency and reduce costs. Distinctive CC-One features include:

Native Cloud. Designed and built as a cloud solution consistent with the **BroadSoft bMobile**, **bOpen** and **bSecure** design philosophies to bring security and unlimited visibility, flexibly and scalability to contact centers while lowering the cost of ownership – unlike expensive, complex and inflexible on-premise systems.

predictive analytics, CC-One dynamically predicts each customer’s needs and matches the customer with the best agent to handle that need, improving performance, sales and the customer experience.

CC-One is part of **BroadSoft Business**, a comprehensive mobile communications, team collaboration and contact center software suite for businesses that eliminates premise-based complexity and expense and enhances flexibility and productivity.



Figure 1 - CC-One, an innovative set of capabilities for the cloud-based contact center of today and tomorrow

Omni-Channel. Customer interactions –voice, web, email, chat and social communications in a unified environment for agents, managers and administrators that provides a seamless customer experience.

Predictive Analytics-Based Routing. Customer and agent matching using Big Data analytics that predicts the customer’s need and identifies the agent having the best performance record meeting that need and delivering the desired business results.

Expert Collaboration and Communications. Unified communications for real-time collaboration between agents, managers and back-office subject matter experts using **UC-One** and **Team-One** to speed first contact resolution.

Embedded Salesforce App. Option to run your entire contact center within Salesforce, with a unified UX for agents, managers and administrators .

360° Customer Journey Analytics. Analysis of all cross-channel customer interactions that links interactions with the same intent to understand the customer experience and improve customer service.

Comprehensive WFO Suite in a Unified Environment. Workforce Management dynamic scheduling with agent participation, Quality Management, and “voice of the customer” insights across channels via speech, text and desktop analytics.

Outbound Campaigns. Outbound campaign management and automation with preview and progressive dialing.

The Successful Contact Center

Recent studies show three key initiatives differentiate today’s successful contact centers; analytics, agent performance management and collaboration.

Agent Performance Management

- Only **27%** of contact centers **consider their process** of tracking agent performance as very effective
- Only **12% match** customers with agents **based on agent performance**
- Less than **25% track** agent **performance in real-time**

Contact Center Pipeline

Analytics

Best-practice contact centers that use analytics to manage performance have increased revenue, greater upsell volume and higher customer satisfaction per call. **Aberdeen Group**

Agent and Expert Collaboration

- **40%** of customer support calls **require assistance** from an expert to close
- **33%** of customer contacts are not **resolved** during first interaction with the Contact Center
- **12%** of these customers **will churn**

ICMI, 451 Research

Contact Center Solutions for Every Business

Whether you are a new business creating your first contact center, a medium size business looking to improve contact center operations, or a large enterprise needing visibility and control over multiple contact center sites and systems, **epik** has a contact center solution for you.

Express Edition: For SMBs looking for a voice-only call center, the **Express Edition provides an economical solution** which includes the most call center features requirements, including IVR, skill-based routing, real-time and historical reporting and call recoding.

Business Edition: Gives managers visibility and control over every incoming and outbound interaction from a central point. Start with just voice or a handful of omni-channel agents and the Business Edition will continue to support you as your contact center grows into thousands of agents across multiple sites and continents.

Salesforce® Edition: Improves the productivity of agents, managers and administrators by

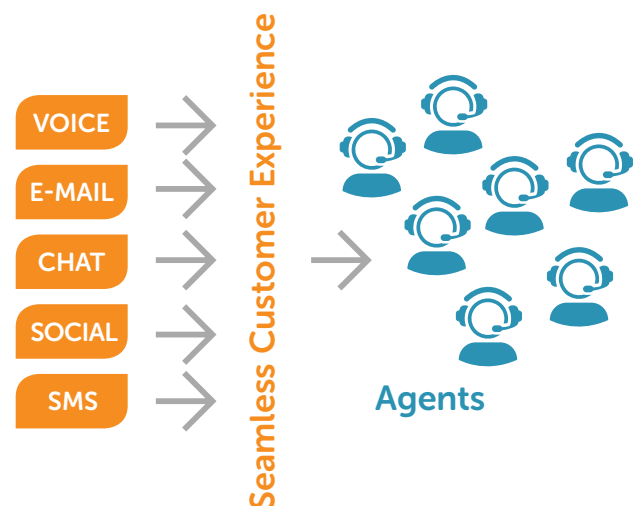
running all contact center operations as an **embedded app within the Salesforce Sales and Service Clouds**. Can use ACD and CRM data to match customers with agents having the best performance records to increase customer satisfaction and profitability.

Hybrid Cloud Edition: Maintains your investment in existing systems while gaining all the benefits of CC-One and the cloud.

