Communication • Automation • Secure Payments

Contact Centre Guide

Connected conversations.
Empowered agents.

C3 Contact Centre brings customer interactions together in one flexible platform, helping agents understand the customer, respond with confidence and manage every conversation more effectively.

Empower agents

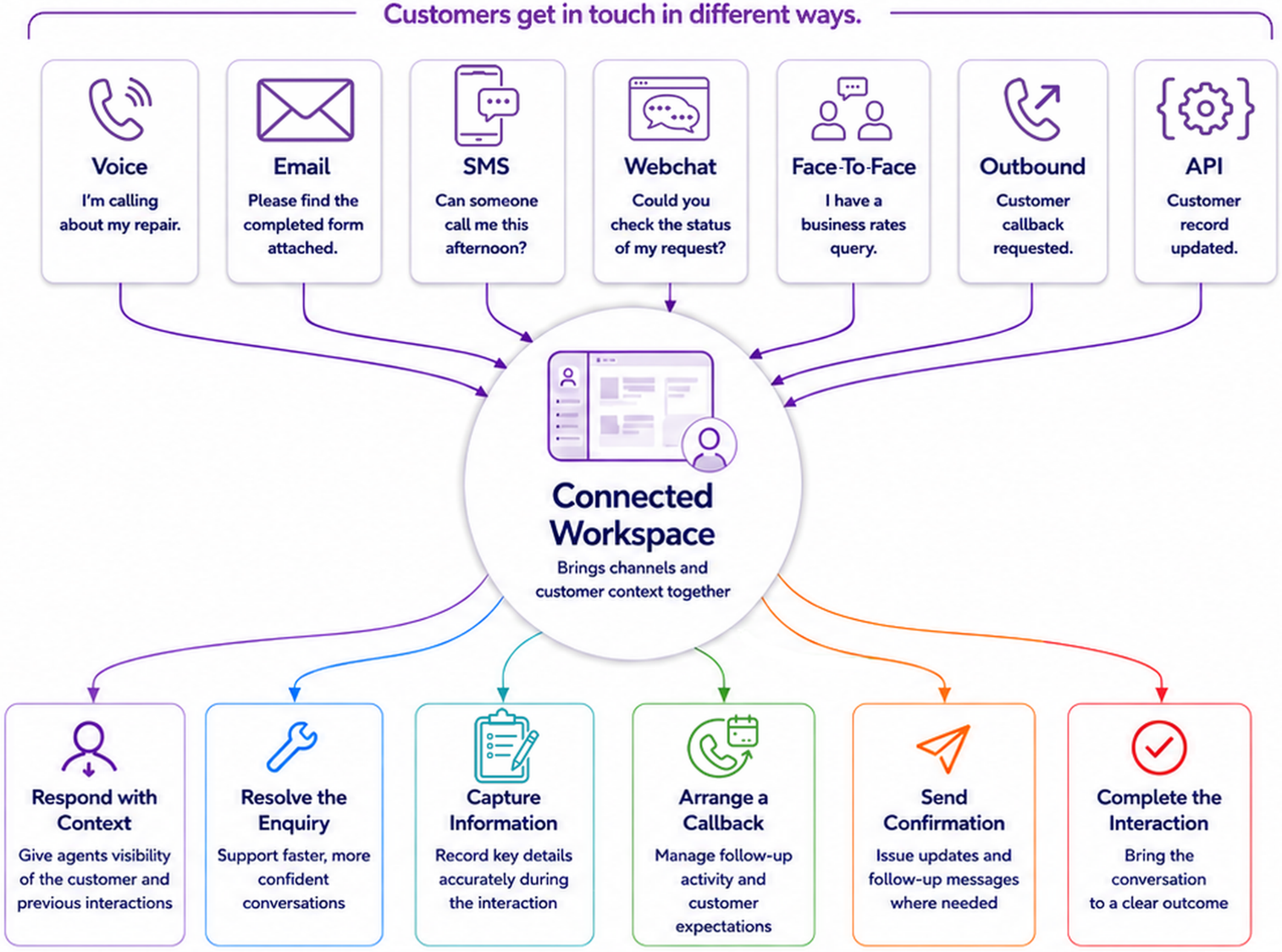
Give agents the information and tools needed to respond confidently.

Improve customer experience

Deliver a more informed and consistent service across channels.

Manage every interaction

Bring voice, email, SMS, webchat, reception and outbound activity into one operational view.



