



# Contact

*Converged communication platform for  
today's multi-channel environment*



### About C3

C3 was set up over 20 years ago as a specialist supplier of computer telephony platforms and associated applications.

The owner-managed business, based in Cambridge, now supplies a wide range customised multi-channel communications solutions to customers worldwide.

Our experience in the communications market place means we have an excellent track record for service. We are constantly evolving our product range to reflect market demands and customer requirements.

Our products enable companies to automate their communication processes, to generate new revenue channels, streamline communications processes and reduce overhead costs.

Our management team has helped us to attract the best personnel and maintain our pioneering capabilities. Many of the team have been with C3 since it was set up in 1990, resulting in very strong relationships with our clients.

We are a small, successful, personable company and consistently receive independent recognition for our

commitment to customer service. This year we have been awarded a Diamond Award for service following a 92 % customer satisfaction rating from research company BenchmarQ.

### Flexible deployment options

At C3 we pride ourselves on offering flexible solutions and attractive commercial terms. This is something that we believe has always set us apart from the competition.

We work hard to make life easy for our customers, particularly in the current climate where budgets are restricted and internal structures are under review.

Many of our clients want to continue with an on premise solution which will be the right choice for them – and we have over 20 years' experience integrating this type of system.

But for those who want the flexibility of cloud-based unified communications, or are looking to benefit from the Software as a Service payment model, we can provide hosted applications to meet those demands.

## The Business Need

The communications industry has been promoting the concept of a multi-channel contact centre for a number of years. But with voice maintaining its lead as the preferred customer channel, organisations have simply stuck with the status quo: operating their multiple channels in silos.

In the past year, however, there has been a sharp rise in non-voice communication. This has been led by email but also supported by further increases in web chat, SMS and of course social media.

Different customers have their own channel preferences and service expectations.

A multi-channel contact centre environment is no longer an option for most businesses; it's fast becoming essential for effective customer communication. The challenge for the enterprise now is how to offer consistent customer service across all these channels.

## The Solution

C3's Contact is a converged software-based platform that gives your business complete control over communication management; streamlining potential peaks in activity across multiple channels and enabling you to systematically handle enquiries through to resolution, whatever channel your customers choose to contact you.

This browser-based platform simplifies the management of all your interactions, enabling you to offer more efficient customer contact points and make operational cost savings.

Contact pulls together disparate inbound communication streams (voice, SMS, email, web chat, social media) and automatically allocates these enquiries to your agents via one central queue. With agents handling all interactions via one intuitive browser-based interface, tasks are easily assigned, routed and monitored – preventing a single enquiry from being missed or forgotten about.

The system acts as a unified control point for all defined enquiries. This means you can dynamically apply routing strategies and response times across your agent pools and channels simultaneously, minimising management effort.

Having this single overview of your customer interactions ensures that enquiries are systematically assigned to an agent and managed through to resolution.

The system supports entirely configurable parameters so you can assign SLAs to each channel and closely monitor response times to ensure that High Priority enquiries – as defined by you – take precedence and are automatically distributed to the top of your agents' job queue.

With real-time viewing and post-event reports available, quality of service can be easily accessed and comprehensively analysed to ensure consistent interactions across all inbound channels.

# Contact Agent Interface

web based, live wallboard displays colour coded metrics. Identify problems quickly

The wall can display 3 levels of detail, for some or all Contact Centre agent pools

The screenshot displays a 'Contact Wallboard' interface. At the top, it shows overall statistics: Total Calls (84), Total Minutes (267:19), and Average Duration (03:19). Below this, a section for 'Student Services' (dated Wednesday 10 September 2014) features four large, color-coded tiles: Callers In Queue (8), Average Wait Time (04:23), Max Wait Time (09:02), and Connected (78%). A second row of tiles shows Total Call Queued (68), Agents Logged In (15), Agents Available (9), and Queue Exits (15). A third row shows IT Support metrics: Queuers (0), Avg Wait (00:36), and Connected (100%).

At the bottom, three agent workstations for 'Anne Agent' are visible. The first workstation shows a 'Callback' task with a calendar view for September 2014. The second workstation shows a 'Credit Card Payment' form with fields for amount (£750.00), expiry date, and CV2. The third workstation shows a chat conversation with a customer, including a 'Send' button and a 'Cancel' button.

