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Key 2014 Contact Center Trends and Priorities
Tuesday, January 28th 2014, 11:30 AM EST / 16:30 GMT

Contact center technology and delivering a great customer experience continue to evolve. What was hot yesterday is old news today. Current trends include the widespread adoption of cloud solutions, the addition of social media to the multichannel mix, the impact of smart phones and tablets, the need to accurately capture the voice of the customer, and new methods for measuring agent effectiveness. So what will be the hot technologies in 2014 and, more importantly, how can you be ready? Join us for this live Web event where our guest Forrester Research, Inc. Principal Analyst Art Schoeller, and Interactive Intelligence CMO Joe Staples will identify these trends and provide actionable guidance so your contact center can play an even greater role in helping your business deliver the best customer experience possible.

An extensive Q&A will follow the Web presentation, during which Schoeller and Staples will be joined by industry veterans McGee-Smith Analytics Founder Sheila McGee-Smith, and Vanguard Communications Founder & President Don Van Doren to answer live audience questions.

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Rich Tehrani,
CEO, TMC

Customer Touchpoints: The Good, The Bad, and The Ugly

Having been unfortunate enough to be part of an eight-hour weather-related delay as a passenger of flight 411 on Jan. 4, 2014, my fellow passengers and I found out just how amazingly bad the airline's logistics and service levels could be. After we lost an entire workday each, we waited yet another hour for luggage to come out. When it finally did it was for a different flight – a cancelled flight.

Frequent tweets to the airline and calls from passengers were met with rude responses, infuriating my fellow passengers. In turn, they tweeted about their experiences.

This all happened after I'd arrived in Las Vegas to attend CES, so I had no idea if I needed to buy clothes for my business trip. At first, it sounded like I didn't. You see, the airline told us in the Las Vegas baggage handling area that my bags would be delivered in a few hours. That was last Saturday.

So, I ended up shopping every day I have been here, wasting precious time. As I write this it's Tuesday, and I just got a message that my bags have been found.

That's the good news. The bad news is that my bags are at JFK, while I am still here in Las Vegas. Yet when, at JetBlue's suggestion, I called the airline's 800 number to get more information, they suggested I come pick up my bags at the New York airport.

So, I spend well over \$1,000 on replacement items because of the airline's incompetence and I get a standard 800 number to call? And when I call it I'm told to pick up my property at an airport across the country? This level of incompetence should definitely be paid for, but in this case it's the upper management at JetBlue that should pay, by getting a pink slip from the company's board. And I'm not talking about an article of clothing.

Speaking of shopping, I have been thinking about Intel's recent move to follow in the footsteps of many of the other tech titans and open up its own branded retail locations.

Decades back Intel research showed them that people buying computers powered by their processors didn't know who made the processor. Many people in fact thought computer manufacturers such as Compaq made the CPU. This revelation launched a multibillion-dollar advertising campaign focusing familiar slogans like Intel Inside.

Intel has since firmly established itself in the mind of consumers, but the challenge the company faces these days is ARM-based products are proliferating by the billion – embedded in smartphones, tablets and other devices where low-power is important. Even HP has started using ARM in its Moonshot solution.

Another challenge – Apple's A7, a 64-bit processor used in smartphones and the latest tablets. One doesn't have to think that hard to envision a world in which desktops and laptops will be powered by a new Intel competitor – ARM, not AMD.

So, to counter, Intel decided again to sell ARM-based processors and to open retail stores to connect more closely with consumers.

ARM is the exact sort of disruptive technology that makes incumbent competitors implode. It starts small and in a niche and grows over time. The same way inexpensive hard drives helped take out the larger vendors using technology like RAID, ARM processors are continuing to gain ground on Intel.

Will retail "experience" stores curb this problem? Probably not. But like the Samsung Experience store in NYC, it will generate some goodwill and perhaps over time Intel will evolve into a retail manufacturer selling everything from processors to end-user systems.

Apple more or less does this. Samsung does this. And, it seems, Intel sees this is the future and doesn't want to be left behind. However, to pull this off, Intel may have to buy a company like a Dell or an HTC.

Perhaps over time Intel will evolve into a retail manufacturer selling everything from processors to end-user systems.

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On the Cover

8 Companies Get Acquisitive About the Customer Experience

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INSIDE Every Issue

- 3 Perspective**
By Richard Tehrani, CEO, TMC
- 6 Angle**
By Paula Bernier, Executive Editor, TMC
- 12 Art of the Customer Experience**
- 32 Click**
News briefs
- 36 The Integrated Marketplace™ Advertising Index**
- 38 Experience**
By Erik Linask, Group Editor, TMC

Sections & Series

STRATEGIC SOLUTION SERIES.

10 WARNING: Benchmarking Can Be Hazardous to Your Operation's Health
Brought to you by J. D. Power

ASK THE EXPERTS.

14 Thinking Outside the "App": A Great Experience Begins With the Customer
Brought to you by Interactive Intelligence

TARGET.

16 A Roundup of Suppliers and Offerings in the Cloud Contact Center Arena

ENGAGE.

28 Customer Service and Satisfaction: Keeping Up with The New Normal

DELIVER.

30 Intelmedia Brings Together Call Centers to Leverage Star Players, Drive Performance

ACCOLADES.

34 2013 CUSTOMER Product of the Year Awards



TABLE OF CONTENTS • AD INDEX



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Paula Bernier,
Executive Editor

New Study: Customer Dissatisfaction, Rage Are At All-Time Highs

There's a lot of talk these days about the customer experience, but a new study by customer rage expert Scott Broetzmann indicates that customers are more dissatisfied than ever, and some of them are downright enraged.

Cable and satellite TV is the most likely culprit causing this sad state of affairs, according to the new study from Broetzmann's firm Customer Care Measurement and Consulting, and the W. P. Carey School of Business at Arizona State University. But products and services related to dissatisfaction run the gamut – to the tune of about \$76 billion in revenue at stake. In fact, 56 million American households experienced at least one problem during the past 12 months.

The study indicates that 50 percent of the 1,000 households surveyed reported customer problems, that's up from 45 percent in 2011 and up from 32 percent in 1976.

"People are frustrated that there are too many automated response menus, there aren't enough customer-care agents, they waste a lot of time dealing with the problem, and they have to contact the company an average of four times to get resolution," said Broetzmann.

While 60 percent of those surveyed two years ago said they had experienced rage from a customer service interaction, 68 percent of survey participants this year said they had reached that level of frustration. In fact, 36 percent of those surveyed said they had actually yelled at a customer service representative as a result (up from 25 percent in previous rage studies), and 7 to 13 percent said they went as far as cursing at such individuals.

The fact that people are 11 times more likely to complain using the phone gives them this opportunity. But we're also seeing plenty of customers voice their dissatisfaction via social networking. Indeed, complaint posting on sites like Facebook has nearly doubled, from 19 to 35 percent, since 2011.

And unhappy customers are far more likely to share their stories with others (an average of about 28 people) than are those who are satisfied or pacified (10 to 16 people). To turn unhappy customers into happy – are at least less unhappy – ones, the study's results indicates an apology and a monetary fix to the customer can double satisfaction from 37 to 74 percent. Sadly, 56 percent of those who said they'd complained got no offer for restitution at all. That's 9 percent higher than recorded in 2011.

As discussed in the September issue of CUSTOMER magazine, sometimes the solution to a customer support problem is as plain as the nose on your face. And that solution is to speak two simple words: I'm sorry. And Broetzmann says: "You can apologize without admitting blame."

Organizations "need to be more concerned about managing the emotional side of these transactions, which they're often ill equipped to do" because they are focused on transactional processes, he adds. Using scripts makes sense, he continues, but at some point you need to teach people how to go off script and use their personalities to solve customer problems.

Scott Broetzmann indicates that customers are more dissatisfied than ever, and some of them are downright enraged.

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Come Together, Right Now, Over Me Companies Get Acquisitive About the Customer Experience

Unifying all the different pieces of the customer experience so businesses can better understand their customers; offer them assistance as needed and via the communication media they prefer; and reach out to customers and prospects with timely and targeted messages, is no easy task. But, increasingly, that's what many of the big players in the customer experience arena, and software in general, are trying to do.

Just look at some of the recent acquisitions we've seen on this front by some of the big names in tech.

Adobe last year purchased by Neolane, which Gartner has labeled a visionary in integrated marketing management, multichannel campaign management, and CRM lead-to-revenue management, and Satellite, a company that offered tag management technology to help marketers with analytics and media tracking across websites.

Microsoft this January bought cloud-based customer service software outfit Parature.

Oracle within the time span of just more than a year has snapped up BigMachines, Compendium, Eloqua, and Responsys.

And **Salesforce.com** in 2013 acquired e-mail service provider ExactTarget, which itself had previously ingested marketing automation vendor Pardot.

IBM and **SAP**, both of which also have CRM offerings, are other well-known names that have been expanding their scope related to customer experience.

IBM was early to the action on this front, acquiring enterprise and cloud-based marketing software outfit Unica back in 2010. And SAP recently has been promoting its concept of Precision Retailing, which leverages geofencing and other triggers, and SAP's own HANA application and database platform, to better target campaigns at mobile users.

"Customers are more connected and better informed than ever before," says Bob Stutz, corporate vice president of Microsoft Dynamics CRM. "Organizations are looking

for business solutions that can strengthen their ability to connect with customers on their own terms, using whatever device and whatever channel they prefer."

