CCaaS 3.0



# Unified CX for the Smartphone Era

**Cloud Contact
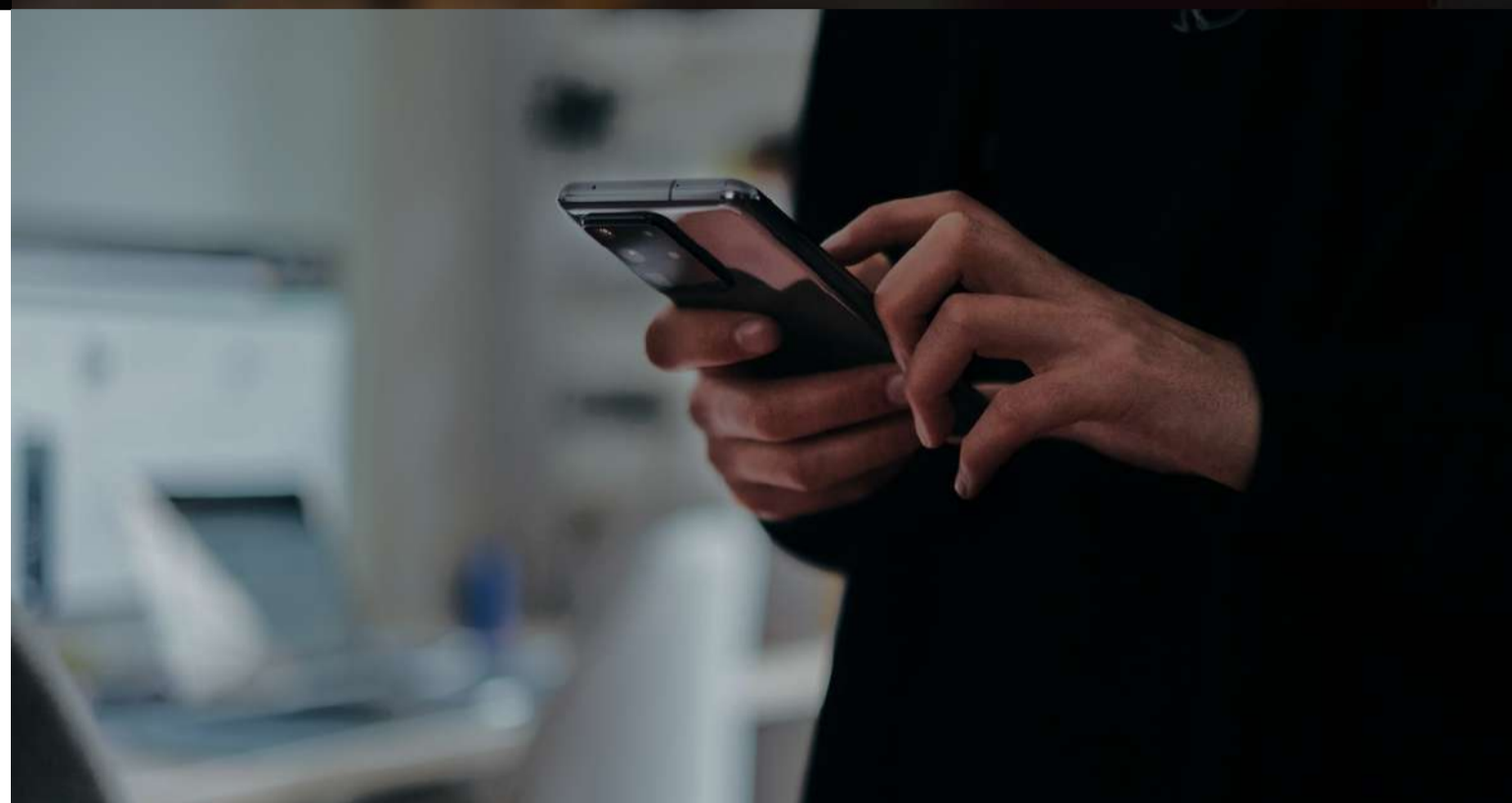Center Platform**

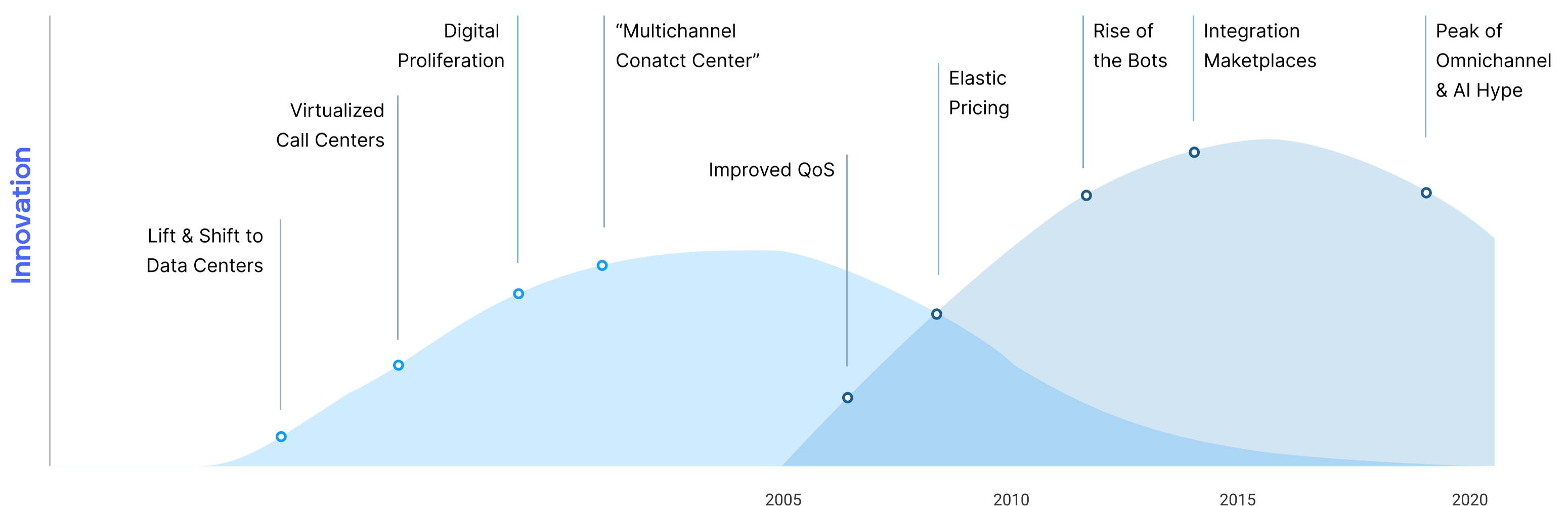## Table of Contents

# Evolution of the Cloud Center

## CCaaS 1.0 - The 'Cloudified' Generation

The first iteration of CCaaS. Its goal was to move contact centers from using on-premise systems to the cloud. CCaaS 1.0 offered the traditional vloud benefits - reduced OPEX and deferring realibility, security and upgrades to the vendors. With the sudden proliferation of digital channels, we transitioned from 'call -center to multi-channel contact center and quickly realized the pain of the digital channel sprawl and consumers switching back and forth between channels. Despite claims of improved reliability, Cloud 1.0 has suffered from repeat downtime, outages and challenges in scaling to support both the larger contact centers still on-premise as well as contact centers outside North America.

## CCaaS 2.0 - The 'Native Cloud' Generation

The second wave in the evolution of CCaaS. With the added benefits surroundings the breadth and scale of infrastructure -as-a-Service, we saw improvements in scalability, security, reliability and support for more regions around the world. The flexibility of the public cloud introduced true elastic pricing models that allowed customers to pay only for the services they were using. Microservices enabled more frequent access to software updates, and thanks to more vendors opening their API libraries, we saw the rapid integrations of adjacent technologies, expanding the solution set, and eventually spawning integration marketplaces to shelve them all. Omnichannel was introduced as a strategy to combact the digital channel sprawl and subsequent channel switching. Most recently, AI and chatbots have become a dominant focus for both Product development and Marketing.

## Evolution of the Cloud Contact Center

Innovation

Digital Proliferation

Virtualized Call Centers

"Multichannel Conatct Center"

Rise of the Bots

Integration Maketplaces

Peak of Omnichannel & AI Hype

Elastic Pricing

Improved QoS

Lift & Shift to Data Centers

2005    2010    2015    2020

# The Unrealized Promise of "Cloud Native Omnichannel"

For years we've heard claims about how AI, Omnichannel and personalization would "transform our customer experience" and improve the bottom line.

So why are our collective brand experiences still so fragmented, unintelligent and robotic?

"Cloud-Native-Omnichannel" has failed to deliver for modern customers.

