Your optimised customer experience

Our flexible contact centre

The future is exciting.
Ready?

vodafone
business

Contents

The evolution of customer interaction

Today customers are expecting to be able to get in touch with you at any time of the day and through any channel. For this to happen, their data has to reach multiple systems quickly and easily. Yet, contact centre agents are often lacking the full context, making contact centres inefficient and the customer experience disjointed and frustrating.

Industry trends indicate that customers are looking for:

- Flexible subscription models with ability to scale and access the latest technologies (lower total cost of ownership while acquiring the latest technology that can be scaled)

- Improved customer experience through self-service and omni-channel solutions (chat, messaging, etc.)

- Tight integration with CRM to give single view of customer and workflow process as the market is focused on creating customer engagement centres (and providing end-to-end solutions)

- Workforce optimisation and agent training to empower agents (more engagement, optimal operations)

With more flexible, global cloud services and optimised solutions, as well as market-leading analytics and AI technology, Vodafone Business Contact Centre – Webex makes it easy for your customers to contact you through multiple channels. The customers will be connected to the right agent equipped with the right information and context to deliver a personalised experience to them. This way they can resolve customer issues first time, whilst optimising your contact centre.

What is Vodafone Business Contact Centre – Webex?

The Vodafone Business Contact Centre (Webex®) is a unified omnichannel contact center solution deployed and managed from the cloud that can transform your customers' experience and improve your business results.

Enhanced Customer Experience

The open platform and flexible cloud architecture of Webex Contact Center enables you to fully leverage business application technology investments, and seamlessly connect them to the contact center. Pre-built connectors for the most commonly used business applications embed the Webex Contact Center experience within the business application for easy, real-time access to key customer information, all in one place.

As a Software-as-a-Service (SaaS) offering it creates a single, global queue in the cloud to route omnichannel customer interactions to one or more teams, sites, or outsourcing partners. The solution optimizes performance by dynamically determining how best to route each interaction based on predictive analytics.

Flexibility to meet your needs:

This Contact Centre offering is designed to scale with your contact center and business needs. With a flexible subscription based model, you can start simply with just one channel, then add additional channels, or new feautures as your business grows and your contact center needs mature.

Whether you're a new business creating your first contact center, a medium-size business looking to improve contact center operations, or a large enterprise needing visibility and control over multiple contact center sites, Cisco Webex Contact Center has a solution that can fit your needs.

Vodafone service capability:

Migrating your agents and channels in a managed way, with the help of a cloud platform minimises any disruption to your business. Vodafone has market-leading expertise in cloud migration which will be utilised to deliver seamless migration to your new enhanced customer interaction capability.

Vodafone Business will work with you to deliver a pain-free migration to an enhanced customer interaction capability. We will also provide proactive and flexible service support for the daily management of the solution

What's in it for you?

Whatever the purpose of your contact centre, Vodafone Contact Centre Webex solution has capabilities that can optimize operations for the business metrics that matter to you.

Great Customer Experience

- **Optimize the customer journey** with analytics that tell you what is really happening and predictive analytics routing that anticipates customer needs and matches each customer to the right agent for that stage of their journey.

- **Provide a consistently personalized customer experience globally** by centrally queuing voice, email, and chat so that the same routing rules are applied across the entire contact center

- **Improved First Contact Resolution and reduced call abandon rates** through the use of self-serve functionality, AI, bots and utilising real-time data about call volumes, resource availability, prior customer interactions and other AI driven variables to get the customer to the right agent first time.
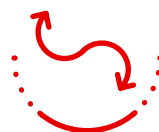
Business Flexibility and Agility

- **Flexible Subscription** based licensing model enabling you to pay for the services/features you need, when you need them with the option of quickly ramping up or changing your contact centre setup to meet your business needs.

- **Easy to manage, centralised capability** to help you monitor and manage your contact centre resources and operation anywhere remotely.

- **Lower costs.** Move your contact center infrastructure to the cloud to reduce Total Cost of Ownership (TCO).