Microsoft is responding to that new customer requirement by pairing its CRM solution with Parature's ability to support a wider array of channels (including mobile devices and popular social media sites like Facebook) for customer care and engagement.

"The CRM market is accelerating rapidly worldwide and the outlook has never been stronger," Larry Augustin, CEO of SugarCRM, tells CUSTOMER magazine. "The recent deals continue to validate that CRM is the fastest growing sector in enterprise software, and without a doubt, it's an exciting time. The market is ripe for innovation and we expect to see this level of activity continue as more and more companies are investing in next-generation customer engagement technologies and long-term customer initiatives. Nearly every company across every business sector is looking for innovative, affordable ways to connect and engage deeper with customers across its organization.

"Retaining customers is far more profitable than acquiring new ones, so organizations looking to deploy successful CRM initiatives are starting to focus on more personalized customer support and satisfaction – as opposed to just sales force automation," adds Augustin. "And CRM systems are becoming even more prevalent as customer service tools become more aligned with the changing nature of the individual customer in the era of mobile and social technologies."

Indeed. Even those CRM companies with a more than comfortable market share, such a CRM giant Salesforce.com, are moving to address these changing trends.

As illustrated above, many of these acquisitions – including the ones by Salesforce.com – involve the purchase of marketing automation organizations. As previously reported in the November issue of CUSTOMER magazine, CRM and marketing automation are closely related. Lori Wizdo, principal analyst at Forrester Research, says marketing automation involves managing the pipeline to revenue – starting with attracting the right kind of traffic, engaging that traffic, and then converting it to sales. CRM, meanwhile, addresses the back end of the process, she says.

"There will be more consolidation," Wizdo predicted in her conversation late last year with CUSTOMER.

She was right.

The 103,000 mid and large sized businesses in the U.S. spend \$1.3 billion annually collectively on content creation, says Toby Murdock, CEO of Kapost, which sells a content marketing software and content platform. That means if just 3 percent of that goes to content marketing software, the market opportunity exceeds \$4 billion annually.

“When Oracle, the world’s No. 3 software provider, makes an acquisition in a segment, it is a clear sign that the need is clear and growing for that segment,” Murdock adds.

Oracle has made not one, but a handful of acquisitions in the marketing automation segment.

The third quarter saw Oracle buy both BigMachines and Compendium. BigMachines offers cloud-based solutions that enable sales people to more easily generate quotes and pricing for their customers. Compendium offers cloud-based capabilities that enable companies to more easily create, monitor and promote their mobile and other online content.

Those two deals came in the wake of Oracle’s acquisition of Eloqua, another cloud-based marketing automation outfit, which the company announced plans to buy in December 2012. Then, almost exactly a year later, Oracle moved again on this front, making a grab at Responsys. Oracle executives Thomas Kurian and Kevin Akeroyd in a December letter to their customers and partners wrote: “The addition of Responsys will extend Oracle’s Customer Experience Cloud, which includes the Oracle Sales Cloud, Oracle Commerce Cloud, Oracle Service Cloud, Oracle Social Cloud and the Oracle Marketing Cloud. By bringing together Responsys and Oracle Eloqua in the Marketing Cloud, for the first time CMOs that support industries with B2C or B2B business models will be equipped to drive exceptional customer experiences across marketing interactions and throughout the customer lifecycle from a single platform.”

Delivering a multifaceted cloud-based customer experience solution is the strategy of Adobe and Salesforce.com as well.

Adobe in mid January announced new functionality to Adobe Campaign (the rebranded version of the campaign management product Neolane had offered), and integration between that solution and Adobe Experience Manager, both of which are part of the Adobe Marketing Cloud.

New aspects of Adobe Campaign allow marketers to deliver large volumes of campaigns, offers, data, and interactions with an enhanced real-time marketing infrastructure; more easily create and customize local campaigns; use transactional messaging to complete or confirm orders and deliveries; and support the German language. And, as

mentioned, Campaign is now integrated with Experience Manager, which enables marketers to create, manage, and optimize online experiences.

Interestingly, Adobe comes at marketing automation from a different angle than many of the other players in this market, which have led with contact center and/or CRM solutions. Adobe, as you probably already realize, is best known for its computer software such as Acrobat, which is practically ubiquitous on user PCs worldwide.

Patrick Tripp, senior product marketing manager at Adobe Campaign solution, tells CUSTOMER magazine that gives Adobe a more intimate understanding of the creative side of marketing.

Adobe’s acquisition of web analytics, measurement and optimization business Omniture – for a whopping \$1.8 billion – back in 2009 was an early move in this new direction.

Some criticized Adobe for the price of that deal. Whether or not that particular deal was worth its weight is to be determined, but what is clear is that the value of customer experience solutions such as analytics, automated marketing, CRM, and multichannel or omnichannel service solutions is on the rise. As Tripp notes, it’s becoming clear to just about everyone that a one-size-fits-all approach just doesn’t work with today’s consumers – who are much more connected, informed and particular about what they want, how they want it, and when and through what channels they want it delivered.

Steve Kraus, senior director of product marketing for CRM Solutions at Pegasystems adds: “What I am consistently hearing from leading customer service organizations is they need to become more agile and more simply engage with their customers regardless of channel or device. They are laser-focused on increasing employee productivity and simultaneously reducing customer effort. They are tired of spending their precious time and money stitching together applications that should ‘just work together’. They will no longer tolerate integrating a CRM company’s solutions for them and the related time to deploy, cost to maintain, missed requirements translations and ultimately results in more training, lower productivity and disappointed customers.

“The leaders of customer-facing organizations want to capture their business goals, best practice procedures, and policies directly into a working application, one that engages their customers and employees in an intuitive manner,” he adds. “And as they get feedback from their employees, customers and the systems themselves they need to rapidly and continuously adapt. As regulations change and new products come to market they need to support those new requirements without missing a beat, something they cannot do if that requires a new customization or changes in multiple applications.”

WARNING: Benchmarking can be hazardous to your operation's health

CUSTOMER Magazine spoke recently to Mark Miller, the senior director of contact center solutions at J.D. Power, a leading marketing research company. We asked Mark to describe the benefits and pitfalls of benchmarking performance when building a world-class contact center.

How can benchmarking be hazardous?

One benchmarking hazard is comparing your performance against the "average" performance of other contact centers. Keep in mind that 50% of the organizations will perform "better than average." Settling for better-than-average gives the false impression that you've effectively differentiated yourself when you may not have.



J.D. Power's contact center benchmarks regarding customer experience and operational performance are derived from our certified contact centers, which represent multiple industries. Each certified organization has demonstrated that they

provide an outstanding customer experience, as verified through rigorous customer satisfaction research that puts them in the top 20% of all customer care and direct sales organizations. We document what these organizations do to achieve this high level of performance through extensive analyses and on-site evaluations of more than 200 practices. The net result is an unparalleled understanding of the strategies, tactics, and Key Performance Indicators (KPIs) of top performers. These are true benchmarks that can help an organization reach targets and maintain a culture of ongoing improvement.

What are some successful benchmarking strategies?

1) Benchmark against others that value the same service standards as you do

Organizations that use J.D. Power benchmarks value *most* the provision of

superior service to their customers, and they balance that against their other priorities. They either currently provide, or want to provide, a differentiated experience through service. If your organization puts customers first, then benchmarking against organizations that put operational issues ahead of customers won't help you improve. Controlling costs remains an operational imperative, even among organizations that prioritize the customer experience. However, many of those organizations achieve cost controls through improvements in customer and representative retention and first call resolution as a result of their service orientation. Regardless of what your organization values most, benchmarking against organizations that share those values will improve your benchmarking.

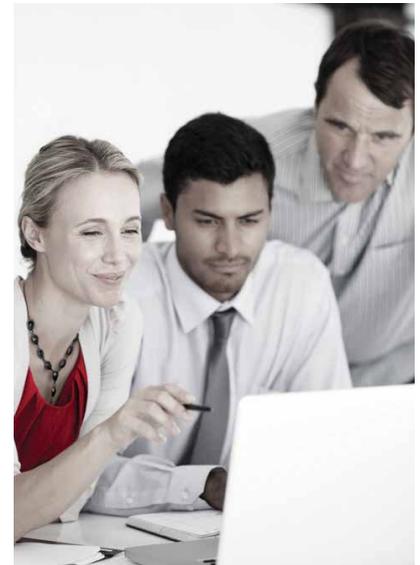
2) Benchmark operational practices, not just statistics

Managing operational metrics or statistics is not enough. For example, it is insufficient to benchmark and then act on rep attrition statistics without understanding the drivers of that attrition. High-performing companies benchmark at least *three* elements to get the whole picture: (1) customer experience (including loyalty); (2) key operational and performance metrics; and (3) best practices.

3) Look outside your industry for top performers

Another critical component of effective benchmarking is to look at what high performers outside your industry do. Almost without exception, your customers' expectations of your contact center are not wholly created by interactions with your competitors or even within your industry, but rather by interactions with high-performing organizations outside your industry. A great experience anywhere becomes the standard by which consumers judge all other experiences, and J.D. Power can help organizations meet that standard.

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ART OF THE CUSTOMER EXPERIENCE



Art Rosenberg

Omnichannel Solutions: The Rise of the Interaction Center

Business communications with customers are changing at many levels, ranging from network connections (IP, wireless), to customer BYOD for mobile devices (smartphones, tablets), to cloud-based online self-service applications, to increasing more selective flexible access control by individual customers to live assistance of their choice. So, it's not just a call center system that depends just on incoming and outbound phone calls, or even a contact center which only focuses on real-time contacts with agents or experts, but must increasingly include automated applications for both inbound outbound contacts with customers.

