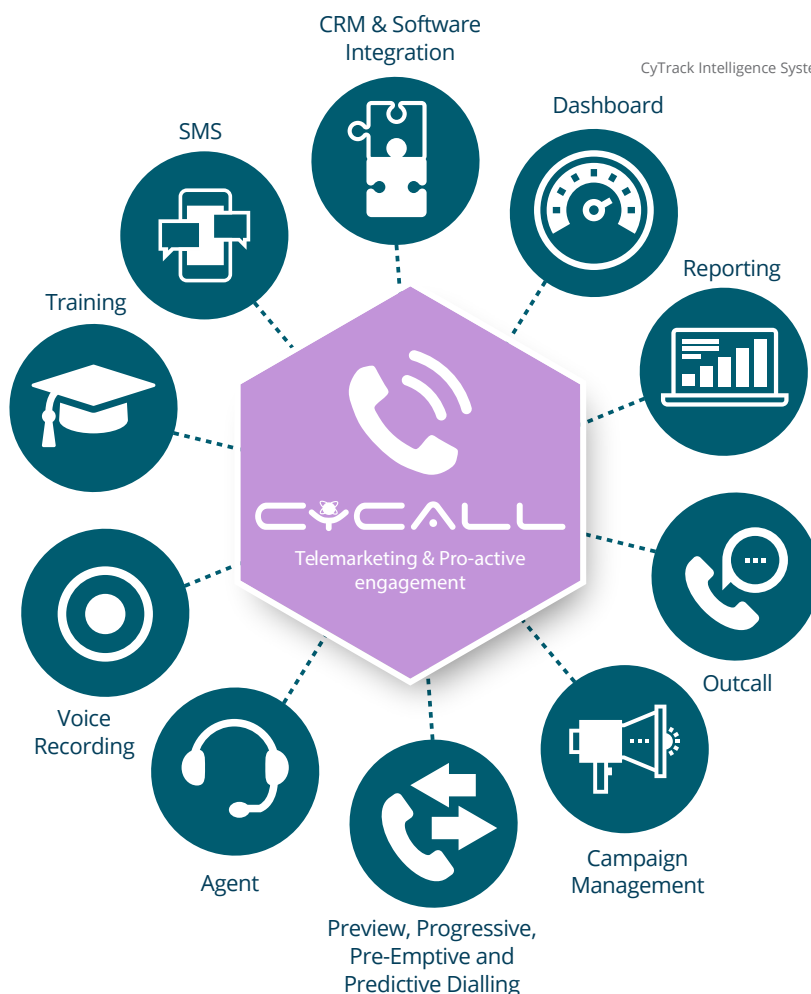




Beyond telemarketing with proactive opportunity creation



The evolution of the outbound contact centre, CyCall is a blended environment to connect your team with more people and create more opportunities.

An affordable and professional telemarketing outbound contact centre management and reporting system which can be used to increase revenue opportunities or to simply stay in touch with your customers.

- Fully blended IP Contact Centre Solution.
- Preview, Progressive, Pre-emptive, Predictive, Adaptive & Outcall modes.
- Load campaign data from ODBC or directly from CRM.
- Skills based routing.
- Unlimited campaigns.
- Unlimited agents per team.
- SMS & web call-back.
- Completion codes.
- Automatic & scheduled retry.
- Campaign expiry date and scheduling.
- Built-in CRM integration for list retrieval.
- Historical reporting and dashboard.

Which approach works best?

1 Preview mode

In preview mode, the system will pop the next selected target details up allowing the agent to view pertinent details. CyCall then dials the number when the agent clicks 'ready'. When finished the agent can complete any wrap-up details and then clicks 'ready' for the next target screen pop and 'ready' to dial the number - the cycle is repeated. In this mode the agent controls the pace of each next call.

2 Progressive mode

In Progressive mode the call centre manager enters a wrap up time that allows the agent to complete details after the call - then the next target is popped to the agent and the number is dialled. When the call is completed the agent has the set time to complete details before the next target is popped and the number dialled. In this mode the administrator is enforcing a pace between each call.

3 Pre-emptive dialling

Many people confuse a pre-emptive dialer with a 'predictive dialer' when they ask for this type of functionality.

A **pre-emptive** dialer is preferred by many customers because it provides many of the productive features of a predictive dialer but can be run with less agents. The customer can also control the out-dial patterns and ratios specifically to their preference, and calls are only made when agents are already available.

A **predictive dialer** however calculates this process using automatic algorithms. If you don't have enough agents and/or reasonably high level call volumes then a pre-emptive dialer may be more suitable.

The CyCall pre-emptive dialling module auto-dials the campaign numbers as agents become available and determines whether they are a 'positive' connection (answered by a person) or 'unpositive' (an answering machine, fax, or modem).

Positive Connections are immediately transferred to an agent.

The management interface allows for configuration of ratios of agent to callout patterns and agent availability.

4 Predictive dialling

The CyTrack predictive dialer is suited for outbound contact centres of more than 10 agents and for aggressive telemarketing. A predictive dialer works by an advanced call-pacing algorithm that places calls from a list.