**" 70% of consumers say that connectedprocesses, such as seamless handsoff or contextualized engagements based on earlier interactions, are important to winning their business"**

Customer Expectations Hit All-Time Highs, Salesforce Research

**" 50% of customers say most companies don't satisfy their expectations for a great experience."**

Customer Expectations Hit All-Time Highs, Salesforce Research

# Human Interactions has Evolved

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So why are our collective brand experiences still so fragmented, unintelligent and robotic?

"Cloud-Native-Omnichannel" has failed to deliver for modern customers.

**71%**
of consumers own a smartphone

**5 hrs**
per day consumers spends on smartphone
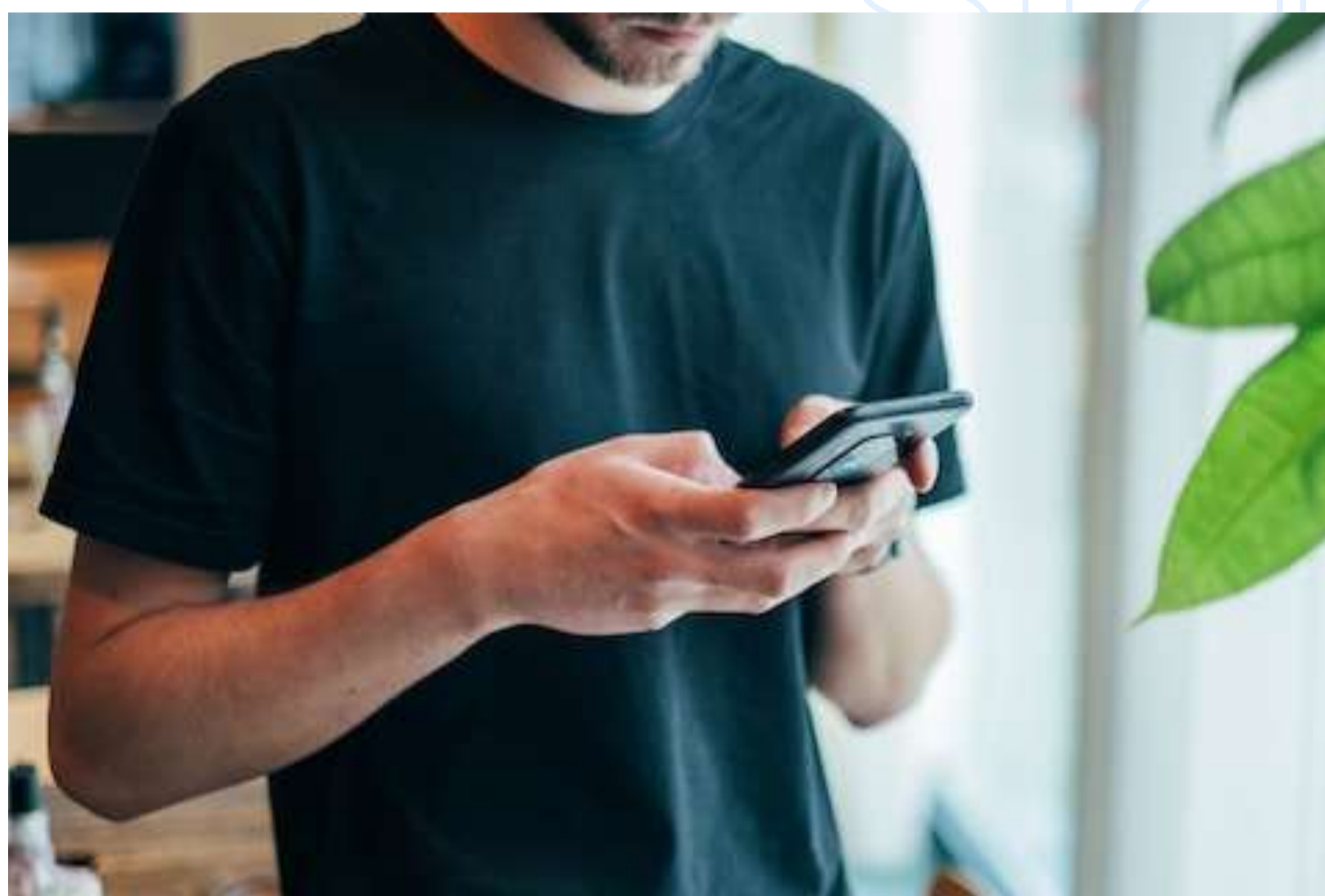
**$230B**
spent annually on mobile apps

**100%**
increase in app spending from just 1 year ago

# Modern Cosnumers Demand Modern Experiences

**A problem comes up**

**4**

Verify identity quickly with touch ID or facial recognition

**5**

Share photos and videos to help describethe problem

**6**

Avoid additional transfer and wait time
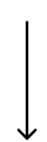
**1**

Call or message in-app

**2**

Map user ID to account details

**3**

Speak to an agent

**Problem solved**

# Introducing CCaaS 3.0

CCaaS 3.0 represents a seismic shift in Contact Center operations, addressing long-standing design flaws and conventional thinking that have failed to evolve in parallel with the changing human interaction landscape.