The term that I prefer to use to describe what is going to change telephony-oriented contact centers is interaction centers. This is because consumers, using smartphones and tablets, will increasingly be using contextual, multimodal online mobile apps for self-services, before they decide to click-for-assistance using the likes of WebRTC. They won't be making traditional POTS calls as a starting point for most customer service situations.

Not only that, but mobile access to customers opens the door to authorized, pro-active notifications and alerts from enterprise automated processes (e.g., banking, health care, education, utilities, etc.). That, too, will help speed up better customer service performance. Why wait until the customer notices a problem and then calls to get it fixed by someone else, when many services can monitor and detect problems that customers are responsible for or can take more timely action themselves?

We will always need information access and live assistance to be available to customers on demand, but it can now be much more flexible and selective than just a blind and limited phone call. It can include video information and on-camera interactions when appropriate, e.g., health care. It can also include social network postings and comments that quickly reflect what customers think about products and services. The big challenge to every organization is the migration from what we do now with telephony to what we want to do in the multimodal, customer interaction future.

Need more proof about how consumer business is changing? Look at what mobile online activity just did to Christmas retail shopping and Amazon's Mayday button for online video customer assistance.

Art Rosenberg is a blogger at The Unified View (<http://unified-view.blogspot.com>) and consultant with UC Strategies (www.ucstrategies.com).

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A Thought Leadership Advertorial from Interactive Intelligence

Smartphones, tablets, mobile information consumption, and mobile transacting. It's why more businesses are trying to develop the kind of mobile apps they believe their customers want. Yet with an estimated two-thirds of mobile customers needing to interact with a contact center agent at some point in the mobile service experience, there's often an abrupt disconnect.

The reason? Most mobile apps aren't integrated back to the business's customer service operation, and for mobile users, the ability to get live service while actually in the app is non-existent.

This fundamental divide leaves mobile customers to triage via an email form or a website and an endless list of phone numbers. Worse is that the contact center is blind to a mobile customer's incoming issue, since there is no app-associated context to accompany that customer's request for live service. So whether through email, phone call, or chat, a contact center agent is bound to treat the “mobile” service request no differently from any other interaction that comes in.

To deliver on the mobile customer experience in its entirety, mobile customer service solutions must link the self-service experience with live assistance seamlessly. The organization as a whole must become fully customer-centric and digitally dexterous. And for both mobile and traditional forms of customer service, there must be a single platform infrastructure to develop and deploy apps that are more intelligent.

Multichannel... and integrated

A single platform infrastructure must further provide scalability, flexibility, and security – PCI, HIPAA, and other similar guidelines. More vital to live assistance is the infrastructure's integration to the contact center and multichannel options like callback, click-to-call, text chat, video call, and a mobile customer's interaction history. The customer's context comes from available information an organization already has in existing systems. Systems can be CRM systems, issue tracking solutions, product catalogs, systems of record (claims management, loan origination, and so on), custom databases, cloud resources such as Salesforce, and process automation and content management systems. Webhooks technology enables integration of mobile apps with these internal systems, allowing access to any customer data an app must

provide, and presenting the contact center agent with complete information about the customer.

Using an integrated platform to deploy and manage a mobile app additionally extends functionality directly to mobile users and the organization. Because all transactions and interactions go through the platform, the organization can use the platform to record these interactions and present the contextual data to agents, seamlessly. If and when a customer needs more help and decides to switch channels, the agent has an instant holistic view of the customer through the organization's fulfillment and servicing systems.

More than just a mobile web app

Especially for what mobile customers *really* want, an app must be more than merely a mobile web app. It must be a native application developed for a specific mobile operating system or social website, purpose-built and branded for the organization. It must be a full services app with a fixed set of features, designed to support customers along with business partners and employees. Once the app is published, it must be easy to download and deploy by all users. This unified approach to mobile customer service leads to a seamless mobile experience while simultaneously reducing operational costs.

What does a seamless “mobile to service center” experience look like?

When mobile users can choose to interact with the contact center using their preferred method – call-back, click-to-call, text chat, or video call – agents can provide more effective service and optimize the mobile user's time. Once the interaction is started, agents are armed with the customer's contextual information, and are empowered to link the mobile customer to the service center. The full context of the customer's mobile interaction carries over seamlessly – name, contact info, customer detail, mobile app info, GPS, everything.

Because the mobile customer experience begins with the customer and carries through the mobile app they use, their experience becomes more satisfying.

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Cloud Contact Center Roundup

Starting this year **CUSTOMER** magazine will publish monthly roundups of a select product category. These roundups will essentially be like mini-buyers' guides. They will include the names and URLs of companies that offer solutions in a particular category, and then provide a brief write-up of what each company provides in terms of solutions in that space.

So, if you are looking for a solution or have an offering in one of the featured roundup categories, this is a resource to find what you're looking for or highlight what you can deliver.

This issue's roundup focuses on cloud contact center solutions. To find the focus of **CUSTOMER**'s future roundups, see our editorial calendar at: http://images.tmcnet.com/mkt/mediakit/Customer_Ed_Cal.pdf.

Altitude Software

www.altitude.com

Altitude Cloud Contact Center offers a complete contact center solution on the cloud with cost-effective options for every business need. It is suitable for a small or large operation, an outsourcer or in-house contact center, and providing inbound or outbound service. The solution was designed to speed up operations, while simplifying the management complexity, increasing productivity, reducing operational efforts, and, ultimately, raise customer satisfaction levels. This modular solution unifies all touch points throughout the organization, in outbound, inbound, and blending, regardless of the channel used for contact – voice, e-mail, SMS/MMS, fax, messaging or web.

Aspect

www.aspect.com

Zipwire is a pure cloud, SaaS-based contact center solution from Aspect with a feature set offering simplicity in provisioning, support and on-going operations. It is designed to get a contact center up and running in hours. Delivered through Aspect's Voxeo cloud and telco infrastructure, Zipwire can be deployed with the company's cloud network while providing a scalable, hosted solution that's flexible enough to quickly adapt as business needs change. Aspect

Hosted gives customers choices in implementing Aspect's Unified IP contact center solution with both cloud and hybrid deployment options delivered through a managed, secure data center with resilience built in. Customer environments are fully supported through initial implementation and custom configuration, user training, and ongoing monitoring and maintenance. Aspect also offers pre-deployed, managed solutions using Voxeo Prophecy and CXP platforms, that will get IVR and multi-channel self-service applications up and running with little up-front cost, low IT overhead, and the capacity to grow to thousands of lines as demand warrants.

Avaya

www.avaya.com

Avaya's partner-hosted Customer Experience Management solution targets cloud service providers, system integrators, and Avaya distributors who offer contact center as a service to enterprises. The cloud-based solution enables CSPs to provide all the benefits of Avaya's CPE-based contact center features, but end users pay via a monthly utility pricing model. The solution is suitable for end customers with up to 2,500 simultaneous contact center agents. Based on virtualized Avaya Aura software, CSPs and SIs can address multiple segments without managing multiple platforms and solutions from multiple vendors. Additionally, third-party apps and virtualized Avaya apps, including multichannel interaction and routing, call recording, and reporting and self-service capabilities applications sitting in front of the agent-assisted contact center service, are easily delivered, managed and continually updated via the cloud. For simplified management, Avaya Contact Center Control Manager delivers multi-tenant administration through its roles-based access management suite, while real-time and historical cradle-to-grave contact center reporting for multi-tenant environment utilizes "ANAV" from IT Navigator, which was acquired by Avaya in October 2013.

Calabrio Inc.

www.calabrio.com

Calabrio ONE Workforce Optimization Suite provides intuitive and flexible workforce optimization software for managed cloud service providers looking for an intelligent framework for cloud-based customer interaction management, operations and administration offerings. Calabrio ONE combines workforce optimization software into one comprehensive and integrated suite that's easy to implement, use and maintain. The product suite includes advanced call recording, quality management, workforce management, performance dashboards and speech, text and desktop analytics.



www.webrtceexpo.com

Web RTC IV

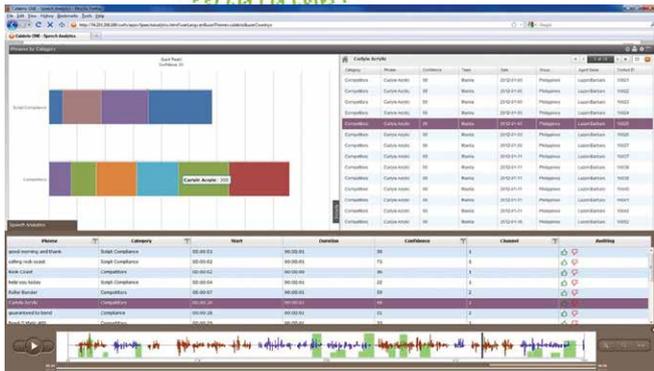
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The software suite is built in an intuitive Web 2.0 framework that provides a flexible user environment that is ideally suited for the key advantages provided by a hosted service, such as streamlined management, reduced deployment times and lower costs. The deployment speed, scalability, agility and redundancy offered by Calabrio ONE complements the intelligent capabilities that end users expect from a cloud-based offering. The software integrates seamlessly into service providers' cloud platforms, requires minimal training, and enables end users to realize the value of workforce optimization and customer interaction analytics without having to manage the infrastructure themselves.

