CYCX CONNECT™

Omni Channel Contact Centre

Customer experience technology omni-channel contact centre

To be successful today you must be omni-channel, swiftly and professionally responding to your customers across a broad range of interaction channels. Your customers want you to respond immediately, accurately, in the manner they choose and they expect you to have their details already to hand.

> " You have to be no less than a customer concierge, doing everything you can to make every one of your customers feel acknowledged, appreciated, and heard. You have to make them feel special.
>
> Gary Vaynerchuk

CyCX-Connect goes far beyond traditional ACD systems, providing you with an array of communication channels such as voice, SMS, email, fax, web-chat, web-call-back, call-back-in-queue and social media connections, meaning you can connect on any level.

Whether you are a team of just two, a large enterprise group, whether you are in one office, various geographical locations or utilising remote workers, you can now offer the key requirements for successful and modern customer experience.
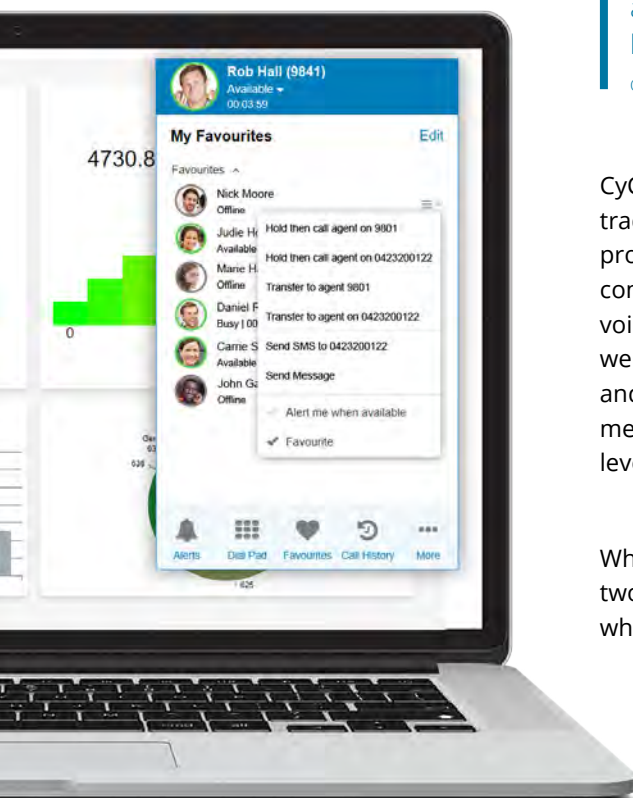
Transform your business

CyCX-Connect offers a solution that can instantly transform your business, simplify your infrastructure and boost your customer experience.

- True omni-channel communications.
- Incoming calls prompt automatic screen-pop with caller's details.
- Click-to-dial from Outlook, CRM, database or anywhere in Windows.
- Ensure calls are directed to the best person for the job.
- Set availability and easily identify the status of other users.
- Integrates with your current CRM and applications.
- Powerful business intelligence and reporting tools.

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Make it easy for your customers to communicate however they want, wherever they are

Being truly omni-channel, CyCX-Connect enables your business to respond quickly and professionally to your customers across a broad range of channels.

> ❝ Contact centre technology isn't only for call centres

Many successful small to medium sized businesses are now utilising affordable omni-channel contact centre technology to offer a more streamlined and enjoyable customer experience. The technologies, methodologies and managed approaches pioneered by call centres are now available to all businesses.

Every customer-facing employee is considered part of your 'virtual' contact centre.

Contact centres are no longer formalised banks of agents. The difference between a receptionist and a single-agent contact centre is the technology offering overflow routing, intelligent queues, and even self-help options.

Lead aquisition

| Website | Email marketing | Social media | Google Ads | Blogs | SMS marketing |

Contact method

| Voice | SMS | Web chat | Email | Call-back | Social media | FAX |

Service
Omni-channel queue
Channel and skills based routing

Contact Centre

| Agents | Intelligent routing | External resources | Overflow strategies | Advanced wait services | Self service | IVR |

Customer experience is the new currency of power

Many products are commodified, meaning profits are harder to make by simply focusing on price. However, by improving customer experience, businesses can differentiate themselves.

