COMMUNICATION • BUSINESS AUTOMATION • SECURE PAYMENTS

C3 SOLUTIONS OVERVIEW

Integrated solutions that help you communicate better, work smarter and deliver exceptional experiences.



Cambridge based
Trusted across the UK

Global heritage
Worldwide deployments since 1990

Personal. Responsive.
Long-term relationships that last

Trusted by Organisations. Designed for Customers.

Proven every day.

Communication.
Automation.
Secure Payments.

Welcome to C3.

Connected solutions. Better outcomes.

C3 delivers secure, scalable and intelligent solutions that help organisations create seamless customer experiences, automate processes and drive business efficiency.

Our three complementary solutions are designed to work together—or independently—to meet your unique needs.

THREE COMPLEMENTARY SOLUTIONS

Conversational IVR

Intelligent voice experiences that automate and engage. Reduce effort, improve resolution and delight your customers.

Multi-channel Contact Centre

Empower your agents and connect across every channel. Improve productivity and deliver exceptional customer service.

PCI Payment

Secure payment solutions built for reliability and compliance. Protect sensitive data and build trust.

What you'll find in this guide.

Conversational IVR
Smarter self-service.
Natural conversations.
Better results.

Multi-channel Contact Centre
Connected agents.
Happy customers.
Stronger performance.

PCI Payment
Secure transactions.
Full compliance.
Total peace of mind.

Connected customer journeys
Integrated, flexible solutions built around your customers.

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Who are C3?

People. Experience. Relationships. The foundation of everything we do.

We're an independent software company based in Cambridge with a long heritage of delivering reliable, innovative communication and secure payment solutions.

Our greatest strength is our people. Many of our senior team have worked together for decades, helping customers build lasting relationships with C3.

That continuity is rare. Our customers value it.

ONE TEAM. FOUR SPECIALISMS.

SUPPORT
Keeping our customers running, every day.

Deep product knowledge
Rapid response
Trusted relationships

DEVELOPMENT
Building robust, secure and intelligent solutions.

Innovation
Quality
Continuous improvement

SALES & SOLUTIONS
Understanding needs, delivering the right fit.

Consultative approach
Practical solutions
Long-term partnerships

ACCOUNTS
Accuracy, integrity and attention to detail.

Financial discipline
Clear processes
Dependable service

180+ years of combined experience dedicated to helping organisations communicate better, automate smarter and take payments securely.

Global experience
Solutions delivered across Europe, the Middle East and Asia.

UK focus
Today we're focused on helping organisations across the UK with secure communications and payment solutions.

Our approach. Your success.

People first
A close-knit team that cares about your success.

Trusted partner
Built on integrity, reliability and open communication.

Results that matter
Solutions that improve efficiency, experience and outcomes.

Built for the future
Scalable, secure and designed to evolve with you.

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Three complementary solutions.

Built to work individually, in pairs, or together.

Every organisation is different. That's why our solutions are designed to fit your requirements - securely, seamlessly and without compromise.

Use them independently to solve specific challenges. Combine two for even greater impact. Or integrate all three to deliver connected customer journeys end to end.

THREE COMPLEMENTARY SOLUTIONS

Conversational IVR

Intelligent voice experiences that automate and engage.

- Natural voice and keypad input
- Smart routing and workflow
- Insights that drive improvement

Multi-channel Contact Centre

Connect your teams and channels to deliver exceptional service.

- Omnichannel interactions
- Agent productivity tools
- Real-time visibility and control

PCI Payment

Secure payment solutions built for reliability and compliance.

- PCI DSS compliant
- Secure, hosted platform
- Multiple PSP connectivity

Flexible by design.
Scalable for today.
Ready for tomorrow.

Individually powerful. Even stronger together.
Our solutions complement each other perfectly - helping you reduce cost, improve efficiency, and deliver better experiences at every touchpoint.

One partner.
Three solutions.
Maximum flexibility.

Why it works. For you.

Modular by design
Use what you need, when you need it.

Seamless integration
Work together effortlessly for connected journeys.

Secure and compliant
Built-in security and compliance you can rely on.