Cisco
www.cisco.com

As a leader in the contact center industry, Cisco has evolved its Customer Collaboration solutions to account for a recent surge of interest in cloud and hosted deployment models for contact centers. With the cloud offering benefits such as rapid provisioning, flexible scalability, and lower support costs, Cisco is seeing more and more customers turning to the cloud. Cisco has addressed this growing need with Cisco Hosted Collaboration Solution for Contact Center, a cloud solution designed for companies with up to 4,000 agents per customer instance. Delivered via certified Cisco partners, Cisco Hosted Collaboration Solution for Contact Center provides the advanced contact center capabilities of Cisco Unified Customer Voice Portal. The HCS for CC solution offers robust contact center features, including intelligent contact routing with Precision Routing, next generation agent and supervisor desktop with Cisco Finesse, multichannel support with Cisco Unified Email Interaction Manager and Unified Web Interaction Manager, web 2.0-based reporting with Cisco Unified Intelligence Center, at-home agent support with Cisco Virtual Office or Mobile Agent, outbound call campaigns, and remote silent monitoring.

Citrix
www.gotoassist.com

Citrix GoToAssist is a cloud-based, integrated support solution that offers contact centers and IT support professionals a combination of



Powerful Cloud-Based Integrated Support Tools



easy-to-use service desk management, remote support, and IT monitoring. With access to key support functions from one interface, GoToAssist provides the functionality to maintain uptimes for people and devices. Mobile support is also offered to and from devices at no additional cost. For users on Android devices, GoToAssist now offers its SeeIT live camera streaming feature so customers can quickly show their issue to a support technician. GoToAssist also offers chat, enabling initiation of chat and service requests from different customer contact points including social, web, community, and self-service sites. Live chat sessions can be seamlessly transitioned into full screen-sharing and remote control sessions to resolve more complex problems. For larger contact center operations, GoToAssist offers additional functionality such as advanced administration, reporting and integration features. Purchase and a 30-day free trial is available from the Citrix GoToAssist website.

Comcast Business
<http://business.comcast.com>

Comcast Business VoiceEdge is a cloud-based, hosted voice solution offering a full suite of unified communications and mobility features, a predictable monthly cost and HD-quality voice service, allowing today's contact centers to communicate more efficiently. Business VoiceEdge is fully managed by Comcast, and eliminates the need for expensive on-site equipment such as PBXs and key systems. Business VoiceEdge delivers unlimited nationwide calling, and Polycom phones at no additional charge. It also allows work lines to integrate with mobile devices, home office or other locations to have calls follow or push/pull between devices without having to disconnect and then reconnect the call; voicemail-to-e-mail; a downloadable client that enables click-to-dial and service management from within Microsoft Outlook, Internet Explorer, and Mozilla Firefox; the ability to redirect calls to back-up numbers during power outages or other on-site issues to keep business operating; and on-net calling between sites using extensions for a unified calling experience, add new locations quickly, and share call handling across offices.

Five9
www.five9.com

Five9 is the largest, pure cloud contact center software provider, facilitating more than three billion customer interactions annually.

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B2B marketers
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marketing in
2013...

Source: Content Marketing Institute



91%

Why Aren't You Using Content Marketing to Enhance SEO and Drive Additional Traffic to Your Site?

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Replacing legacy providers, Five9 helps organizations of every size transition from premises-based software to the cloud. Offering inbound, outbound, and blended contact center capabilities, Five9 solutions are designed to support all types of contact center needs, including customer support, telemarketing, financial services and outsourcing. Five9 also provides a multichannel offering that empowers agents to move seamlessly between social media, mobile care, live chat, e-mail, and voice calls. Unlike complex on-premises systems, the Five9 Virtual Contact Center Platform was created with the business user in mind. The Five9 Virtual Contact Center Platform is the hub for all contact center-enabling technologies – automatic call distribution, computer telephony integration, interactive voice response, and predictive, progressive, power, and preview dialers. Five9 pioneered the concept of VoIP-based virtual call center software-as-a-service – and provides all the benefits of a hosted solution: fast setup, on-demand capacity, no capital outlay and low operating costs. Five9 also provides seamless integrations with leading CRM solutions like Salesforce, Oracle RightNow, NetSuite, Velocify, and Microsoft Dynamics CRM.

FurstPerson Inc.
www.furstperson.com



FurstPerson has solutions for larger enterprise firms (FurstPerson Enterprise), small/medium sized firms (FurstPerson Express), and interview products. FurstPerson Enterprise provides hiring managers with an integrated talent selection platform that includes FurstPerson's assessment library, which consists of personality, problem solving, written communication, and technical ability tests; interactive simulations for supervisor, sales, service, chat, and home agent jobs; integrated reports and dashboards, and workflow management tools. Also included is a closed-loop analytics module, FurstPerson Analytics, providing a data-based feedback loop that delivers hiring intelligence and business results. FurstPerson Express provides hiring managers at small/medium sized firms

with pre-selected assessments including simulations, problem solving tests, and personality tests and the ability to create custom, on-demand hiring profiles. FurstPerson Express offers hiring managers a selection of options based on job, budget, and desired candidate experience. FurstPerson's SmartGuide is an end-to-end behavioral interview toolkit that includes audio and in-person interview delivery. SmartGuide includes an interview question library, the ability to add personalized content, questions that are based on candidate assessment results, and the ability to rate the rater to improve interview accuracy.

Genesys
www.genesyslab.com/products/genesys-cloud/overview.aspx
 Genesys Cloud delivers customer interactions to the right channel with intelligent routing, which through easily configurable business rules tunes the customer experience. It allows users to more rapidly create the most effective, high-value customer experience, while reducing infrastructure costs, demands on IT resources, and security concerns. Genesys Cloud utilizes the Genesys Customer Experience Platform to power optimal customer experiences, which are consistent, personalized and journey appropriate across all touchpoints, channels and interactions. This offering includes contact center, workforce optimization, proactive customer communications, self-service, and mobile marketing. Genesys Customer Experience Platform, along with recently integrated capabilities previously offered by Angel and SoundBite, is now fully available in the cloud. This includes intelligent routing capabilities that allow users to tune the experience they deliver, including optimal resource assignment. Open integration with existing systems also protects legacy investments. With Genesys, users can increase operational efficiency with self-service provisioning for iterative improvements, and to enable the high-quality design of applications using best practices.

HP
www.hp.com

HP Customer Engagement as a Service combines HP's enterprise cloud expertise with technology from Avaya to provide clients a fast path to transition their legacy contact centers to a flexible and secure platform. Hosted in a virtual private cloud environment, HP CEaaS provides organizations with a scalable solution allowing them to retain their own customer service agents or utilize HP's global support and resources and focus on managing customer relationships. Organizations can use these services to add valuable capabilities such as social media, marketing campaign automation, mobile integration and customer analytics, into a single contact center platform. This service is designed to enable organizations to break free from legacy contact center technology and bring new multi-channel customer experience capabilities to customers quickly and cost-effectively.

inContact

www.inContact.com

inContact's cloud contact center software and contact center agent optimization tools help organizations around the globe create high quality customer experiences. inContact is 100 percent focused on the cloud and is the only provider to combine cloud software with an enterprise-class telecommunications network for a complete customer interaction solution. Our cloud platform reduces IT maintenance costs, does not require hardware or software investment, and delivers the ability to scale service up or down as you need it. Multi-Channel ACD and Speech-Enabled IVR are the two building blocks of our call center platform. Based on your needs, you can add CRM and CTI Integration, ECHO Customer Feedback, Predictive Dialer, Reporting & Analytics, Workforce Optimization, Quality Monitoring, Workforce Management, Operations Dashboard, Analytics-Driven Quality, Network Connectivity, and Disaster Recovery. Personal ConnectionT is a patented outbound solution that eliminates delays when greeting a caller while increasing productivity as agents make multiple predictive calls. The inContact Agent Console for Salesforce enables intelligent contact routing so the call and caller information are delivered on a single, unified screen on the agent's desktop. inContact's complete, multi-channel solution is designed to enhance personalized service experiences, delivering more 1-to-1 connections with customers while providing game-changing contact center effectiveness.

Intelemedia Communications Inc.

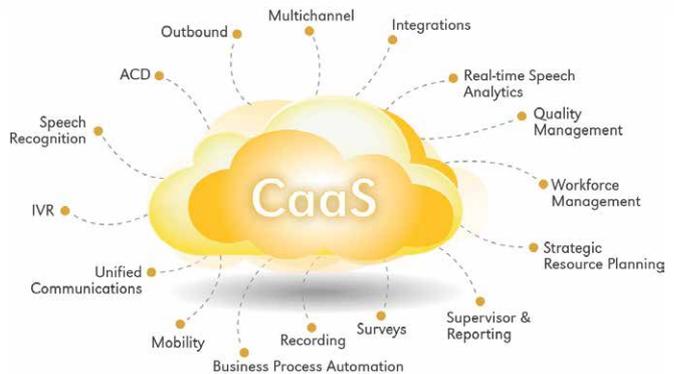
www.intelemedia.com

For both inbound customer care and inbound sales, Intelemedia's Leaders Choice combines a cloud-based call management platform with call center resources. Clients utilizing multiple outsourced call center partners benefit from a unified platform encompassing performance-based call routing, call recording, web-based order entry/scripting, centralized and unified reporting, and professional management of the entire process. That includes access to the best available agents across the country's top call centers for each and every customer call, with analytic and reporting tools allowing managing the network a simple task. Delivering client calls in real-time to the highest performing agents in the network results in increased sales conversion and order-sizes. A higher percentage of client calls can be handled by the highest performing agents, resulting in a higher percentage of calls being resolved. It offers users improved save and retention rates by routing calls to the highest specific skills among multiple call centers. Dynamic intelligent routing among multiple centers means that calls are answered more quickly which reduces abandonment rates. And actionable intelligence means that management can make faster and more informed decisions.