### Purpose-Built for the CRM
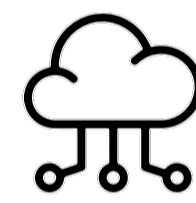Single source of truth for the cusotmer journey

### Intelligence & Automation
Processes & tools to drive efficiency for all stakeholders

### Embeddable Experience
Modern CX for the smartphone era

### Ultra-Modern Enterprise Cloud
Massive scale I Global reach I Privacy by design Highly resilient

# Embeddable Experience - Beyond Omnichannel

The smartphone has not only enabled on-demand access to information, its also given rise to consumer self-service for everything from buying and returning products, ordering groceries, calling a ride, checking a bank balance and more. We have made significant investments in these self-service tools to help acquire and grow customers, but when it comes to customer service and retention, that is where the brand experience fragments and has potential to break down.

As consumers continue to seek frictionless resolution of their issue on their smartphone and in app, it is critical to design and orchestrate the customer journey with this new modality in mind.

CCaas 3.0 provides the capabilities to not only embed voice and the digital channel suite into your app, but the entire customer journey - from visually navigating where they want to go, interacting with agents, sharing digital media, making secure payments and rating their interactions - all without ever leaving the app for more seamless, natural and contextual experience.

| | |
|---|---|
| **Embeddable Voice, SMS & Chat** | Leverage VoIP calling through WebRTC to reduce telephony costs while keeping the conversation and customer journey, regardless of channel, in the app |
| **Visual IVR & Journey Orchestration** | Make menu selection effortless by providing visual and touch navigation capabilities |
| **Direct Access Point** | Intelligent routing based in user data or where they are on your website or in your app |
| **SMS Blending** | Blend voice & SMS channels to make holds times productive by gathering contextual data and setting up call while customer wait |
| **SmartActions** | Tools and functions that enables customers to communicate visually and contextually |
| **Secure Payments** | Process payments quickly and securly thorugh a PCI-compliant payment IVR |
| **Proactive Triggers** | Determine the ideal time to proactively present consumers with a chat or calling bubble |
| **Scheduled Callbacks** | Allow customers to schedulw a time for agents to call back without first having to go in queue |
| **CSAT Ratings** | Build custom customer satisfaction surveys and get feedback on every interaction |
| **Mobiel & Web SDKs** | Complete developer toolkits to deploy widgets and orchestrate the customer journey - compatible with iOS and Android |



# SmartActions

Leverage modern technology from the Smartphone to communicate visually and contextually

- Reduce AHT by allowing customers to point directly to the problem, rather than describe it

- All events are automatically logged, creating a comprehensive map of the customer journey and providing an audit trail for complianceand QA

- Reduce ACW by automatically uploading all digitally shared media directly to the CRM record

| | |
|---|---|
| **Get Verification** | Authenticate customers using the same biometric and pin security they use to unlock their smartphone |
| **Request Photos** | Prompt customers to take and share up to four photos using their smartphone camera or directly from their gallery |
| **Request Screenshots** | See what the customer is seeing when the issue is to do with something on a webpage, in app, or on the phone |
| **Request Videos** | Recieve video clips with audio |
| **Get Text Input** | Validate spellings or allow customers to share information without speaking out loud |
| **Request Payment** | PCI-compliant payment tools that wont expose sensitive data to agents |
| **Redact** | Optionally allow agents to pause & resume audio recordings |
| **Share App** | Send customers an SMS with a deep link to install your app |

# Purpose-Built for the CRM

Traditionally, Contact Center platforms were built as stand-alone applications and then integrated into the CRM. This approach has several limitations including data privacy, CCaaS not only records granular detail of the customer and data residency, latency in presentation of critical data, and discrepancies between the data stored in the CRM vs data stored in the Contact Center application.