Scalable and future-ready
Grow with confidence as your needs evolve.

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Conversational IVR.

Natural conversations that automate and engage.

Fusion IVR combines advanced voice recognition with natural conversation to deliver fast, intelligent self-service experiences.

Customers get the answers they need quickly - in their own words, while reducing effort, improving resolution and increasing satisfaction.

Natural. Smart. Effective.
Helping customers get things done.

HOW IT WORKS

1. SPEAK
Customer speaks naturally - in their own words.

2. UNDERSTAND
The system understands intent using advanced voice recognition.

3. RESPOND
Retrieve information or complete an action automatically.

4. RESOLVE
Deliver the right outcome quickly and accurately to the customer.

POWERFUL CAPABILITIES

Natural conversations
Speak in your own words. We understand.

Smart routing
Get to the right information or person faster.

Secure by design
Built-in security and validation at every step.

Insights that help
Real-time reporting and analytics to improve every day.

Easy to adapt
Update flows and content quickly – no complex coding.

Rapid deployment
Go live quickly with proven building blocks.

HTTP integration
Open standards for easy and flexible integration.

Complements your existing systems
Works with your current technology investments.

KEY BENEFITS

Smarter self-service
Customers resolve more on their own, any time.

Reduce effort
Automate common tasks and free up your team.

Improve resolution
Accurate information, faster outcomes.

Natural conversations
Customers speak naturally without learning commands.

Lower cost to serve
Drive efficiency and maximise your investment.

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PCI Payment.

Secure payment solutions built for trust.

Give your customers a simple, secure way to pay by phone while protecting sensitive card data and reducing compliance scope.

C3 makes it easy to take payments – fully automated or with the help of your agents – using a hosted, PCI-compliant platform that integrates with multiple Payment Service Providers.

Rapid to deploy.

Hosted platform. Experienced team. Get up and running quickly.

So you can start taking secure payments sooner.

SECURE. SIMPLE. RELIABLE.



1. CUSTOMER
Your customer wants to make a payment.

2. PAYMENT REQUEST
Payment request captured via IVR or agent.

3. SECURE CAPTURE
Card details captured securely via DTMF or Voice Recognition.

4. PSP AUTHORISATION
Transaction authorised and processed via your chosen PSP.

5. CONFIRMATION
Real-time confirmation and reference returned to customer.

Automated Payments

Customers complete payments securely via IVR – 24/7. Fast, convenient and efficient.

Agent Assisted Payments

Agents switch to secure mode with one click and take payments confidently and compliantly. Perfect for high-value or complex interactions.

POWERFUL CAPABILITIES

Hosted PCI environment
Fully managed and continuously maintained.

Agent assisted payments
Simple, secure mode switch for agents.

Fully automated payments
IVR self-service 24/7 for fast payments.

Multiple PSP integration
Connect to one or more PSPs with ease.

Keypad & Voice recognition
Capture payments naturally and accurately.

Secure tokenisation
Protect data with tokenisation and encryption.

Audit & reporting
Detailed logs and reports for total transparency.

Cloud hosted
Resilient, scalable and always available.

> “Thousands of secure transactions processed every day.”

KEY BENEFITS

Reduce PCI scope
Lower compliance burden and simplify your process.

Protect customer data
Card details are never stored or visible to your systems.

Faster payments
Real-time authorisation for better customer flow.

Multiple payment providers
Choose the right PSP for your business.

Improve customer trust
Secure, professional payment experiences that build loyalty.

Built-in compliance
PCI DSS aligned, with ongoing updates and monitoring.

Rapid deployment
Hosted platform and expert team – go live quickly.

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Multi-channel Contact Centre.

Every customer. Every interaction. One workspace.