A company with effective customer experience strategy and technology will therefore rise above the competition and become the go-to business for today's ever more discerning customers.

Spending is geared heavily towards marketing, and for this reason companies often fail to budget effectively for the development of their customer experience. With power shifting to consumers and therefore to the companies that earn their loyalty, customer experience really is the new currency of business.

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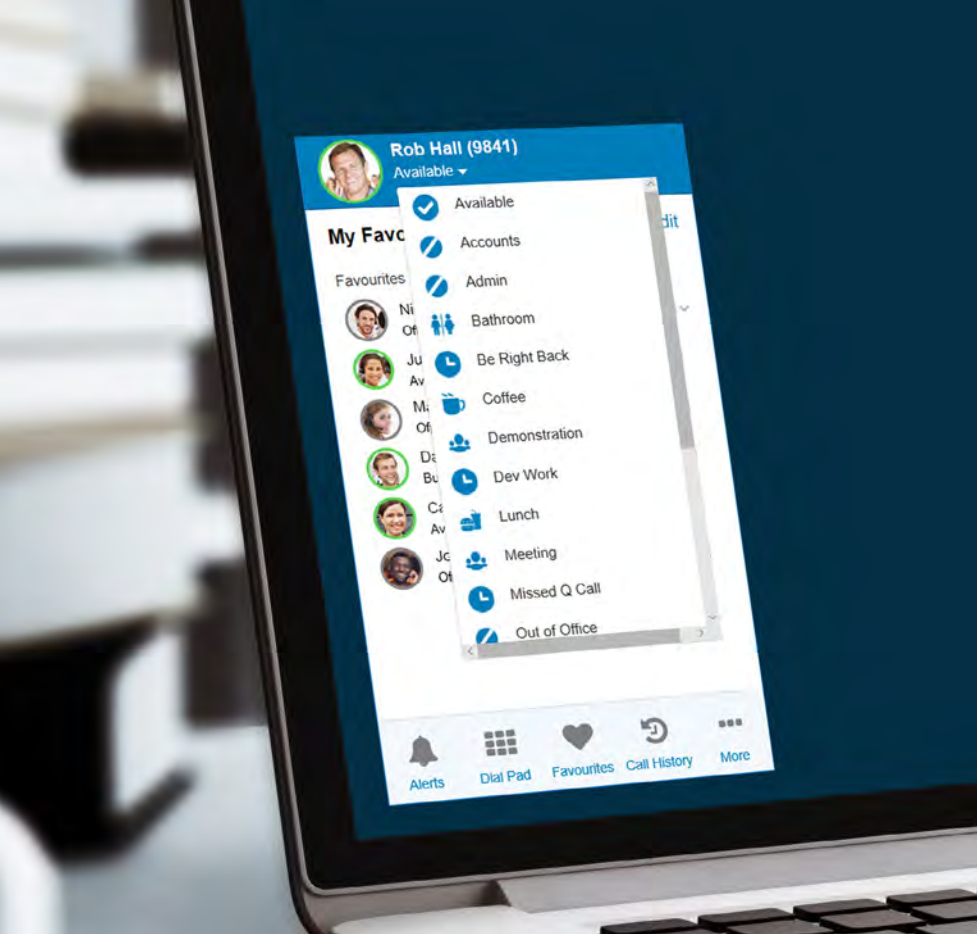
Update availability

CyDesk is integrated into CyCX-Connect and allows users to quickly and easily update their status to any one of the options predefined by the administrator. CyDesk displays the status of other users and how long they have been away.

If a user wishes to contact another user who is currently unavailable, they can message them or even set an alert to identify when that user becomes available.

Screen-pop with caller's details

CyDesk allow agents to access the caller's details immediately, enabling them to answer with a warmer, more professional welcome. By integrating into your Customer Relationship Manager (CRM) or database, calls are automatically matched with contacts in your system and the customer's information is presented in a screen-pop right on the agent's desktop.