The predictive dialer's aim is to ensure a call is ready with a reached contact as the agent becomes available. Unlike pre-emptive, which waits to dial when agents are available, the predictive dialer is calculating when to start dialling for the next contact based on a prediction of when the next agent will be available and the time and number of calls it may take to get that next contact. The predictive dialer maximises the use of the agents and the contact list.

The predictive dialer uses a very specialised and complex algorithm by measuring and automatically adjusting its process to be the most efficient, including considerations such as below:

- Average ring time.
- Success rate.
- Max dropped call rate.
- Over-dial rate.
- Agent available count.
- Average call handling time.
- Connect rate.



Multi-dial mode



Do Not Call List



Powerful campaign management

Integrates with your CRM or database

CyCall can talk to your customer database or Customer Relationship Management (CRM) system. CyCall connects to most popular systems right out of the box, including Microsoft Dynamics, Salesforce, SalesLogix, GoldMine, Maximizer, ACT! and many more.

If you have developed your own CRM or customer service solution, we can work with that too. Our software kits & API's enable you to talk with us and set up your own click to dial, screen pops, storage of key details about the call, voice recordings and more.

Campaign management

Use your CRM or spreadsheet to create segmented lists, which can then be imported into a CyCall campaign.

CyCall campaigns offer a flexible system that can be configured to your requirements, assigned to specific teams and scheduled to call at the most successful times.

Set expiry dates for lists

In general, washed lists can only be relied upon for 30 days, which is why CyCall allows you to assign expiry dates on your imported lists to ensure compliance.

Post campaign analysis

Exporting post campaign data from CyCall and analysing the results is an excellent way to re-segment and create new campaigns, maximising your efficiency and effectiveness.

Rescheduling

Choose to automatically reschedule all unconnected calls, or have agents manually reschedule via a built-in calendar.

Reassigning

If an agent is unexpectedly unavailable, CyCall can reassign the missing agent's calls according to your preferences.

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Full multi-channel IP outbound contact centre suite

- Campaign admin interface.
- Business intelligence reporting.
- All campaigns and agents available activity in real time.
- Campaign schedule for auto enable/ disable.
- Preview/ Progressive/ Pre-emptive/ Predictive dial modes.
- 'Do not call' compliance.
- Database/ CRM integration.
- Optional voice recording.
- Integrated reporting
- Configurable completion codes and wrap-up times.

UC desktop agent interface

- CRM integration.
- Click-to-dial.
- Screen pop.
- Presence.
- Messaging.
- Optional SMS.
- Completion codes.
- On-screen wallboard.
- Integration with customer database or CRM.

Powerful add-ons

- SMS gateway.
- PCI DSS compliant voice recording.
- IVR.
- Web chat.
- Social media integration.
- Agent evaluation and training module
- Customer satisfaction and survey module



Update agent availability

CyDesk is a powerful desktop call control tool integrated into CyCall. Users can quickly and easily update their availability status to any one of the options predefined by the administrator. CyDesk also 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.

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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.





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 CyCall, offering powerful reporting tools for system performance, service levels, grades of service and team evaluation. Because what gets measured, gets managed.

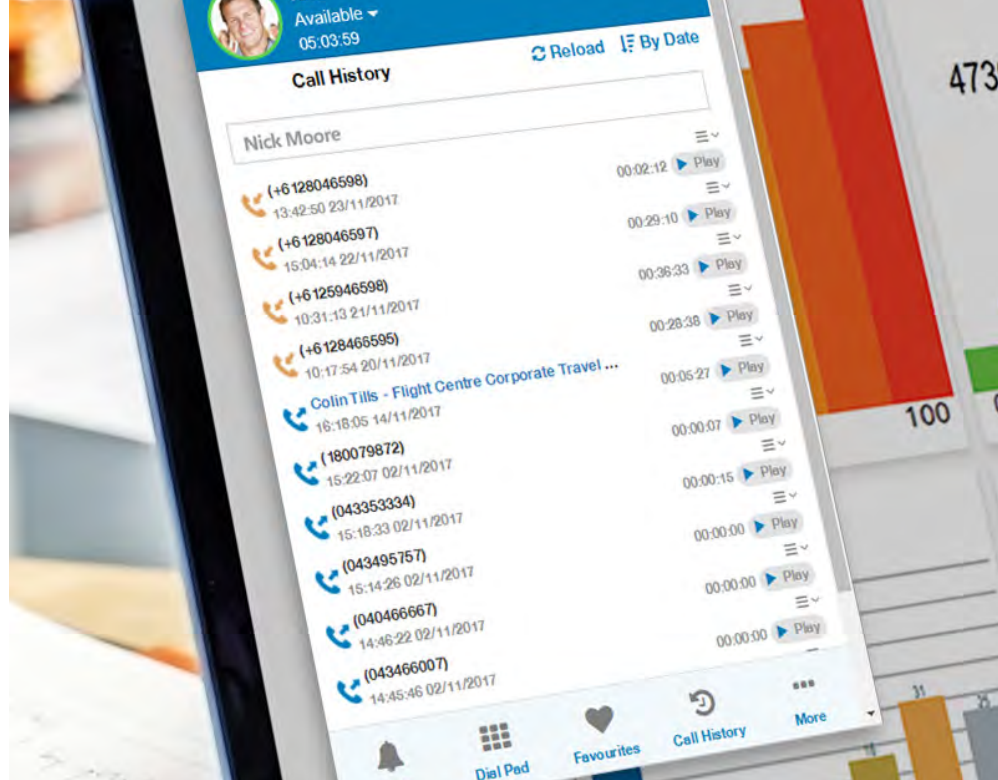
- Measure staff efficiency to improve productivity and customer service.
- Automatic Scheduling of reports to print, email or file (CSV, PDF, Excel).
- Multi-user and multi-site support.
- Account Code tracking for project/Item billing.
- SQL database architecture and SQL Reporting Services reports architecture.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