Interactive Intelligence

www.inin.com

Interactive Intelligence Communications-as-a-Service is a set of

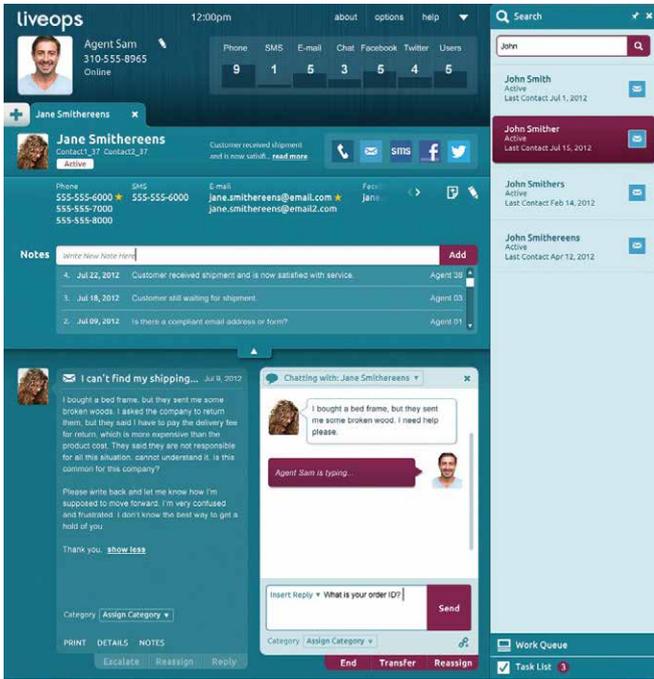


cloud-based contact center and unified communications applications for mid-size to large organizations. Interactive Intelligence CaaS offers customers maximum reliability and security through customer data isolation, proactive monitoring, a 24/7 NOC, an option to keep all voice traffic within the customer's network, and a number of certifications, including SOX, ISO 9001, ISO 27001, JITC, SSAE-16 SOC2, and PCI DSS Security Standards compliance. Interactive Intelligence CaaS also offers maximum return on investment with a broad set of applications for business users and agents all delivered by a single vendor. It also offers several cloud deployment choices and the ability to migrate from the cloud to on-premises. For organizations with between 10 and 50 contact center agents, Interactive Intelligence offers CaaS Small Center. This cloud-based contact center solution gives smaller organizations easy to understand service and pricing packages, along with simple deployment, configuration and management. CaaS Small Center minimizes risk through a free product test drive, a guarantee to be up and running within 15 days, a dedicated implementation manager, on-demand training, and no long-term contract commitment.

LiveOps

www.liveops.com

LiveOps Engage is an integrated agent desktop application that unifies interactions across social, mobile and traditional voice/text contact center channels. The single-screen interface of LiveOps Engage provides a complete view of the customer and his or her interaction history across all channels in one place, and enables agents to engage faster and more effectively in whichever channel the customer prefers or requires. LiveOps Management Applications provide visibility into contact center performance and the power to make changes in minutes instead of months – without help from IT. LiveOps Platform As a Service enables seamless operation between LiveOps Cloud Contact Center and leading CRM solutions such as Salesforce, Microsoft Dynamics, and Sugar CRM, providing agents with the data they need to perform successful customer interactions. LiveOps for Salesforce is a native telephony application for Salesforce that leverages Open CTI for seamless CRM integration,



providing sales, marketing, and service agents access anywhere, on any device, and from any browser to provide instant contact center deployment and eliminating plug-ins.

NICE

www.nice.com

NICE Systems' cloud-based Workforce Optimization suite offers full enterprise grade capabilities as well as hybrid deployment models. The offering includes recording, quality management, data and voice analytics, workforce management, performance management, incentive compensation management, and voice of the customer. These solutions are offered as hosted or as SaaS to provide customers greater flexibility, lower upfront costs, and faster implementation. The suite offers customers such benefits as deployment for contact centers, back offices, branches and retail; easier access to the latest versions of the software; ability to focus on business operations rather than monitoring and maintaining enterprise-grade software; and support for hybrid integrations of on-premises and cloud-based applications.

ShoreTel

www.shoretel.com/solutions/cloud_services

ShoreTel Sky Contact Center is fully integrated with the ShoreTel Sky enterprise phone service. Any user profile can have a hosted contact center agent license added to it, allowing any employee to become part of the contact center. Capabilities include out-of-the-box integration with leading CRM applications, including Salesforce.com. Incoming calls automatically open records. Agent functions are embedded directly

in the web application, enabling agents to transfer calls and screens to other agents. Built-in call recording includes agent evaluation forms to track performance. Prioritized skill routing assigns priority by queue and by agent – maximizing routing flexibility. Each queue can have separate service levels, hold treatment (music, announcements, estimated wait time, position in queue, or ringing), and routing algorithm for finding available agents (round robin, fewest calls, or most idle). Agent features include whisper announcements, screen pop, and click-to-dial. Supervisors have web access to all administrative functions, including live dashboards, reports, and configuration. Real-time dashboards include current ACD activity (connected, queued, abandoned, and available agent counts) as well as current status by agent. Web reports are configurable by queue and date range. Call detail can be searched by queue, agent, direction, caller ID, recorded flag, duration, and date/time range.

SkyCreek Corp.

www.skycreek.com

SkyCreek, a multi-channel cloud contact provider specializing in front-line customer interactions, offers an array of capabilities including appointment reminders, preemptive service notifications, post transaction surveys and sentiment analysis of employee-customer interactions. At the heart of its custom IVR, SMS and e-mail contact management solutions is the cloud contact application, Interact. Interact is a full-stack contact management platform that is fully redundant, operating out of two geographically dispersed calling centers in Chicago and Reston, Va., and is fully SSAE-16 compliant, with a record of 99.9999% uptime. SkyCreek assigns a dedicated

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account manager to every client contact program it supports, each averaging more than 15 years of contact management experience. It says that allows SkyCreek to offer quality customer service; highly responsive change management; and to ensure that customer contact programs are optimized for performance, cost efficiency and overall quality. It also offers pay-per-result pricing and service level agreements on contracts.

Spanlink Communications Inc.
www.spanlink.com



Spanlink's portfolio of Cisco Powered Cloud Services span the entire Cisco Collaboration portfolio. With Spanlink Cloud Services, organizations gain affordable access to the latest business voice, HD video, contact center technologies and managed services – all in a predictable monthly subscription. Spanlink's Cloud Services Port-

folio includes unified communications as a service, including Voice over IP, voice messaging, instant messaging, presence, and desktop and mobile telepresence. The Spanlink Contact Center as a Service allows organizations to provide better, secure, and flexible customer service. It empowers customers to interact with businesses through the communication channel of their choice. It allows businesses to expand or tailor contact center feature capabilities as needed, such as speech analytics, reporting, intelligent call routing and quality monitoring tools. And it allows for the ramp-up and scale down of agent capacity as needed. TelePresence as a Service, meanwhile, allows access to HD business video capabilities from SIP- and H.323-compliant video endpoints. And it has multipoint functionality that allows three or more parties to dial into secure rendezvous rooms. Spanlink's OnGuard as a Service is a 24x7 managed services platform that offers monitoring, management and maintenance support of Cisco UC and Contact Center solutions.

SPLICE Software
www.splicesoftware.com

The SPLICE Dialog Suite is comprised of four integrated cloud-based modules: Dialog Controller, Dialog Builder, Dialog Director, and Dialog Dashboard. Created to enhance and support contact center communications, the Dialog Suite makes having real, meaningful conversations simple, fast and easy. The primary support function of the Dialog Suite is ensuring that customer notifications, specifically proactive notifications and customer engagement programs, can be deployed in a timely manner for businesses. By being able to quickly deploy communications through the cloud, companies can scale campaigns up or down depending on their need. The Dialog Controller allows businesses to speak to their customers with integrated customer permissions and preferences, corporate business rules and best practices. The Dialog Builder allows the deployment of custom communications through an easy to use interface, utilizing an international pool of professional linguists and voice talents. The Dialog Director manages the distribution and management of all campaigns, and the Dialog Dashboard provides for actionable data insights. The SPLICE Dialog Suite is delivered using a secure SaaS platform or an API and integrates directly with all client systems, requiring little to no IT involvement.

Sysaid Technologies
www.sysaid.com

SysAid is an all-in-one IT service management solution designed to help automate IT service management processes for help desk support, asset management, software licenses, hardware configurations, tasks and projects, mobile device management, and more. SysAid ITIL-certified software is available on a cloud (SaaS) platform or on-premises, in Free, Basic, Full, Enterprise, Education, and MSP editions. The administrator interface is available in 42 languages. A notable feature of the solution is IT Benchmark, a dynamic

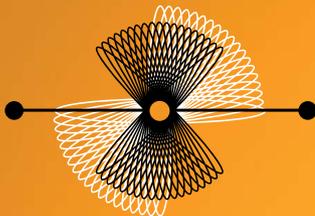
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measurement tool that translates the raw data of IT activities into meaningful information, enabling administrators to analyze and evaluate their current IT statistics and compare individual statistics with thousands of other IT departments worldwide. SysAid also provides advanced business rules-based ticket routing by parsing incoming e-mails and setting field values in the service records accordingly. Other features include an end user portal, manager dashboard, remote control, IT knowledge base, patch management, ITIL Package (CMDB, priority matrix, change management, and Problem Management), SLA/SLM tools, live chat, monitoring tool, password services, multi-company support, and a report-building wizard to create customized reports. SysAid has been awarded with Pink Elephant's PinkVERIFY v3.1 status.