When used in conjunction with Outlook, CRM or a database, previous calls are logged and all the customer history (including recorded calls where applicable) are easily accessible at the click of a button.
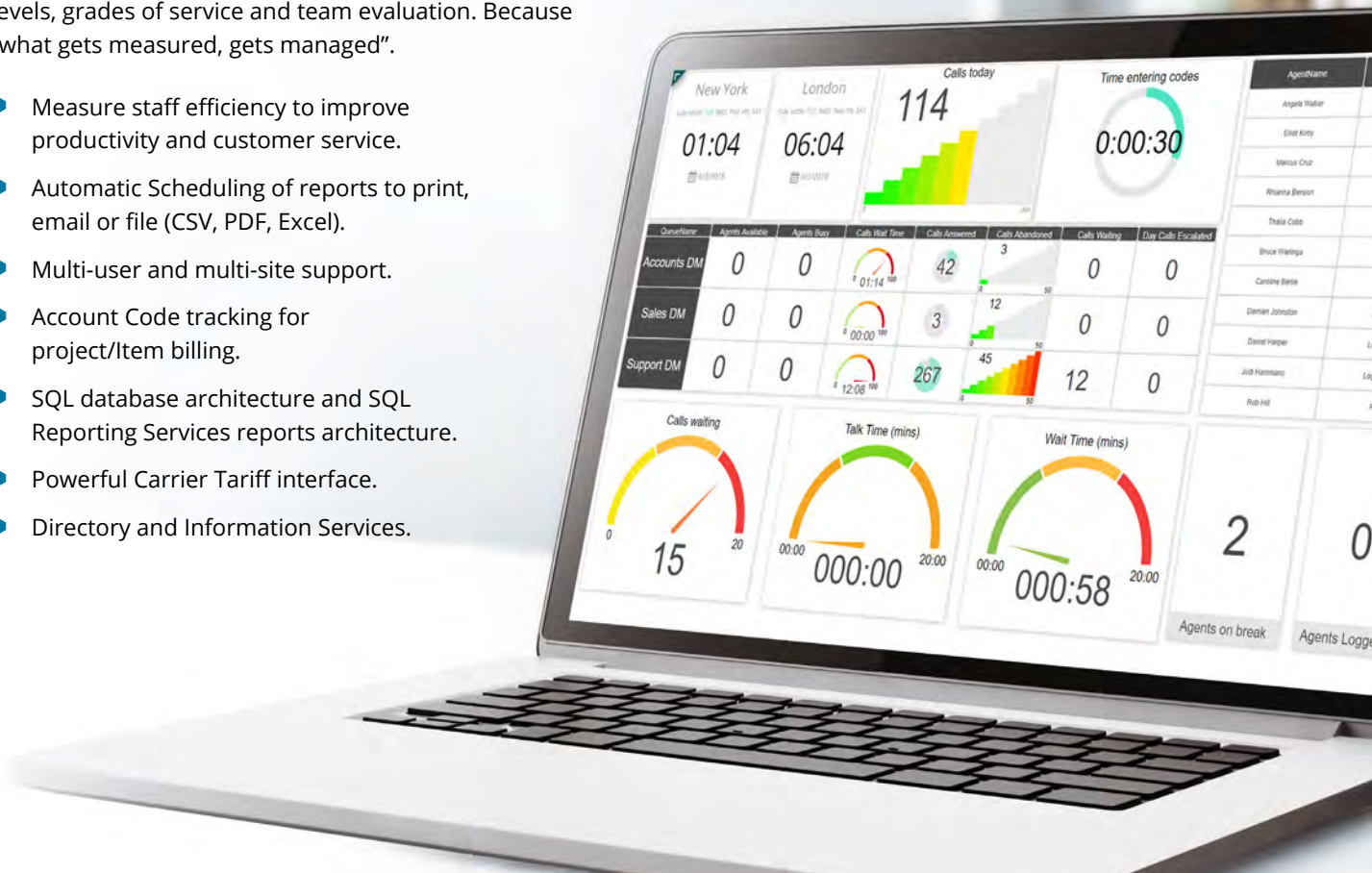
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Easily answer and transfer calls

Calls can be answered, put on hold and transferred with the click of a button. Agents can select from a range of transfer options; they can SMS or instant message colleagues or have CyDesk alert them once a busy user is made available.