StarTele takes a different approach: our solution is purpose-built to complement the CRM. No customer personally identifiable information (PII) is stored in the CCaaS 3.0 platform which leads to three distinct advantages for building more seamless, personalized, and effortless experiences

**"Customer-centric, continuous and contextual experiences will become the competitive differentiator for the future of customer experience."**

In the Future, Your CRM Applications Will Need to Natively Support AI, IoT, Analytics and Integrations, Gartner, Feb. 13, 2020.

### Content Unification

StarTele factored to complement the CRM by making it the single source of truth. All customer data and PII is stored natively in the CRM or your private data repository, rather than on the CCaa&5 platform.

### Hyper-Personalized

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# Intelligence & Automation

## End-to-End Automation

By enabling automation throughout the agent experience, CCaaS not only records granular detail of the customer and their journey within the CRM record, but significantly reduces average handle time and after call work for the agent by eliminating the manual effort to create and update records.

| | |
|---|---|
| **Event logging & Customer Journey Mapping** | Create audit trail for QA & compliance directly in the customer record by logging interaction event data, media files, recordings, and transcripts |
| **Custom Data Storage** | Archive recordings, metadata, and media in your CRM, external S3 or Google Cloud Storage buckets, or SFTP |
| **Contextual Routing** | Leverage data from the CRM to prioritize routing decisions |
| **Agent Screen Pop with Contextual Data** | Present customer data immediately when agents accept interactions for greater contextual awareness |
| **Automatic Upload of Digitally Shared information via SmartActions** | Reduce agent after call work by eliminating the manual work to upload digitally shared media such as photos, videos, and interaction notes |
| **Automatic RecordLookup and Creation** | New cases and records are automatically created and appended where appropriate to reduce agent handle time in preparing, managing, and wrapping up interactions |
| **Click-to-Dial Outbound** | Reduce effort and error associated with manual dialing |
| **Single Sign-on** | Support for 3rd party identity management systems using SAML 2.0 |

## AI-Powered Conversational CX

Many contact centers are turning to virtual AI tools to augment their agent workforce, manage fluctuating interaction volumes, offer customers immediate assistance and self-service capabilities on a 24×7 basis, and automate routine tasks so agents can focus on more complex support issues

However, traditional AI support solutions can feel robotic, lack personalization, struggle to deviate from their pre-programmed vocabulary. As a result theyre often viewed as an unwelcomed roadblock and point of frustration that consumers have to work around before reaching a live agent.

StarTele's Virtual Agent was designed with a different approach. It supports intelligent conversational AI for more natural and human-like conversation and can offload a variety of simple and complex tasks traditionally supported by a live agent. It intelligently monitors consumer sentiment and can perform a warm handoff to an agent when appropriate.

The Virtual Agent is a native component within the CCaaS platform for a unified solution that eliminates the complexity and fragmented experience of integrating multiple systems together.

| | |
|---|---|
| **Hyper-Personalized Routing** | Query your CRM and backend databases to predict intent and intelligently route for the best experience and outcome |
| **Journey Orchestration** | Seamlessly blend channels to provide agents with deep interaction context for faster customer resolution |
| **Automatic Ticket Management** | Reduce after-call-work (ACW) by automating backend agent tasks |
| **Virtual Agent** | Offer AI-powered conversational CX for 24/7 self-service |
| **Customer Journey Mapping** | Map all touchpoints as customers traverse the IVR and interact with agents to optimize and tune your worflows |

# Startelelogic Virtual Agent

## Predictive, Dynamic Routing

StarTele's intelligent and contextual routing for virtual agents is the first of its kind. Using real-time and historical data based on the customers record, their journey, or predicted intent, the StarTele routing engine can dynamically determine if routing to a virtual agent or a live agent will yield the best overall outcome.

Intelligent routing not only eliminates the traditional back-and-forth questioning to determine where to route a customer, but it can eliminate the potentially frustrating experience of being forced to engage with the virtual agent as a first line of defense, when getting presented to a live agent is the best course of action.

If the virtual agent needs live agent support to resolve an issue, the live agent is first presented with the full context and a high-level summary of the customers journey for a seamless handoff, more personalized service, and quicker resolution.

## General and Specialized Virtual Agents

The StarTele Virtual Agent enhances the customer experience by supporting one or more generalist and specialized Virtual Agent types to complete specific tasks, close issues, address after-hours requests, and more.

Generalists can support a broader set of requests and are best utilized higher up in the customer journey to replace the traditional IVR experience or to perform simple lookup tasks like inquiring on an order status, hours of operation, or inventory levels. Specialized bots can be designed to support an array of more complex tasks such as processing a product return, changing a travel reservation or doctors appointment, or starting an insurance claim. Specialized bots learn faster and their ability to resolve complex issues improves with every conversation as they become exposed to relevant conversational input.

