

PRODUCT AND SOLUTION OVERVIEW

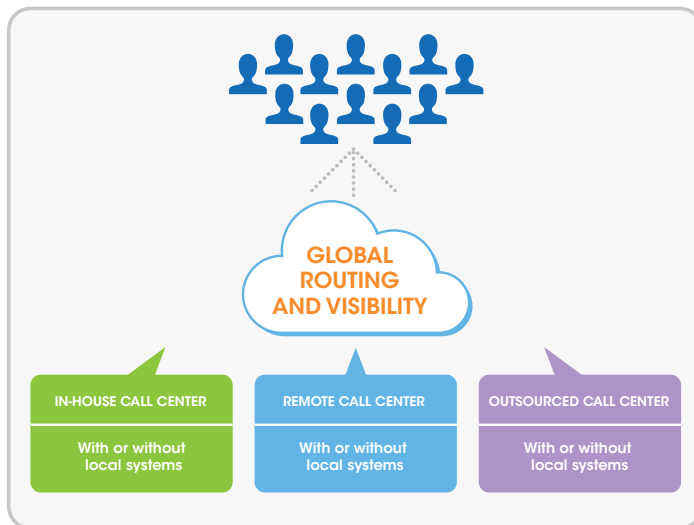


# Global Omni-Channel Contact Center

## Become a High Performance, Agile Contact Center

Join the movement into the new era of contact center performance optimization. While operational efficiency will always be a priority for contact centers, more and more are aspiring to be strategic corporate assets by also prioritizing their contribution to top line revenues and delivering interactions with positive business outcomes.

Leveraging the cloud, innovative infrastructure architectures and "Big Data" technologies, Transera provides real-time visibility, analytics, and on-demand control of contact center operations across channels and sites. Consumer-facing contact centers rely on Transera to improve agent productivity and performance, sales, customer retention, and the overall customer experience.



**FIGURE 1**  
Moving contact center intelligence into the cloud

### Contact centers powered with Transera:

- Optimize routing strategies and adjust them on demand to reduce abandons and maximize results
- Gain unified visibility into the performance of distributed sites and outsourced vendors
- Centralize script management and administration across multiple sites and outsourcers
- Assure consistent customer experiences across sites, outsourcers and agents
- Leverage existing infrastructure
- Optimize operations throughout the day to deliver the best business results

## Manage Globally from the Cloud

Transera is a Software-as-a-Service (SaaS) offering that creates a single, global queue in the cloud from which to route multimedia customer interactions to multiple sites, outsourcers, and teams.

Transera optimizes performance by dynamically determining how best to route each interaction based on business rules or analytics. Transera customers:

**Maximize business outcomes** – improving sales conversions, revenues, retentions, customer satisfaction scores and first call resolutions.

**Reduce call abandon rates** – with a global queue that routes based on real-time data about call volumes, resource availability and other variables.

**Improve performance visibility across sites** – centrally monitoring the business and operational performance of multiple sites, systems and outsourcers in real-time.

**Provide a consistently personalized customer experience globally** – centrally queuing voice, email and chat so that the same routing rules and script recommendations are applied across sites.

**Reduce administrative overhead** – routing interactions and recommending scripts through a central set of business rules and analytics that are created once and applied everywhere.

**Use what they have** – because Transera's cloud-based software works with existing contact center systems and infrastructure.

PRODUCT AND SOLUTION OVERVIEW

# Global Omni-Channel Contact Center

## Global Queuing, Routing, and Scripting

Transera Global Omni-Channel Contact Center implementations give supervisors control over every incoming and outbound interaction from a central point, regardless of organization, technology or location. Transera knows which contact centers in which locations are available at any given time and sends each interaction and script to the team appropriate for handling it. When acting as an end-to-end solution, it distributes interactions directly to individual agents.

**Advanced features include:**

**Centralized Global Queue** – allows customer interactions from anywhere in the world to be queued centrally in the network and routed to distributed locations and teams in a dynamic fashion. Callers wait in a single “line” and not in pre-defined lines with longer wait times than others.

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

**No Voice Back Haul** – innovative architecture gets routing instructions and finds the most efficient route, reducing call latency and improving quality.

**Centralized Call Monitoring and Recording** – supports centralized quality management regardless of the agent, site or outsourcer taking the call. Stores calls in a hosted repository for long-term archival, replay and analysis. Supports customized parameters and tags for search, retrieval and file management.

**Centralized and Intelligent Script Management and Recommendation** – centrally manages and recommends agent scripts for a “create once and publish everywhere” model that significantly reduces administration costs and improves customer experience through the consistent treatment of customers irrespective of agent.