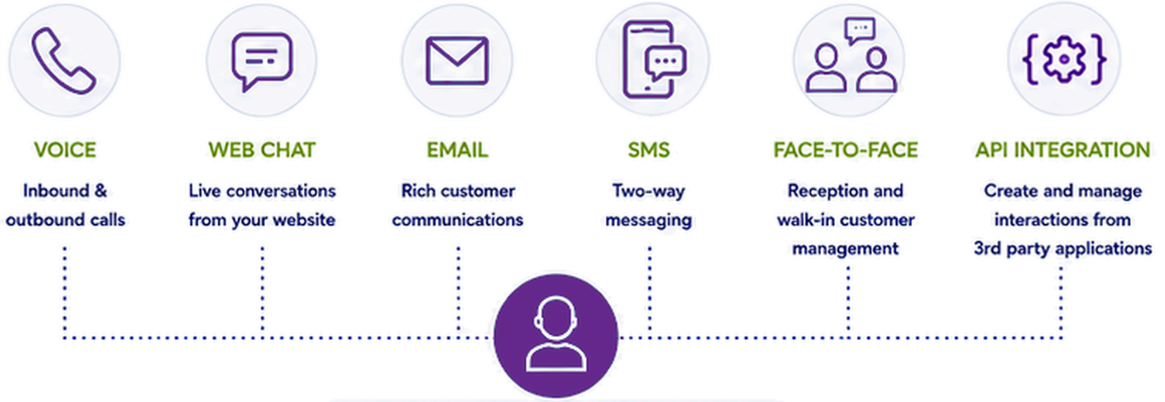
Connected teams. Empowered agents.

Bring voice, digital and in-person interactions together in one unified platform.
Give your agents the information and tools they need to resolve enquiries faster and deliver exceptional service.

Flexible by design, our solution grows with your business and adapts to the way your customers want to connect.

Built for people.
Intuitive tools, real-time insight and complete visibility – so your teams can do their best work.

ONE PLATFORM. EVERY INTERACTION. COMPLETE CONTEXT.



POWERFUL CAPABILITIES



> "The right conversations. The right people. The right outcomes."

KEY BENEFITS

Better customer experiences
Resolve enquiries faster across the channels your customers use.

Higher first contact resolution
Give agents the information and tools to solve issues first time.

More productive agents
One workspace with everything agents need in one place.

Real-time insights
Monitor performance and make data-driven decisions.

Scalable and flexible
Adapt quickly to changing needs and business growth.

One conversation history across every channel
Complete context and continuity for every customer interaction.

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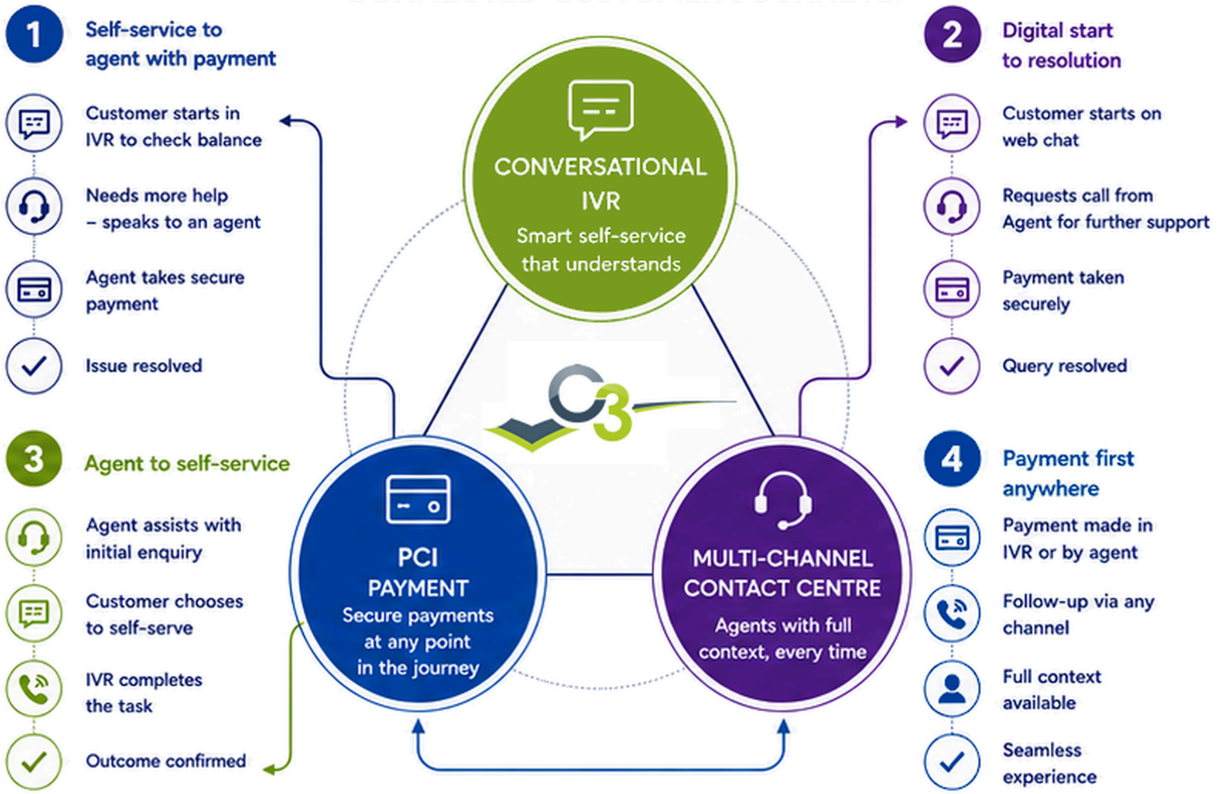
Connected Customer Journeys.