Telax Hosted Call Center

www.telax.com



Telax Hosted Call Center provides the capabilities for its clients to create exceptional customer experiences by combining the software and services its clients require into one firm-fixed monthly fee. By leveraging a native cloud computing architecture, Telax delivers an advanced contact center solution with more functionality than traditional hardware at a fraction of the cost. Telax clients get a customizable, easy-to-use solution that delivers responsive, full-service technical and operational support and includes best practice consulting and no long-term contracts. By simplifying the number of vendors its clients require in the customer care supply chain, Telax Hosted Call Center enables clients to provide the best service to their customers, valuable business intelligence to their executives, and a user friendly solution for their agents.

TelStrat

www.telstrat.com

Engage Cloud from TelStrat is a complete call recording and WFO solution optimized for cloud deployments by contact

center outsourcers, multi-tenant environments, and SaaS hosted providers. Modules for recording, agent evaluation, coaching and e-learning, speech and desktop analytics, performance reporting, customer surveys, and workforce management web-based centralized management of all Engage Cloud capabilities and resources streamlines server and account configuration/control. Advanced security, including end-to-end 256-bit AES encryption, Secure Sockets Layer (SSL/HTTPS) Web connections, and watermarking are also part of the solution. There's full support for PCI DSS, Dodd-Frank, HIPAA, and other regulatory compliance programs, including desktop analytics-driven auto pause/resume. Tiered, secure client access and partitioned resources ensure subscriber privacy and data integrity across multi-tenant clouds. The solution supports a wide variety of disaster survivability/recovery deployments. Up to 1,000 channel per server scalability requires fewer servers to support subscribers, whether in small workgroups or those with thousands of seats. TelStrat's Engage Cloud is priced on a monthly subscription basis; conventional purchased licenses are also available. Monthly subscription cost only bills for number of active subscriber users. Monthly subscription licenses include free installation and configuration in the provider's data center, 24/7/365 support, and require no up-front cost.

TOA Technologies

www.toatech.com



ETAdirect from TOA Technologies is a cloud-based suite of field service management software. It collects and uses data about how each field employee works, which it then uses to create optimized routes/schedules. Using the data, it predicts exactly when appointments will happen and how long they will take. Organizations can inform customers – via call, text, e-mail, self-service portal – of exact appointment times, reducing inbound inquiries and freeing up the contact center to spend time on what matters. Additional functionality provides visibility to reschedule or create new appointments meeting customer preferences, all based on actual field workforce



availability. Field service management technology can help call center representatives work better with the field workforce, giving the call center the visibility they need to keep customers informed and reduce time spent tracking down a tech.

Verint Systems Inc.

www.verint.com

Verint's Impact 360 Workforce Optimization is a cloud-based solution suited for global contact centers of all sizes. It includes pay-as-you-go, SaaS models, offering the benefits of flexibility and on demand. The company's Impact 360 Workforce Optimization solutions offered through a cloud service includes call recording, quality monitoring, workforce management and voice of the customer analytics. Verint's solutions help enable organizations to capture customer feedback anytime from anywhere. Providing these technologies as a service in the cloud, rather than on premises, lowers the barrier to entry for many organizations. In addition, the flexibility to scale services up and down can make the technology more attractive to customers whose activity levels vary considerably throughout the year.

XO Communications

www.xo.com

XO Contact Center on Demand is a cloud-based, virtual contact center solution that allows organizations to provide a more consistent, seamless and comprehensive customer experience that enriches satisfaction and builds loyalty while minimizing capital expense and reducing operational costs. With this solution, companies can reduce infrastructure costs, gain more flexibility and control over customer service operations, and better engage and interact with customers. XO Communications backs this up with its experience in hosted voice solutions and its own high-capacity nationwide network. With Contact Center on Demand, organizations eliminate the need to make any further investments in contact center equipment to support each agent and location. Instead, users enjoy simple, pay-as-you-go pricing per user. Without having to buy new equipment and systems, users can quickly add resources where and when they need them to support spikes in business operations or to help meet special project demands. They pay only for the resources they need, when they need them. XO Contact Center on Demand is designed to complement other XO VoIP services including XO IP Flex, XO IP Flex with VPN, Enterprise SIP, Interactive Voice Response and Hosted PBX.

Zeacom/Enghouse

<http://enghouseinteractive.com/products.php>

Enghouse Interactive's Contact Center: Enterprise (formerly Syntellect CIM) is an adaptable, multi-channel platform. It provides flexible deployment options, on-premises, distributed across multiple

sites or on a public cloud infrastructure. That includes private cloud, an on-premises deployment with the flexibility to centralize or distribute components across multiple sites; virtual private cloud, leverages a cloud infrastructure-as-a-service (i.e. Amazon Elastic Compute Cloud) environment to create an isolated and private section of the cloud; and hybrid cloud, which connects on-premises and public cloud Contact Center: Enterprise components, and other applications. Meanwhile, Zeacom Communications Center 7.0 features TouchPoint, a redesigned user interface for agents and supervisors, new campaign tools for Microsoft Lync users, and enhanced redundancy options. TouchPoint features a minimalist interface to encourage collaboration both inside and outside the contact center, and improve first-contact resolution. TouchPoint provides real-time information and context-aware functionality. Its lean, compact nature prevents desktop clutter for users who also work in CRM, other business applications. Also new is Outdial for Lync, which allows outbound campaigns, such as collections, outbound sales campaigns, appointment reminders; and ZCC Survey, which enables managers to capture customer feedback on email & web chat-based agent interactions, and voice automation.

Zultys

www.zultys.com

SuperView																		
Queue 2					Queue 1					Queue 0								
Show only logged in agents																		
Total agents																		
Logged in	Available	Active	Calls in queue	Longest wait	Ans calls	Abn calls	Overflow	Voice mail	Out calls	Inter wait	Avg wait - All	Avg wait - Answered	Avg wait - Abandoned	Task time (Avg)	Task time (Total)	Callback requests	Callbacks completed	
1	1	1	2	2:00	10	20	0	0	4	323	0:18	0:54	1:20	1:29	20:14	0	0	
Agents																		
Agent	User	Presence	Agent Status	Time	Call State	Dir	Calls	Ans	Abn	Calls Out	Calls Total	Avg Wait	Total Wait	Task Time	Task Time	Callback	Callback	
Ally All	Available	Available	4:20				0	0	0	0:00	0:00	0:00	0:00	0:00	2:17	0:00	0:00	2:17
Ally One	Available	Active	2:00	Out/In	in	13	2	10	1:30	0:20	1:50	0:20	0:20	1:50	0:00	0:00	0:00	2:11
Bob Ten	Available	Active	1:45	Ringng	in	3	2	0	0:45	3:44	2:51	0:00	0:00	0:00	0:00	0:00	0:00	2:29
Carol Th	At/Unch	Not Avail.	45:10				0	0	0	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Calvin Pa	Logged Out						0	0	0	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Sales																		
Queue 0					Queue 0					Queue 0								
Total agents																		
Logged in	Available	Active	Calls in queue	Longest wait	Ans calls	Abn calls	Overflow	Voice mail	Out calls	Inter wait	Avg wait - All	Avg wait - Answered	Avg wait - Abandoned	Task time (Avg)	Task time (Total)	Callback requests	Callbacks completed	
0	0	0	0	0:00	2	0	2	0	0	0:00	0:00	1:10	1:03	0:56	1:56	0	0	
Accounting																		
Queue 0					Queue 0					Queue 0								
Total agents																		
Logged in	Available	Active	Calls in queue	Longest wait	Ans calls	Abn calls	Overflow	Voice mail	Out calls	Inter wait	Avg wait - All	Avg wait - Answered	Avg wait - Abandoned	Task time (Avg)	Task time (Total)	Callback requests	Callbacks completed	
0	0	0	0	0:00	0	0	0	0	0	0:00	0:00	0:00	0:00	0:00	0:00	0	0	

Zultys Inc. presents MXvirtual, a fully integrated cloud-based unified communication solution. It integrates voice, video, data and mobility to optimize collaboration and communications for businesses of all sizes, and includes all the advanced features of the Zultys premises-based system including the Zultys Integrated Contact Center solution. Zultys' Integrated Contact Center software intelligently processes incoming calls to groups of agents based on administrator-defined rules and real-time conditions. When there are more callers than available agents, the system will either re-route callers or queue callers with customized in-queue messages and music that may be unique for each call group. Agents can be located anywhere in the world, allowing for flexibility and around the clock coverage, without the need to relocate key talent. Built-in SuperView software allows contact center supervisors to monitor real-time call statistics for multiple call groups, as well as easily manage agents and calls with the ability to barge-in, silent monitor, or whisper-thru to an agent on call. And for the supervisor's convenience all these functions can be accessed from a single SuperView window.

Customer Service and Satisfaction Keeping Up with The New Normal

Companies rely on their customer contact centers to help them maintain relationships with consumers and promote high rates of satisfaction, and an increasing number of new technologies are enabling organizations to communicate with customers better, through an ever-growing variety of channels.