This intuitive and flexible system ensures an efficient and cost effective platform for your organisation, whilst providing the highest quality customer experience.

Measure your key business metrics

CyReport is also integrated into CyCX-Connect and offers powerful reporting tools for system performance, service levels, grades of service and team evaluation. Because "what gets measured, gets managed".

- Measure staff efficiency to improve productivity and customer service.
- Automatic Scheduling of reports to print, email or file (CSV, PDF, Excel).
- Multi-user and multi-site support.
- Account Code tracking for project/Item billing.
- SQL database architecture and SQL Reporting Services reports architecture.
- Powerful Carrier Tariff interface.
- Directory and Information Services.

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Powerful supervisor monitoring tools

Due to the flexible web based architecture, supervisors can log in and monitor their teams from anywhere using the powerful tools integrated into CyDesk.

Supervisors can see a log of all the calls made or taken by each agent and when used in conjunction with CyRecord, individual calls can be played back at the click of a button.
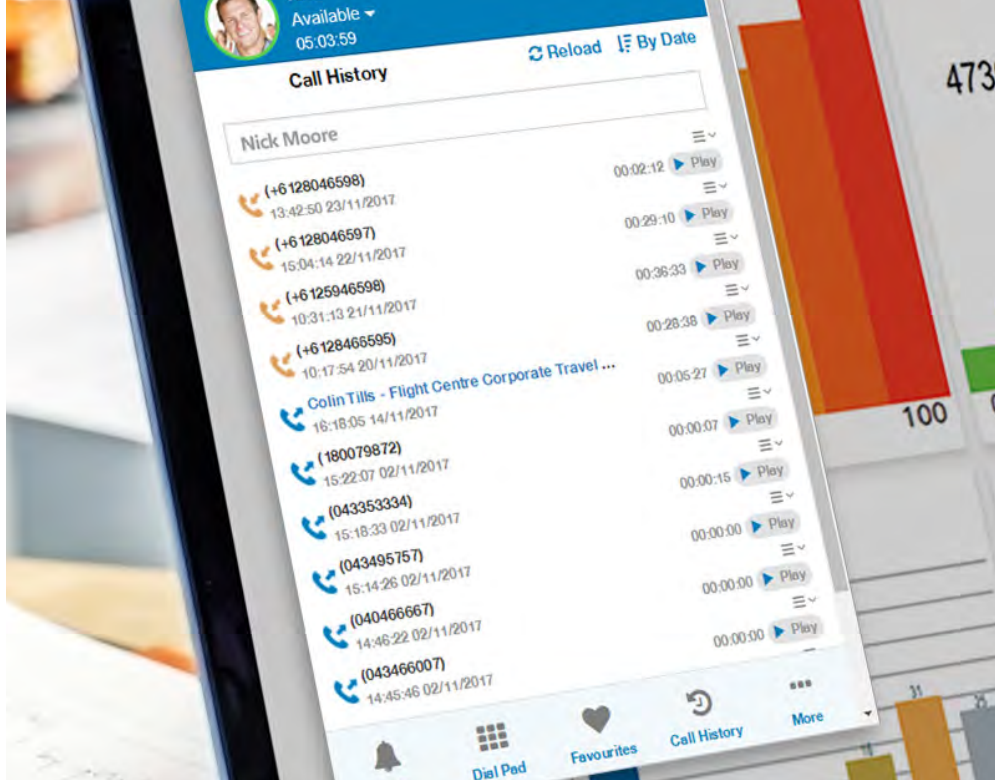

Add CyRecord™ call recording and reporting with PCI DSS compliance

Essential for any organisation, call recording provides undisputed facts about calls, resulting in more rapid dispute resolution.