## Natural Language Processing

The Virtual Agent understands both consumer intent and sentiment using advanced natural language models. When paired with data from the CRM, the Virtual Agent can provide a more personalized experience while efficiently resolving consumer issues and seamlessly handing off to live agents when appropriate. The virtual agent can support multiple languages and it will get better and more efficient over time as learns from the conversational data of each.
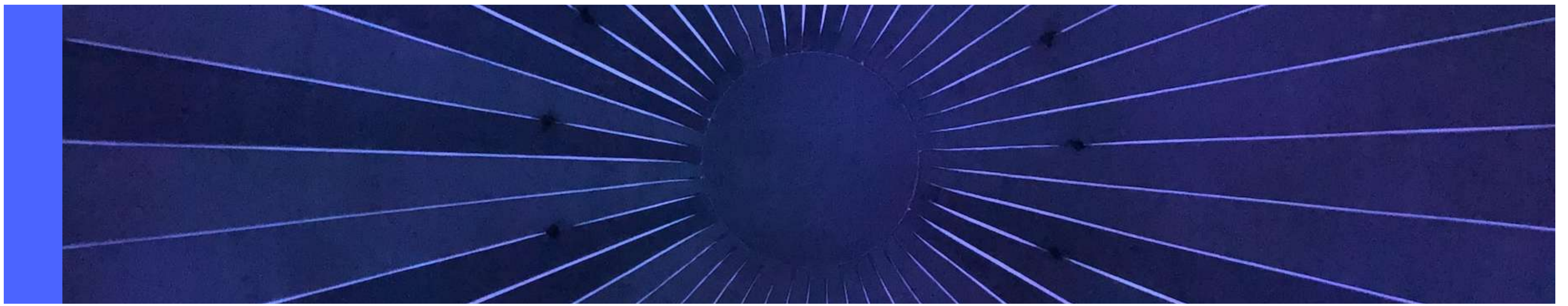
### Banking

- Replace lost or stolen card
- Set a travel alert
- Change address
- Check payment status
- Check balances

### Retail

- Check order status
- Check if item is in stock
- Cancel order
- Change shipping address

### Healthcare

- Reschedule appointments
- Cancel appointments
- Screen patients for symptoms

# Ultra-Modern Enterprise Cloud

## Global Scale

A historical limitation of Cloud Contact Center solutions has been their ability to support more than a few thousand agents or agents outside North America and Western Europe. StarTele's infrastructure was designed to Powering the largest Cloud Contact Center at up to 22,000 concurrent agents ona single tenant,StarTele Logic has proven its ability to scale and support the world's largest Contact Centers without compromising real time reporting or the intelligent queuing.

## Local Voice at Global Scale

StarTele's global voice platform provides customers around the world with a localized voice experience. Rather than routing voice calls back to data centers in North America, all call media on the CCaaS platform is kept in region using global low latency routing algorithms providing superior call quality with no latency, For customers with strict data residency requirements, voice calls can be locked to specific geographic regions, ensuring neither data nor voice media ever leave their country of residence.

## Privacy-by-Design

By never storing personally identifiable information and with an emphasis on data minimization, CCaaS 3 enables customers to meet challenging data protection regulations across the globe. The flexibility to choose where your data is stored, be it in your CRM, a public cloud storage resource, or your own data warehouse on premise, can significantly reduce exposure and risk, storage costs, and efforts related to accessing, retaining, and deleting customer data.

## Multi-Cloud Deployments

Maximizing resiliency, global reach, and cost savings, StarTele's services can be deployed across leading public cloud infrastructure-as-a-service providers. Through microservices and containerization, you can choose to consolidate and centralize your contact center instance alongside other technology investments, or diversify and deploy based on geographic reach and service availability.

# Unified CX for the Smartphone Era

StarTele is the world's first and only cloud contact center platform for smartphone era CX. By modernizing digital and in-app experiences, StarTele unifies the enterprise brand experience across sales, marketing, and support, eliminating the frustration of channel switching between voice, digital, and self-service for consumers. Offering unsurpassed resiliency and the flexibility to deploy across leading public cloud infrastructures, StarTele powers the world's largest elastic CCaaS tenant globally, and is trusted by innovative, customer-centric enterprises to intelligently orchestrate predictive, contextual, conversational customer experiences.

To learn more, please visit our website:
https://www.startelelogic.com/

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