Technologies such as live chat, click-to-call, collaborative browsing (co-browsing) software and many others are making it easy to place the consumer at the center of operations – allowing them to become more engaged in the resolution process and happier with the outcome.

The Aberdeen Group recently referred to this rapid pace of innovation in technology tools and channels that provides customers with a wealth of information needed to influence their purchase and loyalty decisions as the new normal.

One increasingly ubiquitous new communications channel is mobile. According to Forrester, approximately 80 percent of consumers already use mobile applications for customer service. For this reason, a growing number of organizations are adopting mobile customer service strategies. According to ICMI, 51.9 percent are doing so to improve customer satisfaction and increase customer loyalty, and 30.3 percent are doing so to lower costs.

All too often, with the variety of brand channels available to them, customers or end users can have trouble finding or doing something, like shop for products or set up their bill-pay service. Often they can grow frustrated and just give up. This can have a negative impact on customer satisfaction, adoption of the Internet and/or mobile channel, and the ability to profitably serve customers.

Co-browsing is a highly effective tool in overcoming these challenges – on PCs, laptops and mobile devices. While many businesses deploy web self service, live chat, and phone support, these solutions alone may no longer be enough. There is a growing need for a more personal, assisted web experience in the high volume contact

center. Website engagement leads to expectations of enhanced interaction and relationship. And all of this must be done in a way that allows companies to increase agent productivity while also enhancing the customer experience.

According to a recent Aberdeen report called “Co-Browsing in Customer Service: The Path to Just-in-Time Customer Engagement:”

- The annual revenue for companies that use co-browse grew 16.8 percent vs. 9.7 percent for non-users.
- The average revenue per call grew 3 percent year-over-year for co-browse users vs. dropping 1.5 percent for non-users.
- The number of positive social media mentions grew 13.8 percent for co-browse users vs. 3.4 percent for non-users.
- Annual agent utilization improved 4.7 percent for co-browse users compared to a 0.2 percent decline by non-users.

Customer interactions that strongly benefit from the added visual connection co-browsing can provide include:

- making sure the customer can quickly find what they're looking for on a website;
- helping a customer through a complex buying decision;
- filling out complex web forms or applications;
- helping commercial customers to solve unique problems in a timely manner with immediate personal assistance;
- collaborating with customers about financial services while mutually viewing account data and graphical information online;
- on-boarding new accounts to web platforms and online services (e.g. online bill pay, online banking);
- helping customers find and understand web-based support information for complex products/services; and
- training customers how to utilize new online products or self-service capabilities.

Igor Khalatian, founder and CEO of LiveLOOK (www.livelook.com).

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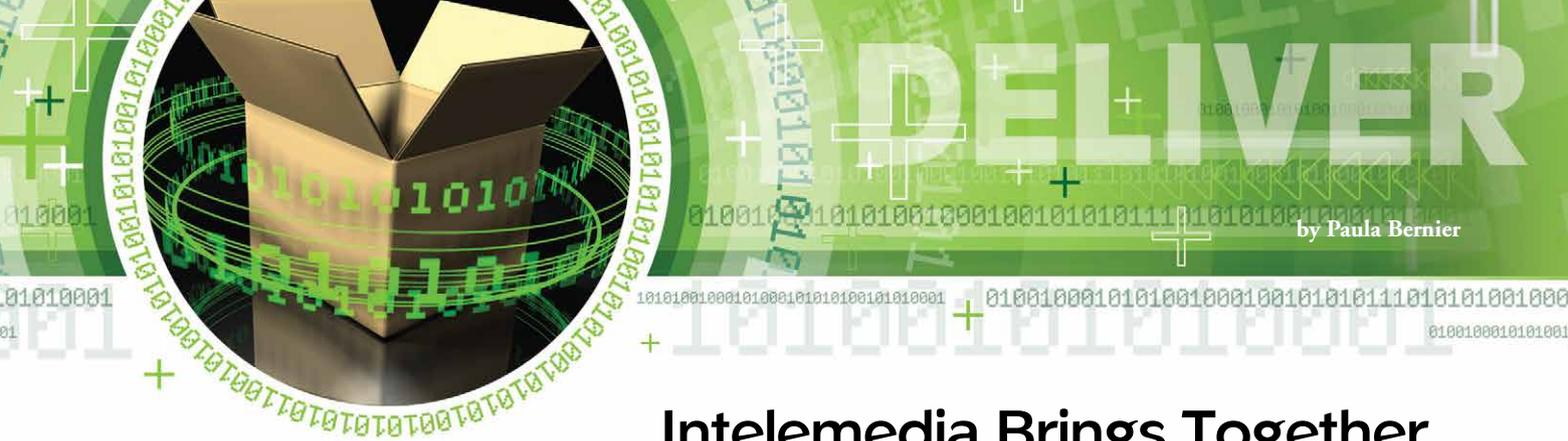
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Intelemedia Brings Together Call Centers to Leverage Star Players, Drive Performance

Every business wants to improve its performance, leverage its best employees to get the greatest extent possible, and avoid needless duplication of work. Intelemedia Communications helps its business customers achieve all of these business imperatives via its cloud-based call management platform.

Intelemedia Communications essentially brings together individual client's multiple call centers and has visibility into which top-tier agents at which of that organization's call centers are currently available to take calls. That way, the Intelemedia platform can get each call to the best available agent at any location within the customer's organization at any time, explains Steve Trifelos, vice president of call management.

The platform goes beyond call center resource pooling (which, by the way, can bring together even call centers with different ACDs), and also presents the business with a consistent picture of its call center performance. A business can opt to view that information for its entire call center organization, by individual call center, or by groups of call centers. Intelemedia runs audits on the information to ensure calculations are done in a consistent way across all of an organization's call centers.

"The gold standard is what we call it," says Trifelos.

That can help an organization more easily drive call center performance improvements, and even enable competition among the different call centers, he says. Intelemedia can offer the

tools to help its customers understand where improvement is most needed and/or can provide that guidance via its own professional services.

"It creates a healthy environment that drives excellence for the customer," Trifelos says.

Another thing that's revolutionary about the Intelemedia approach to the call center is it addresses the age-old battle between service level and performance by always ensuring that the cream-of-the-crop agents are used to the best advantage.

"We liken it to an all-star team," he explains. "The model we deliver, it drives performance excellence – getting more calls to the higher performing agents."

Intelemedia Communications is 20-year-old, privately owned and profitable business based in Plano, Texas. Among its more recent new offers is the Leader's Choice program, a packaged

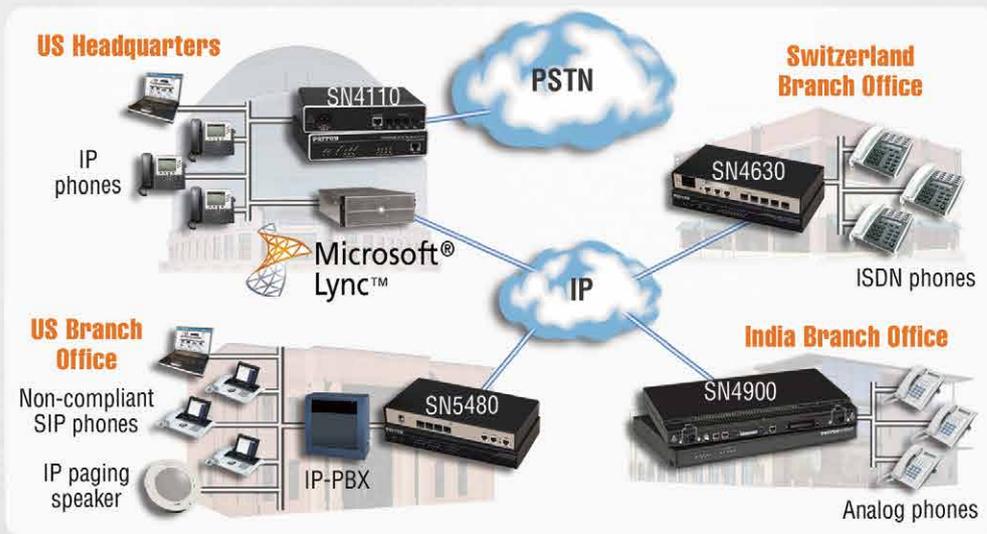
"We liken it to an all-star team. The model we deliver, it drives performance excellence – getting more calls to the higher performing agents."
- Steve Trifelos

end-to-end solution for which it can manage all of a customer's existing call centers, or provide and manage call centers for the customer via its own and partner resources. Leader's Choice has been available for less than a year and is in use by about a dozen organizations, including some leading brands in the agriculture, household appliance, and publishing verticals.

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NEWS



Verint to Buy KANA

In January, Verint announced its intention to purchase KANA Software for \$514 million in cash. This deal represents Verint's second largest acquisition to date. Publicly owned Verint, which is listed on the NASDAQ, offers a variety of solutions – including work force optimization tools, speech and text analytics, voice of the customer solutions, and more – that help businesses get the most out of their customer service staff and more effectively interact with customers. KANA, meanwhile, is owned by private equity firm Accel-KKR. It offers on-premises and cloud-based solutions used by 900 large enterprises and mid-market organizations to unify customer care across various channels, such as the contact center, mobile, and the web. In 2013 KANA debuted the next generation of KANA Enterprise, which the company told CUSTOMER magazine was its biggest ever launch. With that release of KANA Enterprise, which is available via the cloud or as an on-premises solution, the company's case management, self service, social analytics and social listening modules now talk to one another.