CyRecord also allows you to monitor and improve your customer service through listening, training and compliance with the requirements of regulatory bodies.

Ensure compliance with regulatory bodies.

• Prove adherence to your clients business requirements.

• Improve staff capability through listening & performance review.

• Accurate recording of the facts to Improve service delivery.

• Resolve 'who said what' disputes quickly and without concession.

• Pinpoint top performer's skills to help less successful colleagues.

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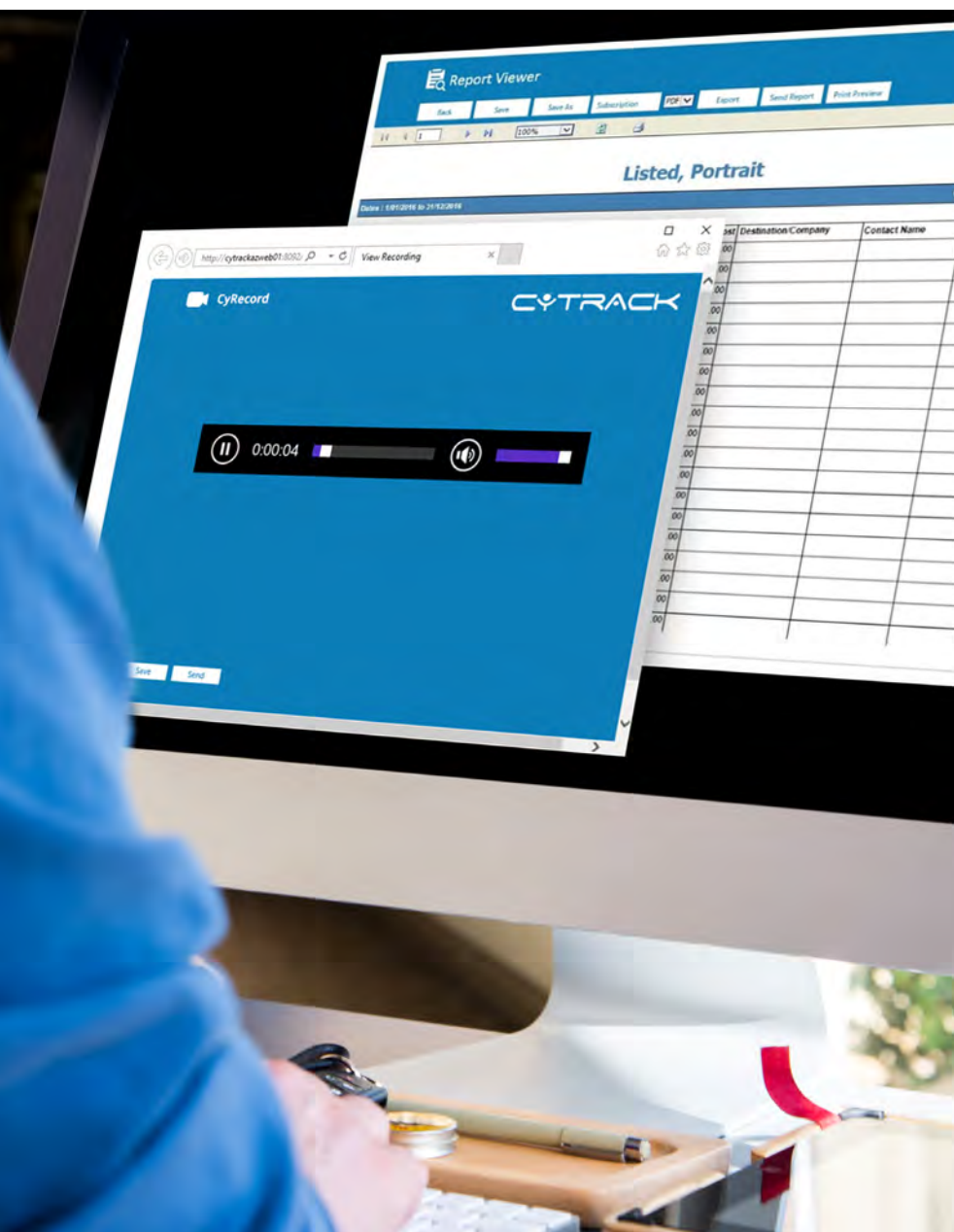
A modular suite of customer experience applications tailored to your business