Every interaction connected. Every agent informed. Every customer understood.

Why Organisations Are Rethinking Customer Contact

Customers may begin with an email, continue by phone and follow up through SMS or webchat. They expect each interaction to form part of the same conversation.

When channels, information and teams are disconnected, customers repeat themselves, agents spend time searching for context and service becomes inconsistent. C3 Contact Centre brings interactions together in one operational view, helping agents understand what has already happened and continue the conversation confidently.

Disconnected Customer Contact

Fragmented. Repetitive. Inefficient.

1. **Email received**
   Please find the completed form attached.
2. **Customer calls later**
   I'm calling to check whether you received it.
3. **Agent cannot see the earlier interaction**
4. **Customer repeats the information**
5. **Notes are captured separately**
6. **Follow-up relies on manual handover**

Outcome: More effort for the customer. More work for the agent.

> Customers see one organisation. They expect every interaction to connect.

Connected Customer Contact

Contextual. Joined-up. Consistent.

1. **Email and attachment visible in the workspace**
2. **Customer calls**
3. **Previous interaction history is immediately available**
4. **The agent continues from the existing context**
5. **Key details and the outcome are captured once**
6. **A callback or confirmation can be arranged**

Outcome: A consistent conversation across channels.

What your customers expect

- I do not want to repeat myself.
- I expect you to know why I am contacting you.
- I want consistent answers.
- I want to reach the right person.
- I expect promised follow-up to happen.

Less repetition for customers. More context for agents. Better service for everyone.

How Connected Customer Contact Works

The right interaction. The relevant context. The tools to resolve it.

A customer previously emailed a completed form and now calls to check whether it has been received.

1 Receive the Interaction

Incoming call

"I'm calling to check whether you received my completed form."

- Customer number / CLI recognised
- Interaction presented to the appropriate agent or team
- Channel and reason for contact clearly shown

Voice | Email | SMS | Webchat | Face-to-face

Voice, email, SMS, webchat, face-to-face and outbound activity can be managed through one operational environment.

2 Understand the Context

See what has already happened

Customer	Mrs Jane Smith	
Customer ID	12345678	
Interaction History		
Email	Yesterday 10:42	Completed Form
Outbound Call	2 days ago	Reminder
Note	2 days ago	Form received pending review
Attachment		
Completed_Form.pdf		View

Agent

"Yes, Mrs Smith. I can see the email and completed form you sent yesterday."

Agents can continue the conversation with the relevant context already available, reducing repetition and unnecessary searching.

3 Manage the Conversation

Give the agent the tools to respond

- View the attachment
- Confirm or update customer details
- Capture notes
- Record the interaction outcome
- Consult or transfer to another team
- Arrange a callback
- Send SMS or email confirmation

Agent

"The form has been received and added to your account. I'll send you confirmation now."

Agents can access information, capture details and complete the appropriate actions without moving between disconnected systems and records.

4 Complete and Follow Up

Record the outcome and keep the promise

- Interaction completed
- Notes stored against customer
- Outcome recorded
- Confirmation sent by SMS
- Callback scheduled if required
- History available for next interaction

C3 Service Update
We have received your completed form. Reference: 482716.

The completed interaction becomes part of the customer history, giving the next agent a clear and consistent record of what happened.

One conversation. Continued across every interaction.

Give every agent the context to continue the conversation confidently.