Intuitive interface for phone, email, webchat, payment, twitter and SMS communication management

## Features

**Unified queuing system** Systematic management (queuing, routing, monitoring and reporting) of voice, SMS, email, social networks and web chat channels

**Admin panel** Easy to manage entire system operation via an intuitive web based interface. Live monitoring, historic reports and configuration changes

**PCI Compliant payment applications** C3's DTMF Clamping solution is a PCI Compliant application that is perfect for the live telesales environment. The application allows callers to input card details via their telephone keypad using DTMF, with the associated keypad tones completely masked from the agent.

**360 degree overview** Existing customer history, including previous interactions, automatically fed

to the agent when that customer makes contact again, for seamless multichannel communication offer

**Single point of control and intelligence** Access your customer data, service level reports, response times and other measures across multiple channels to identify where improvements can be made and to ensure consistent quality of service

**Modular design** Extra channels, interfaces and additional functionality can simply be 'bolted on' to Contact with minimal additional investment, ensuring that the system meets user-driven demand and can adapt to the changing communication environment

**Dynamic agent set-up** Agent pools can be set up on a skills-basis, to manage cross-channel enquiries that relate to a particular department or issue; or on

a single channel basis to oversee a particular stream

**Automatic allocation of tasks** Incoming enquiries are automatically distributed to agent pools based on configurable parameters and dynamic response times

Universal routing, queuing and monitoring across each channel

**Flexible deployment options** We support onsite and hosted deployments (public, private and hybrid clouds)

**Infrastructure agnostic** Enables multi-vendor compatibility and ensures an entirely future-proof investment, regardless of your network supplier, or where you are in the IP migration process  
Automated responses  
Automated responses available for email, web chat and SMS

## Benefits

- Simplify and systematically manage interactions
- Reduce operating costs by sharing resources across communication channels
- Offer a genuinely multichannel customer communication experience with 360 degree view of customer interactions
- Offer easy and secure payments with our PCI compliant telesales application
- Prioritise and route multiple communication streams in a unified queue to the right agent
- Track customer communication across multiple channels and ensure every enquiry is dealt with
- Set your Service Level Agreement (SLA) parameters and monitor success rates
- Promote an enhanced and consistent customer services approach across channels
- Simplify administration and management
- Handle enquiries faster and more effectively
- Enable anywhere, anytime working



### **The status quo – an inconsistent customer experience**

Given the many channels customers use and the dexterity with which they move from one channel to the next, it's becoming increasingly difficult for companies to keep pace with their customers and offer a consistent quality of service across every communication touch point.

In today's highly competitive business environment, companies must seize upon any opportunity to increase their responsiveness to customers.

Many companies are already taking advantage of various multi-media channels, but often in an ad hoc fashion that is not fully aligned with the customer service strategy.

This makes it hard for businesses to track interactions across multiple channels and undermines attempts to offer customers a whole multichannel experience.

Enquiries are frequently missed, replies are simply forgotten about, and monitoring the process as a single customer service offer is a nightmare.

### How it should be – consistent communication across every channel

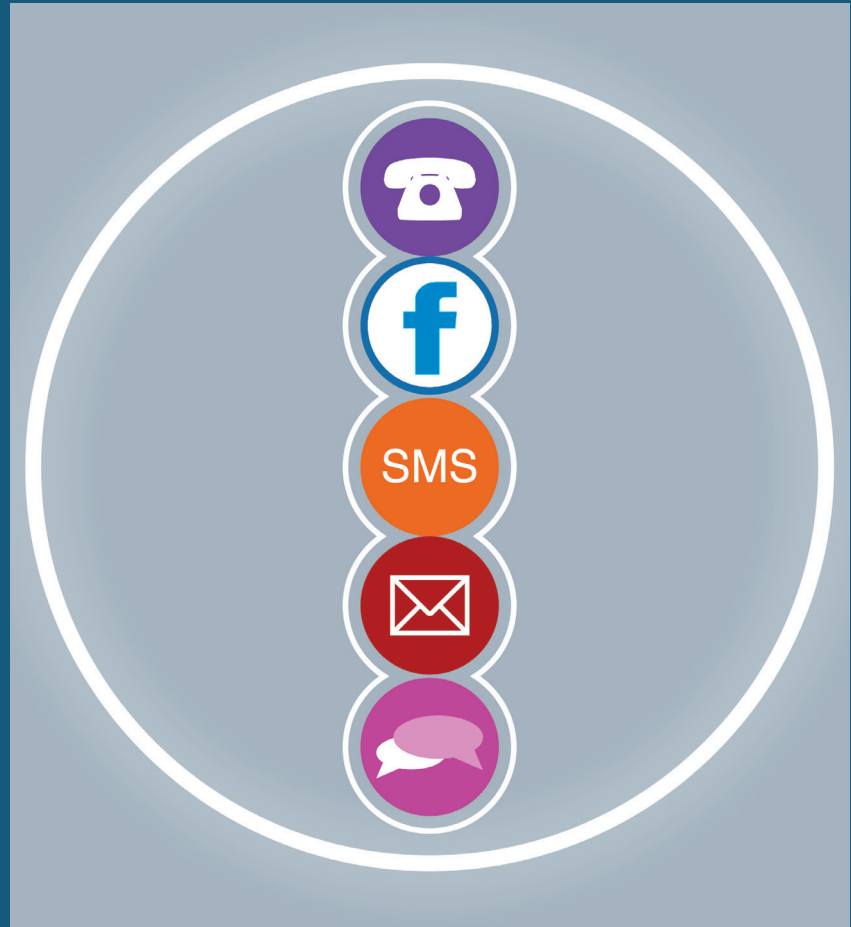
Contact removes all the hassle of managing and effectively monitoring these multiple channels.