- **Security** Webex Contact Centre is an evergreen, native Cloud application, with worry-free software updates and maintenance, and latest features easily available and enabled by licencing. The solution brings security with reliable infrastructure and assurance of voice quality as well as real-time conversation recording for quality management, training purposes or to meet regulatory requirements.

Engaged Employees and Improved Operation

- **Rich and market leading complete Workforce Optimisation suite** to enable you to manage, plan, optimise and efficiently run your contact centre operation.This includes Quality management which is combined with strong Analytics capability to help you keep your agents trained, engaged, and ready to provide your customers with excellent service.

- **Embedded voice and chat collaboration capabilities** and integration with unified communications, which provides on-demand collaboration between the agents, managers, and subject matter experts throughout the enterprise to speed first contact resolution and enhance your customer's journey.

- **Real-time, contextual assistance** to agents by displaying relevant information and tips on agent desktop (Cisco Answers).

- **VONE-C Integration** brings in wider presence and collaboration tools and enables linkage between your front office and back office staff helping driving an improved customer experience.

What's included in Vodafone Business Contact Centre – Webex?

The solution includes:

Vodafone Business Contact Centre - Webex solution makes customer interactions simple and easy. It gives you control over every incoming and outgoing interaction from a central point, regardless of organization, technology, or location. It knows which agents, teams, sites, and partners are available at any given time and sends each interaction to the agent with the best performance record for handling an issue.

What's included in the service?

- **Omnichannel customer interactions** that provide voice, web, email, and chat communications in a unified environment. These interactions deliver a seamless customer experience to agents, managers, and administrators.
- **Predictive routing** that uses big data analytics to predict a customer's needs and find the agent with the best performance record to meet that need
- **Intelligent call routing** that distributes calls across multiple contact centers, branch offices, and remote agents working from their homes
- **A 360-customer journey analyzer**, which performs analysis of all cross-channel customer interactions to understand the customer experience and improve customer service.

- **An embedded business application** that provides the option for customer agents to manage all contact center interactions within Salesforce, Microsoft Dynamics, Zendesk, and ServiceNow, using a unified UX for agents and unified reporting for supervisors and managers.
- **Comprehensive visibility and control**, which is available through a management dashboard. A web-based dashboard provides a centralized point to manage and monitor calls and multimedia contacts across virtual contact center operations.
- **A native cloud-designed and built architecture** that delivers security, agility, flexibility, and scalability to the contact center.
- Transcription powered by Google for ease of access in native language.*
- IVR, speech recognition, text-to-speech capabilities for intelligent call routing.*

- Voice biometrics for easier customer identification.*
- Big data analytics to find the right agent for the right customer.
- Outbound campaign management, contact list management, advanced contact strategies, compliance.
- Quality management to improve agent knowledge through evaluations and feedback.
- **Cisco Workforce Optimization (WFO)** suite that offers a smarter, simpler, integrated way to optimize the performance of contact centers, people, and technology.
- Centralised queue for all media types intelligently distributing calls across multiple sites based on real-time conditions.
- Built-in disaster recovery to seamlessly redirect contact centre traffic during unexpected emergencies.

* Roadmap features to be released in the next SW release Q1 2021.

Why Vodafone?

Vodafone Business Contact Centre – Webex integrates with our wider Unified Communications and Collaboration portfolio as well as our end-to-end communications solutions across fixed, mobile and cloud.

- **Proven record** in delivering and managing contact centre deployments, from smaller customers to multinationals

- We can provide you with **a complete e2e offering:** inbound numbers, WAN, LAN, advisory, migration, adoption and change management services

- As one of Cisco's top collaboration partners, Vodafone has access to the strongest commercial terms available

- Ability to offer an integrated portfolio of products covering contact centre, collaboration, calling, meetings, devices and networking in order to enhance business processes and workflow efficiencies

- Strong customer focus and support model with global coverage and multi-language support ability

- Integrated with VONE C to help you create a Digital Workplace

- Delivery tailored to your needs and plans – move at your own speed; you can start with a basic offering and then add new applications easily. Vodafone will take care of the project deployment and ongoing support, allowing you to focus on your core business.

Next steps

**Take the initiative and transform your contact centre with Vodafone.
Please contact your Account Manager.**

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