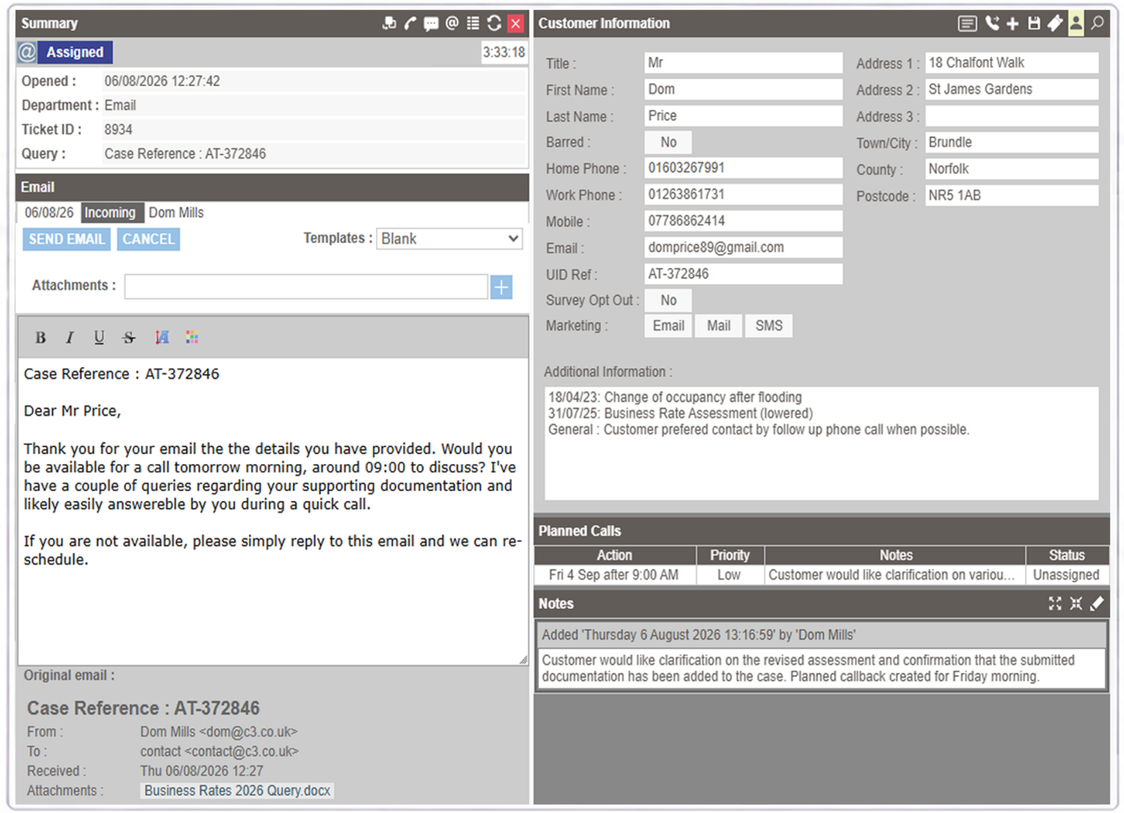
Built Around Your Operation

Flexible tools. Connected information. Clear operational control.

C3 Contact Centre brings channels, customer context and agent tools together in a flexible operational platform. The agent experience, interaction handling and supporting information can be shaped around the way each organisation works, helping teams deliver consistent service while retaining the agility to adapt.

1 Interaction and response

The active conversation and tools to respond quickly and effectively.



2 Customer context

Key customer information and preferences at a glance.

3 Follow-up activity

Planned calls and notes help agents manage next actions and maintain continuity.

Example Contact workspace showing the active interaction, customer information and planned follow-up.

1 Multiple Contact Channels

Voice, email, SMS, webchat, face-to-face interactions and outbound activity can be managed through one operational environment, helping organisations provide a more consistent service across channels.

2 Intelligent Interaction Routing

Interactions can be directed to the appropriate team or adviser using factors such as service, channel, availability and agent skills. This helps customers reach someone equipped to handle their enquiry.

3 Customer Context and History

Agents can see relevant customer information, previous interactions, notes and outcomes in one place. This reduces unnecessary searching and helps each conversation continue from what has already happened.

4 Operational Visibility and Control

Supervisors can monitor activity, understand demand and review operational performance. Live information and reporting help teams manage resources, identify issues and improve service over time.

5 Flexible Automation and Extension

Contact can support a wide range of configurable operational functions around the core agent experience. External systems can create tickets through an API or query information held within Contact. Customer surveys, dynamic email templates, external reporting triggers and configurable agent-recruitment rules can also be incorporated to support the way each service operates.

One connected workspace. Configured around your services, your teams and your customers.

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One Platform. Many Ways to Serve Customers.

C3 Contact Centre can support a wide range of customer-facing services, from general enquiries and service updates to planned callbacks and face-to-face interactions.

Each service can be configured around the channels, information, routing rules and outcomes required by the organisation.

1 Manage General Enquiries

Customer example:
"I need some help understanding my bill."

Key functions:

- Presents the interaction to the appropriate team
- Displays relevant customer details and history
- Captures notes and the interaction outcome
- Records the conversation for future reference

Outcome: Customers receive an informed and consistent response.

2 Handle Email and Attachments

Customer example:
"Please find the completed form attached."

Key functions:

- Creates a ticket from the incoming email
- Keeps the original message and attachments together
- Allows the agent to respond using an appropriate template
- Records the response and any follow-up activity

Outcome: Email enquiries are managed as structured customer interactions.