This converged communication platform collates inbound streams from voice, SMS, email, web chat and social networks, and automatically distributes these to your agents as a single unified queue, via an intuitive web based interface. Incoming enquiries are immediately allocated and queued to your agent pools, from where they can be comprehensively tracked through to resolution.

Contact utilises C3's call scripting tool, Fusion, to make it easy to add additional functionality to call services. No complex coding is required – customers simply need to drag and drop 'nodes' into the script – for example, call recording, voice recognition or voice forms. Dynamic Text To Speech (TTS) rendering is also available, helping clients to increase the number of customers who can self-serve.

Communications is an incredibly fast moving environment. So you need a technology platform that can help you manage new channels of communication and adapt to unexpected developments. Contact is modular so additional channels, functionality and interfaces can be simply bolted on giving you the flexibility to adapt the system to meet future requirements.

The platform is PCI Compliant and DTMF Clamping is available as a bolt on application, ensuring that your customers can have confidence in your payment security.



### **And what do our customers say about us...?**

"We needed a supplier who would work with us to understand our specific requirements and give us a solution that was customised to fit. C3 delivers the technology we want, when we need it. Their open platform and flexible technology has enabled us to add value with bespoke integration and maximise our network with leading-edge applications."

*Gordon Ross, Head of Telecoms at the University of Cambridge*

"C3 was an obvious choice of partner for us. Their core technology is feature-rich and robust, and their modular approach means we can scale up services more efficiently to meet our future demands, whilst delivering significant cost savings. The team at C3 are very responsive and worked closely with us throughout the integration process to ensure a completely smooth transition."

*Alan Hillyer, Head of Telecoms at the University of Oxford*

"We were very impressed with C3's multi-application platform, which offers our customers a number of new and enhanced services. We were very pleased with the high level of support they provided during the change-over and the minimal impact on customers at that time. The team are incredibly easy to work with and very responsive in delivering any custom changes that we requested."

*Mervyn Harvey, Mobile Product Manager Manx Telecom*

"We have been a customer of C3 for a number of years and have a very good working relationship with the team there - many of whom we have known for

over a decade. The team have a huge amount of experience and, unlike many larger organisations, are responsive to any changes you might want made. Their open standards platform ensure that we have a future-proof investment that leverages our existing technology and their suite of APIs give us plenty of customisation opportunities to develop specific bespoke services for our users."

*Eddie Bellman, Telecommunications and Data Infrastructure Manager  
London Metropolitan University*

"We are pleased to be working with C3, whose technology not only allows us to develop new revenue generating opportunities within our message management service but also harness efficiency savings right across board. We have been very impressed with the C3 platform, as well as the ongoing technical support from the team who are incredibly responsive to our requirements."

*Andy Bridson, Chief Commercial Officer, Cable & Wireless Communications  
Channel Islands and Isle of Man*

"We are very impressed with C3 and are confident in their ability to deliver the service that we require within the scheduled timeframe. Investing in C3's software gives us the flexibility to expand our services when required."

*Glen Norman, Idox e-Elections Product Manager*

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