CC-One **centrally routes omni-channel customer interactions to distributed on-premise and cloud systems**, regardless of vendor. The CC-One Hybrid Cloud Edition sets you up for a graceful migration to the cloud without an expensive and risky "rip and replace" approach.

Omni-Channel Contact Center in the Cloud

Centralized Queue in the Cloud. Allows customer interactions from anywhere in the world to be queued in the network and routed to distributed teams and agents in a dynamic fashion. Callers wait in a central "line" and not in distributed lines that can lead to a longer wait.



Omni-Channel Interaction Routing—voice, email and chat are managed and administered centrally to eliminate siloed voice and non-voice interactions. Customers are guided to the most appropriate channel and/or matched with an agent proficient with the customer’s desired media. Cross-channel interaction history is stored in a unified way within CC-One, or written to a designated CRM, and presented to agents when new contacts arrive.

Centralized Routing Control—regardless of where the agents are—in-house, outsourced, at home, or offshore—supervisors can centrally manage routing strategies to respond quickly to changing traffic conditions and performance.

Screen Pops with Contextual Data—data about the customer and the context of the call is delivered to the agent in an automatic “screen pop”, including data from other applications, to improve customer satisfaction and reduce contact handling time.

Call Backs—customer specifies a call back time in a speech-enabled IVR or on a web form,

and their number is automatically dialed and connected to an agent at the specific time.

Centralized Call Monitoring and Recording—supports centralized quality management regardless of the agent, site or outsourcer taking the call. Supervisors can monitor any agent from any location, and call recordings are stored in a hosted repository for long-term archival, replay and analysis. Supports customized parameters and tags for easy search, retrieval and management.

Workforce Optimization Suite—includes WFM with dynamic scheduling and agent participation, intuitive Quality Management for supervisors and agents, and speech, text and desktop analytics to improve the productivity of everyone in the contact center.

Outbound Campaigns—Outbound campaign management and automation with preview and progressive dialing to improve agent productivity and increase sales.

The Analytics-Driven Contact Center

CC-One Analyzer uses agent, customer, and interaction data from diverse business systems to provide **360° customer journey analytics and dynamically** improve contact center business and operational performance.

CC-One Analyzer leverages **Big Data Analytics** techniques and technologies allowing CC-One to:

- **Integrate data from disparate systems** into contact center optimized data models for direct use by Business Users, eliminating the need for database experts to correlate multi-system data.

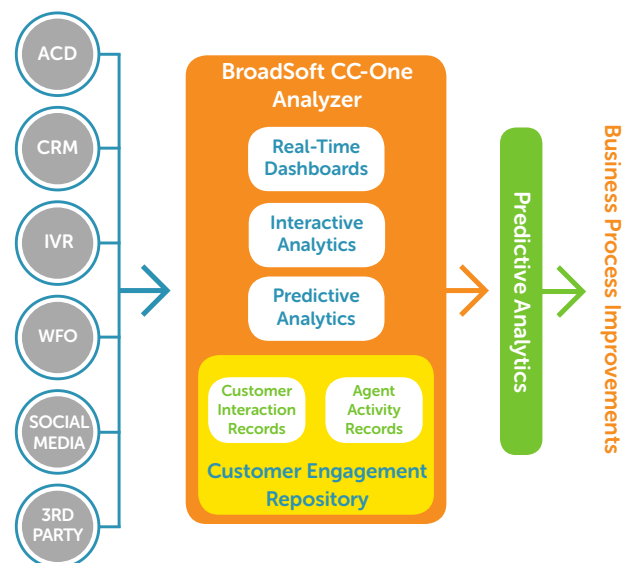


Figure 3 - CC-One Analyzer leverages Big Data and predictive analytics to improve business performance

- **Identify customer and agent attributes and behaviors** that result in the best business outcomes.
- **Apply statistical performance analytics** to determine the tasks and customer issues at which each agent excels.
- **Create predictive analytics models** to predict customer needs and the best agent available to meet that need.
- **Dynamically match customers with the agents** that have the best performance records to meet the customer's need—improving customer satisfaction and increasing upsells.
- **Understand the voice of the customer** with integrated speech, text, and desktop analytics across channels.
- **Provide intuitive dashboards** that unify and correlate real-time metrics from multiple systems to empower pro-active real-time management.