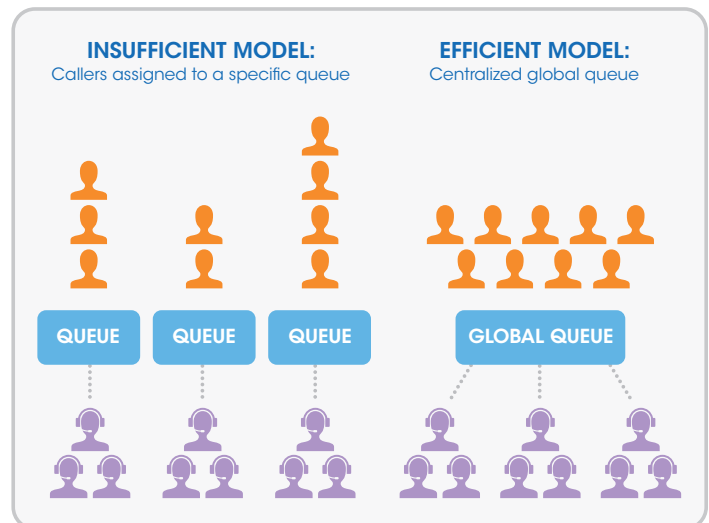
**Multimedia Interaction Routing** – voice, email and chat are managed and administered centrally so that voice and non-voice interactions are no longer managed in silos. Customers are guided to the most appropriate media or matched with an agent proficient with the customer’s desired media.

**Screen Pops with Context Data** – data about the customer and the context of the call is delivered to the agent in an automatic “screen pop”, including data from other applications, to assure that every interaction is effective.

**Web Call Backs** – customer specifies a call back time and number and is automatically connected.

**Integrates with Existing Systems through Open Standards** – including SIP, XML, MSCML/MSML, VoiceXML, HTTP.

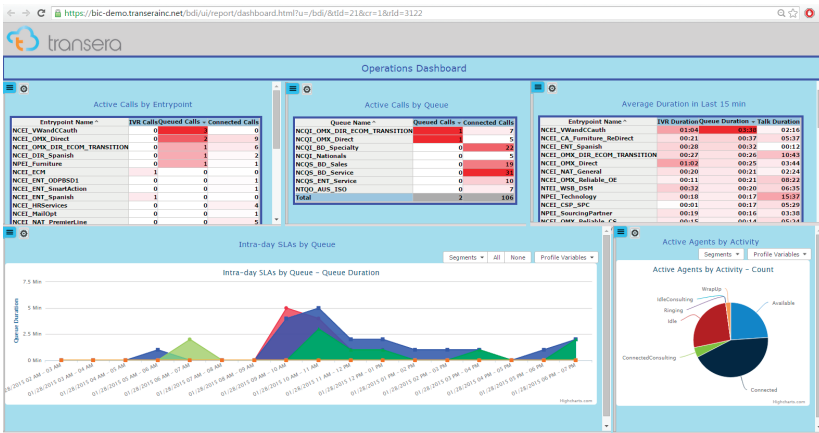
**Leverages Existing Telephony** – works with telephony and IP carrier networks already in place, requiring no new hardware or equipment.



**FIGURE 2**  
Insufficient and Efficient Models

PRODUCT AND SOLUTION OVERVIEW

# Global Omni-Channel Contact Center



**FIGURE 3**  
Real-time Operational Dashboard displaying current interactions by entry point and queue, average handle times, performance against SLAs throughout the day, and current agent states.

## Global Visibility with the Customer Engagement Analyzer

The Transera Global Omni-Channel Contact Center Solution includes the award-winning Transera Customer Engagement Analyzer that brings data together from automated call distributor (ACD), interactive voice response (IVR), customer relationship management (CRM) and other customer applications and data sources, such as demographic services, into a Customer Engagement Repository in the cloud. With all the data in one unified view, you can analyze, understand, manage and automate customer interactions in new and innovative ways.

From within a single browser window, you drag and drop data from your ACD, IVR, Chat, Email, and other customer interaction systems and create:

**Real-time Operational Dashboards** – that visually display everything going on in the contact center across channels, systems and sites. Includes queues, call volumes, agent activities and states, and the nature of current customer interactions, so you can make operational changes at any time to maximize performance and productivity.

**Scheduled Performance Reports** – that automate the creation of daily, weekly, monthly and quarterly cross-system reports that detail performance against key goals and service levels and get automatically distributed to key stakeholders.

**Interactive Customer Engagement Analytics** – that lets you interactively explore and cross-analyze your customer interactions and agent activity with business and financial results to find opportunities for optimization you never knew existed. For example, the agent behaviors, customer attributes, scripts, teams, outsourcers or marketing campaigns that deliver business outcomes with positive results.