Temkin Highlights Leaders in Customer Experience

Research firm Temkin Group's Lessons in CX Excellence, 2014 report highlights the customer experience of Adobe, AIG Asia Pacific, Cisco, Cox Communications, EMC, Findel Education Resources, Fiserv, Intuit, Oracle, Rack-space, and UMB Bank, which it considers leading lights on this front. Cisco was noted for cutting its software download time by 81 percent, ensuring that 94 percent of its customer and partner orders book in 24 hours or less, and enabling annualized customer freight savings of \$2 million. Cox was singled out for the success of its Closed-Loop Feedback team, which closes 100 percent of alerts and does it 47 percent faster than the company's previous closed-loop process. UMB Bank was lauded for establishing three pilot locations that offer free advisory experiences to customers, and greatly exceeding the sales performance at those locations.

ForeSee Issues Holiday Retail Report

Customer experience analytics outfit ForeSee says that Amazon and L.L. Bean delivered the highest customer satisfaction rates, ranking 90 percent. Meanwhile, Priceline.

com came in with the lowest company-level satisfaction (76), as well as one of the lowest web satisfaction (75) and mobile satisfaction (73) scores. Surprisingly, Apple came in behind supermarket chain Publix Super Markets in store satisfaction, with a score of 86 – three points higher than Apple's score of 83.

New Insights Revealed about Mobile Shopping

Mobile shopping continues to grow at a rapid pace, with an increasing number of mobile shoppers embracing Internet retailer apps, social shopping apps, and brick-and-mortar retail apps to enhance their shopping experience. That's a key takeaway from new research issued by Yankee Group on behalf of Mobidia. The research also indicates that social shopping applications such as Shopkick and Groupon drove the highest level of application engagement at 49 percent; Internet retailers such as Amazon and eBay followed closely with 47 percent; traditional brick-and-mortar retailers such as Walmart and Kohl's trailed with 43 percent, but had the largest distribution of engagement results with some companies well above the average; and apps offering customer services to enhance the mobile shopping experience drove more engagement.

Dental Group Taps Interactive Intelligence

Heartland Dental, the largest dental support organization in the country, has improved customer service as a result of deploying an all-in-one IP communications software suite from Interactive Intelligence Group Inc. The Customer Interaction Center software suite helps Heartland Dental improve customer service through its recording, monitoring and reporting capabilities. "CIC has given us features that enable supervisors to monitor calls and coach our contact center agents as needed, even agents working from home," says Connie Snyder, director of client services for Heartland Dental. "Agents can also request supervisory assistance with a click of a button on their computer screens, which means faster, more effective service."

Belk Calls on Accenture for Omnichannel Effort

Department store Belk has selected Accenture to provide it with a solution that delivers a consistent customer experience across all channels, whether in store, online or mobile. Financial details of the deal were not disclosed.



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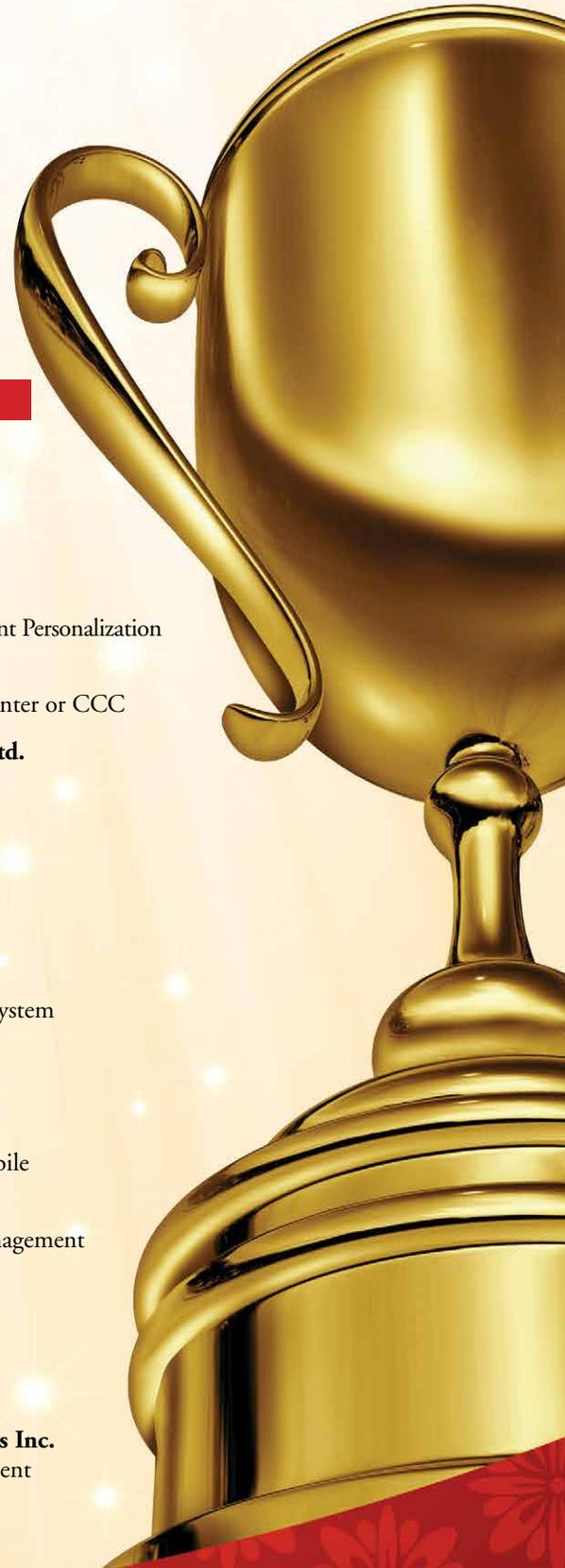
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Erik Linask,
Group Editorial Director,
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The Human Experience

We, as an industry, spend a significant amount of time discussing the customer experience, and debating the merits of various technologies that help businesses measure, evaluate, and enhance the customer experience. And for good reason – advances in communications technology, the growth of cloud computing, and increases in processing power and efficiency have all made it much easier to collect experience data and sift through it to understand customers.

But, a pair of recent experiences reminded me that, regardless of the technology, at the heart of nearly every experience is a human element, in some capacity on both sides of the equation.

You can create gorgeous, modern websites, optimized for your users. You can create generate demand for your product through complex marketing agendas. You can deliver a product that meets or exceeds expectation. You can collect volumes of customer feedback to ensure you constantly improve your operations. But, it's all for naught if your team doesn't buy into it and it fails to deliver a quality interpersonal experience, regardless of the product. In other words, a sub-par representation of your company can ruin your reputation with a customer in just a few seconds, rendering all the effort you have put into building your reputation.

The first of the two experiences was on my flight to CES. I was on American Airlines and was entertained by one of the flight crew keeping me updated throughout the flight on the antics of one of her passengers who felt much more entitled than the rest of us, requesting everything short of a deep tissue massage. The attendant's response to barrage of unreasonable demands? "Kill him with kindness," she explained. "They usually don't know how to deal with that and tone down their attitudes."

Importantly, it also likely ensures these same passengers, who otherwise may well feel underserved, leave with a positive experience.

The second experience was back at JFK where, passing the transportation counter, I overheard a couple ask one of the attendants what she would suggest as the best way to get to Manhattan. Now, I happened to have sat in front of the couple on the plane, and knew they were from Venezuela, but the very strong accent was a telltale sign they could be visitors and unfamiliar with not only the airport and city, but with conventions in the U.S. altogether.

The response was sharp and short: You have to make a reservation if you want to use this, referring to the

particular transportation service in question. The agent then turned and quickly went behind the kiosk to discuss what must have been critical evening plans with her colleagues, considering the way she immediately disregarded the potential customer.

The couple turned to one another with confused looks on their faces. I could tell they were frustrated and highly unsure of what to do. Recognizing the situation, I stopped to help the two passengers from my flight, pointing them in the direction of a few options for getting to their destination. They seemed pleased, but that's inconsequential for the sake of this conversation.

It doesn't take much consideration to realize the actions of the agent were clearly those of one who has little incentive to perform at high levels, and certainly none to ensure increased business for the services she represents. In this case, it likely matters little, but the point is relevant nonetheless – every interpersonal experience is a chance to enhance or destroy an experience.

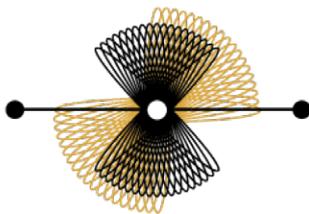
As much as technology is important, it can only work with what has already been created. I thought back to my conversation with a 3D audio processing vendor at CES, who had explained its software as working with any quality of audio equipment – it takes great sound and makes it better, and it takes poor sound and makes it better.

The same holds for customer service technology. It can enhance the experience, but the starting point is what matters. Every one of a business' team members that has even the slightest chance of interacting with customers must be properly equipped with the tools and attitude to make the most of every scenario, good or bad. Only then can you feel comfort knowing your technology investments are helping maximize your customer relationships. If you're starting behind the proverbial 8-ball, your technology may be helping create a better experience, but not the best. Make sure you have the best people and you'll ensure you have the most satisfied customers. **M**

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The screenshot displays the Engage Quality software interface. It features a navigation menu at the top with options like 'Dashboard', 'Evaluations', 'Calibration', 'E-learning', 'Reports', and 'Configuration'. The main content area shows a 'Create Evaluation' form with various question groups and skill sets. A 'PRODUCT OF THE YEAR 2011' award logo is overlaid on the interface. The Engage logo and 'Contact Center Suite' text are at the bottom.

from