Expert Consultation and Collaboration

CC One delivers real-time collaboration between contact center agents and subject matter experts throughout the enterprise, increasing first call resolutions, lowering customer churn, increasing agent performance and productivity, and improving customer satisfaction through:

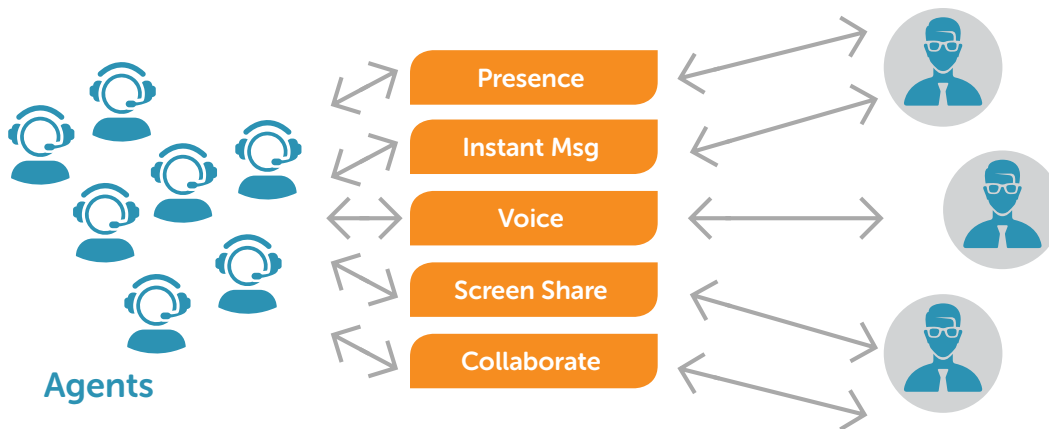


Figure 4 - Agent and expert real-time collaboration

Unified Communications—gives agents real-time visibility into the availability of back-office subject matter experts and instant access through voice, chat and video using **UC-One**.

Team Collaboration—provides real-time access to groups of experts, as well as to a knowledge base of information using **Team-One**.

Hybrid Cloud/On Premise Contact Center

CC-One offers **cloud routing and hybrid support** for contact centers with existing on-premise systems to support a graceful migration to the cloud.

By providing unified Cloud Routing and analytics for multi-site, multi-system contact centers, CC-One allows for delivery of a consistent and improved customer experience.

Centralized, global call distribution engine optimizes distributed resources usage, ensures the most efficient use of agents in multiple locations, and balances call loads

Predictive-analytics routing for both on-premise and cloud based solutions

Real-time dashboards that unify and correlate real-time metrics from multiple systems and sites

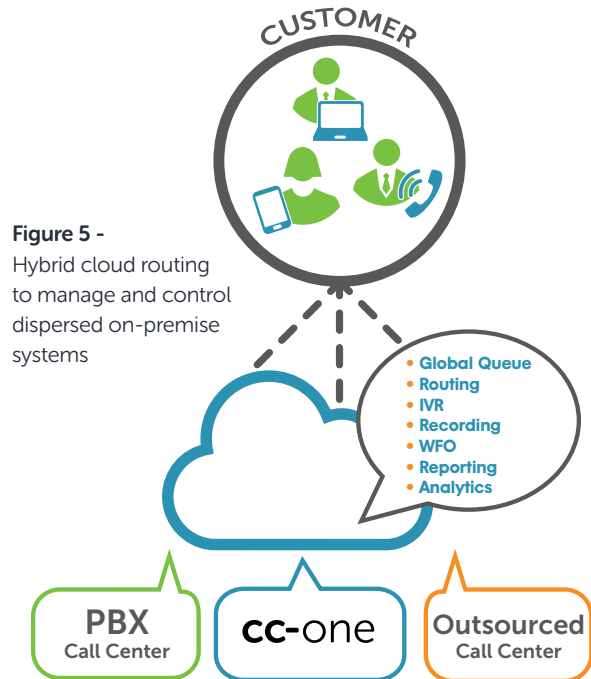


Figure 5 - Hybrid cloud routing to manage and control dispersed on-premise systems

Proven native cloud

CC-One is a **native cloud** solution with proven deployments in small and large enterprises, 99.9% uptime, and an excellent track record of highly satisfied customers who have experienced a positive ROI in a few short months.

bSecure: CC-One provides **carrier-class** security and reliability through built-in product features, development processes, and services including SSH, SSL, and secure VPN.

bOpen: Built with an **open solutions** philosophy that enables interoperability through APIs, SDKs and standards, CC-One supports data integration with CTI, voice integration with SIP, XML, MSCML/MSM, VoiceXML, Application integration

with HTTP, is XML-based and uses open source NoSQL and Big Data technologies.

bMobile: CC-One empowers **business anywhere** through a compelling business mobile-first experience over any device, network or location.

through **epik**, be epic

Since 2007, we've been a leading Hosted PBX and fiber-optic based Internet company serving business clients across North America. We provide customized Unified Communications

and Call Center solutions using our **Broadsoft-powered** (a Cisco company) platform, enabling a seamless transition for clients moving to an open, mobile and secure cloud service. Our technology is **future-proof**; it can adapt to any changes in the industry, safeguarding our clients investments.

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