Start anywhere. Continue anywhere. The journey is seamless.

Your customers don't follow a fixed path and neither should your systems.

C3 brings Communication, Automation and Secure Payments together so customers can move naturally between channels and self-service, and speak to an agent, all without starting again.

ONE PLATFORM. THREE SOLUTIONS. CONNECTED CUSTOMER JOURNEYS.



> "One customer. One conversation. One platform."

DESIGNED AROUND YOUR CUSTOMERS

Start anywhere
Customers can begin their journey on the channel that suits them.

Continue anywhere
Move between self-service and agent, or between channels, without repeating information.

Self-service when it works
Intelligent IVR and automation resolve more, faster.

Escalate when it's needed
Agents have full context to resolve issues first time.

Take secure payments
Capture payments at any point in the journey – seamlessly and securely.

One platform, one view
All interactions, all channels, one complete view of the customer.

Better experiences for your customers. Better outcomes for your business.

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Why C3?

Trusted technology. Proven every day.

For over 30 years, C3 has helped organisations deliver better experiences for their customers and better outcomes for their business.

Our combination of proven technology, outstanding support and customer-first thinking has helped build long-term customer relationships across the UK.

Customer first

We take the time to understand your challenges and deliver solutions that make a real difference.

Trusted expertise

Over three decades of delivering reliable communications and secure payment solutions.

Secure by design

Built-in security, PCI compliance and hosted in the UK on our resilient, secure cloud platform.

Scalable and flexible

Solutions that grow with you adaptable to your needs, today and tomorrow.

Outstanding support

Our expert team is here when you need us – responsive, knowledgeable and committed to your success.

True partnership

We work alongside you as an extension of your team, focused on your goals and outcomes.

Reliable and resilient

Hosted on Microsoft Azure, providing enterprise-grade resilience, security and availability.

Proven results

Long-term customer relationships built on dependable technology and consistent delivery.

Why customers stay with C3.

Long-standing relationships
Built on trust, performance and a shared commitment to success.

Consistently recommended
Our customers recommend us because we deliver results that matter.

Built for the long term
Reliable, scalable and adaptable – designed for the future.

> "People you can trust. Technology you can rely on."

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Let's build better customer experiences.

We'd love to learn more about your goals and explore how C3 can help you achieve them.
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

ONE PLATFORM. THREE SOLUTIONS. BETTER CUSTOMER OUTCOMES.



> "One customer. One conversation. One platform."

YOUR SUCCESS. OUR COMMITMENT.

We listen
We take the time to understand your requirements and challenges.

We deliver
Solutions that solve real problems and achieve measurable results.

We support
Responsive, knowledgeable support when you need it most.

We evolve
Continuously improving our platform to help you stay ahead.

We build relationships
Long-term partnerships founded on trust, transparency and results.

We Support. Projects end. Relationships evolve.

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