3 Arrange and Manage Callbacks

Customer example:
"Could someone call me tomorrow morning?"

Key functions:

- Records the reason for the requested callback
- Schedules the activity for an appropriate time
- Presents the callback to an available agent
- Retains the outcome within the customer history

Outcome: Promised follow-up is visible, organised and recorded.

4 Support Face-to-Face Enquiries

Customer example:
"I have a business rates query."

Key functions:

- Records the customer's visit as an interaction
- Captures the reason for contact and relevant details
- Gives staff access to previous contact history
- Records any action or follow-up required

Outcome: Reception activity becomes part of the connected customer record.

5 Handle Service or Request Updates

Customer example:
"What is happening with my request?"

Key functions:

- Identifies the customer or relevant reference
- Displays previous interactions and recorded notes
- Helps the agent provide the latest available information
- Captures the response and agreed next steps

Outcome: Customers receive clearer updates without repeating their history.

6 Run Planned Outbound Activity

Agent objective:
"Contact customers affected by a service change."

Key functions:

- Organises customers into planned calling activity
- Presents the relevant information to the agent
- Records call attempts and outcomes
- Supports consistent follow-up across the campaign

Outcome: Outbound contact is coordinated and measured alongside inbound activity.

One flexible platform. Configured around the conversations your organisation needs to manage.

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From First Requirement to Live Service

Designed around your operation. Delivered with care. Supported for the long term.

Every successful Contact Centre deployment starts with a clear understanding of the organisation, its customers, its teams and the service it wants to deliver. C3 works closely with each customer to design, configure and deploy a solution around their specific requirements, then continues to support and refine it as those requirements evolve.

1



Listen and Understand

We begin by understanding your services, channels, teams, customer needs, existing processes and desired outcomes before recommending a solution.

- Current contact channels
- Team structure and skills
- Routing requirements
- Customer information required
- Reporting and follow-up needs

2



Design the Service

Together, we define how interactions should enter the platform, where they should be routed, what information agents need and how each outcome should be recorded.

- Interaction types and flows
- Routing and prioritisation rules
- Agent information and tools
- Templates and outcomes
- Reporting and insights

3



Configure and Connect

The agent workspace, channels, routing rules, templates, customer information, callback handling and supporting automation are configured around the agreed service design.

- Channels and agent workspace
- Routing, skills and availability
- Templates, responses and forms
- Callback and follow-up handling
- Automation and business rules

4



Test and Deploy

Each channel, interaction type and operational process is tested before deployment. Changes can be introduced carefully, helping the service move into live operation with minimal disruption.

- End-to-end testing
- Data validation and quality checks
- User acceptance testing
- Staged rollout if required
- Go-live and handover

5



Support and Evolve

Once live, C3 continues to support the service, refine routing and agent tools, and respond as channels, requirements, teams and customer expectations change.

- Business day helpdesk
- Out-of-hours emergency support
- Continuous improvement
- Service and routing refinements
- Adapting to change

Why Work With C3?

Tailored to Your Operation

Small operational details can make a significant difference. We configure the platform around your services and teams rather than forcing your operation into a fixed model.

Experienced and Approachable

You work directly with a knowledgeable team that understands the platform, the customer experience and the operational environment.

Responsive by Design

The platform's configurable structure and C3's practical approach allow services, routing and agent tools to be refined quickly as priorities change.

Support That Continues

C3 provides a business-day helpdesk, together with out-of-hours emergency support for critical live service issues.

Projects end. Relationships evolve. | Talk to C3 about the customer contact services you would like to implement or improve.

Let's build better customer services.

Talk to C3 about the customer contact services you would like to implement or improve. We'll help you explore the right approach, shape the service around your operation and turn the requirement into a reliable live service.

Let's start the conversation.

Call us
+44(0)1223 427700

Email us
info@c3.co.uk

Visit us online
www.c3.co.uk

Our location
Cambridge, UK

C3 Contact Centre can operate independently or alongside C3's Conversational IVR and PCI Payment solutions to create connected customer services.



Standalone strength. Greater together.

WHY C3?

We listen
We take time to understand your services, teams and requirements before recommending a solution.

We deliver
Practical solutions designed around your operation, customers and desired outcomes.

We support
Direct access to a knowledgeable team, with business-day helpdesk and out-of-hours emergency support.

We evolve
Services, routing and agent tools are refined as needs change.

Projects end. Relationships evolve.

One platform. | Flexible services. | Better customer outcomes.