

Seven Critical Capabilities to Demand From Your Cloud Contact Center Provider

To deliver a world-class customer experience, your contact center must be flexible and reliable, while providing all the tools agents and supervisors need to manage their workflows. Here are seven critical capabilities to look for when deploying a contact center in the cloud:

- 1. Contact center expertise.** There are many providers of cloud hosting, but few with a history of developing products and technologies that have had a meaningful impact on the customer experience. Look for a provider that understands the value of increasing business efficiencies, fostering loyalty and growing customer value, with the ability to pair cutting-edge cloud deployment technologies with the tried-and-true contact center functionality your business needs, like computer-telephony integration (CTI), predictive dialing, skills-based routing and reporting and recording capabilities.
- 2. 100% cloud platform.** Not all clouds are created equal. Select a cloud hosting solution with multiple, geographically dispersed data centers that provide sufficient excess capacity to ensure your contact center continues to operate at full capacity even if one site becomes unavailable. Ask about the geographic, network and physical redundancy that has been built into a vendor's solution. Also request documented processes for quickly getting your applications back up and running in the event of an outage and an aggressive service level agreement that details exactly how and when you'll be compensated.
- 3. Scalability and flexibility.** Your contact center should be as fluid as your business - capable of handling seasonal spikes in contacts, flexible to allow your agents to interact with customers over channels like multi-session chat in addition to voice, and able to seamlessly scale as your business grows. On-demand scalability is one of the key advantages of a cloud contact center solution. Look for a vendor whose network model supports capacity well in excess of peak call volume, with a common-sense pricing model that ensures you only pay for the resources you use.
- 4. A unified, omni-channel solution.** Cobbling together customer support offerings from different vendors can be costly, time-consuming and result in a disjointed customer experience. Customers don't think in terms of "channels" - they think in terms of getting an answer to their question, quickly and conveniently. Look for an omni-channel solution that empowers customers to transition easily from IVR to agent-assisted service over voice or chat, with a powerful agent desktop and CTI that delivers essential context to calls, and the integrated reporting and recording capabilities that management needs to ensure everything is working smoothly - all with a single point of contact for setup and support.
- 5. CRM integration.** The ability to integrate with Salesforce or another CRM easily gives agents access to a 360-degree view of your customer and their interactions with your business, improving their ability to deliver a personalized customer experience. Whether you're building an outbound platform for contacting customer accounts and sales prospects or an inbound platform for managing orders and cases, look for a provider that can leverage your existing systems to make your agents more productive and informed.
- 6. Quick deployment.** Because the hardware and software infrastructure is already established, cloud deployments should be as easy as flipping a switch. Look for a provider that can get your system up and running in a matter of days - not weeks or months - and intuitive agent and supervisor desktops that reduce ramp-up time and mitigate the need for on- or off-site training, as well as robust documentation and responsive support that lets you hit the ground running.

7. Risk-free setup. Whether you're completely new to the cloud, or you're considering migrating over from a hardware-based contact center, a provider that offers an easy-to-deploy, free trial gives you a no-obligation way to see what advantages a cloud contact center can bring to your business. Consider it your sandbox - conduct a pilot project with a few agents, then when you're ready to commit to a cloud solution, easily deploy additional seats. And once you've deployed your cloud contact center, providers with pay-as-you-go models provide you the ability to scale up and down as business needs dictate, ensuring you only pay for the resources you use.

About Zipwire

Zipwire is a pure cloud contact center solution that combines Aspect's contact center heritage with Voxeo's cloud deployment experience. Zipwire brings multi-channel contact center capabilities that are reliable, scalable and easy for organizations with needs ranging from 2 - 250 seats as well as large enterprise needs up to 500 seats, making it possible to deploy an inbound, outbound or hybrid contact center solution with robust features like multi-session chat, fully-featured agent and supervisor desktops and advanced reporting and recording capabilities.

With pay-as-you-go pricing that scales with your business and a 100% uptime service level agreement (SLA), Zipwire gives you the reliability and simplicity you expect from the cloud with the robust multi-channel communications capabilities your business needs to deliver a superior customer experience. It's just that simple.

Learn more about Zipwire and take a free 30-day trial at: <http://zipwire.aspect.com>.

Zipwire Cloud Contact Center Features:

- Inbound scripting
- Web integration
- Skills-based routing
- Presence information
- Computer-telephony integration (CTI)
- Interactive voice response (IVR)
- Predictive, Preview and Automatic Dialing
- Inbound, Outbound and Blended capabilities
- Web-based agent and management interfaces
- Integration with Salesforce plus other CRM and web services
- Unlimited scalability
- Multi-session chat
- Multi-channel capabilities
- Scoring and reporting for quality management
- Live monitoring
- Call recording
- White-label capability
- Pure cloud solution - no upfront hardware costs
- Free 30-day trial
- 100% uptime guarantee
- 24x7x365 support

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About Zipwire™

The Zipwire contact center was designed as a pure cloud solution that combines Aspect's 40-year contact center heritage with Voxeo's 15 years of global cloud hosting expertise. The Zipwire contact center in the cloud brings multi-channel contact center capabilities that are reliable, scalable and simplistic for organizations with needs ranging from 2 - 250 seats as well as large enterprise needs up to 500 seats. Our easy solution doesn't bury capabilities in complexity, making it possible to deploy an inbound, outbound or hybrid contact center solution with robust features like multi-session chat, fully-featured agent and supervisor desktops and advanced reporting and recording capabilities - reducing your go-live effort and overall resource allocation. With pay-as-you-go pricing that scales with your business and a 100% uptime service level agreement (SLA), our Zipwire contact center gives you the reliability and simplicity you expect from the cloud with the robust multi-channel communications capabilities your business needs to deliver a superior customer experience. It's just that simple. For more information, visit zipwire.aspect.com.