CyCX-Connect is a modular range of customer experience applications enabling you to pick and choose what works for you. These can be delivered individually or integrated together for a complete business solution. Our customer experience technology experts are available to answer your questions and help you find the right configuration for your business.

CYDESK
Unified Communications & CTI

Desktop call control with CRM applications and business process integration. Our web browser based application includes Presence, IM and full call control, also integrates with Outlook contacts and calendar, Skype for Business and more, send SMS by adding CySMS™ and connects to CyReport™ & CyRecord™ for powerful business solutions

CYREPORT
Reporting, Dashboards & analytics

Entry Level SMDR CyReport™ includes over 130 prepared reports, as well as a powerful configurable browser-based dashboard for analytics and alerts. Upgrade to CyReport Plus for Real-Time ACD & ring group reporting on supported PBX systems. CyReport connects to CyCX-Connect for contact centre reporting, and CyRecord for voice recording search and playback.

CYRECORD
Voice & Screen recording

ISDN, Analogue and SIP Recording. Meet PCI Compliance with AES algorithm capable of using cryptographic keys of 128, 192, and 256 bits to encrypt and decrypt data in blocks of 128 bits. Integrates to CyReport for powerful search and replay Integrates to CRM via CyDesk

CYRECORD INSIGHT
Speech Analytics

Evaluate and categorise calls at scale to measure compliance, build scorecards, rate customer sentiment. CyRecord Speech Analytics can transcribe and analyze 100 percent of your recorded calls to automatically analyze words, phrases, categories and sentiment during calls to reveal areas of opportunity or concern.

CYCALL
Telemarketing & Pro-active engagement

Beyond telemarketing with proactive opportunity creation. Speak to more customers and prospects with CyCall omni-channel outbound & telemarketing contact centre.

CYCX WFM
Workforce Management

Forecast, schedule and monitor your workforce in real time. Improve your service levels and reducing staffing costs by closely matching staffing levels to workload with accurate forecasts, intelligent real-time monitoring & reporting.

CYSMS
SMS Messaging

Add CySMS to CyDesk for desktop SMS messaging send and receive. A wide range of competitive SMS plans for all customer sizes.

CYCHAT
Web Chat Messaging

Web Chat is fast becoming a channel of choice for customer service and is the perfect complement to our CyCX-Connect Omni Channel Contact Centre solution.

CYSOCIAL
Social Media integration

Connect with your customers with social media integration for your CyTrack applications.

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CyCX AI — Artificial Intelligence

Combine virtual and real support with a live chat solution that is defining industry best practice. With CyCX AI, companies are empowered to deliver a fully integrated support experience by combining self-service virtual agents and human-assisted live chat.

CyLive — IVR & Self Service

CyLive is a powerful Interactive Voice Response (IVR solution) Engine and Management Module designed to offer very sophisticated automation and self service features with a user configurable interface that uniquely provides an IVR designer tool in a flow chart design.

CyLive Speech — Speech Cognitive Services & AI

Convert audio to text, perform speech translation and text-to-speech with CyTrack unified Speech services together with AI technology for combining self-service options and human-assisted delivery

CyCoach — Evaluation & Assessment

Agent evaluation & training management, build skills, confidence and performance of your team. CyCoach leverages voice recording to deliver a sophisticated agent evaluation, feedback and training management process

CySurvey — Customer Satisfaction & Survey

CySurvey allows you to design and create your own surveys. With CySurvey you measure your customer's satisfaction with your business and gain the 'voice of the customer'.

CyPulse — Services Monitoring

CyPulse application & services monitoring solution. Catch and resolve issues before users notice them