### The Customer Engagement Analyzer

- Displays agent and customer data from multiple systems such as ACDs, IVRs, and CRMs
- Tracks operational and business outcome metrics
- Creates custom cross-system metrics using data from multiple systems to map operational metrics to business outcomes
- Integrates data from multiple sites and outsourcers
- Provides tabular, pie, line, bar and animated time-motion visualizations
- Delivers a unified view of cross-system data through a Universal Data Dictionary that understands the data coming from different contact center systems
- Connects the events and transactions in different systems that result from a customer or agent trying to accomplish a single task, like placing an order, asking a technical question, or inquiring about the status of a shipment

PRODUCT AND SOLUTION OVERVIEW

# Global Omni-Channel Contact Center

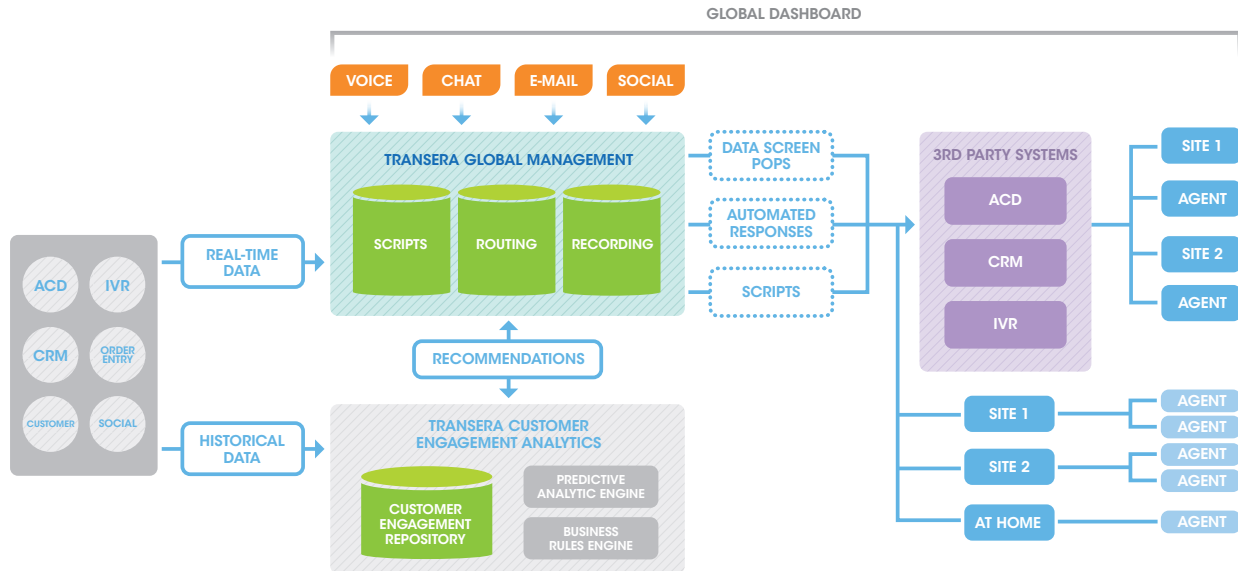


FIGURE 4 Global Dashboard

## Analytics-driven Customer Engagements™

Transera Global Omni-Channel Contact Centers can leverage the Customer Engagement Analyzer to collect the data in ACDs, IVRs, CRMs and other systems and use that data to automatically drive the behavior of all contact center agents and systems.

Transera provides two analytic methods to determine how to route and distribute interactions and scripts:

**Business Rules Engine** – uses pre-defined rules for routing, distribution and scripting based on data such as customer type, interaction type, channel, team, and the skill and performance level of available agents and contact centers.

**Predictive Analytics Engine** – dynamically routes customer interactions based on machine learning using historical and real-time performance data from multiple customer and contact center systems. Customers and agents are matched based on “context”, such as demographics, customer journey phase, customer value, issue, product, and agent past performance to maximize business outcomes.

### The results:

**Performance routing** – matches customers in real time with the agents that will drive the best business outcomes.

**Demographic routing** – matches customers with agents with whom they will most likely have an affinity.

**Customer status routing** – routes based on customer current status, such as routing delinquent payment callers directly to collections, or those in an early customer phase to help services.

**Value-based routing** – routes customers with a high propensity to buy or higher lifetime value with priority to higher-skilled agents.

**Service-level routing** – dynamically routes to minimize abandons, wait times, and other service level commitments.

Contact Transera and become a high-performing agile contact center.