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.

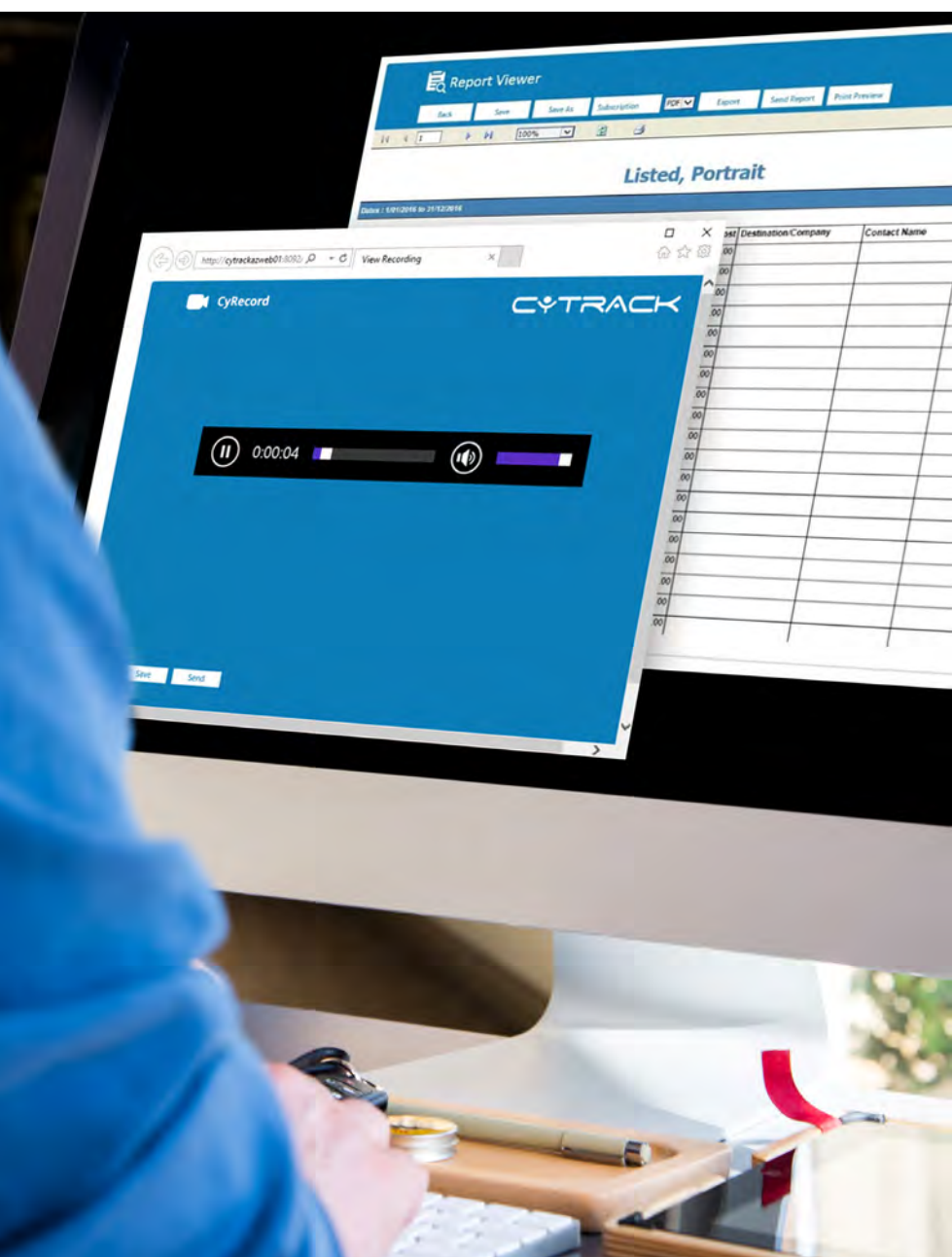


Add CyRecord™ call recording and reporting with PCI DSS compliance

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 and performance review.
- Accurate recording of the facts to Improve service delivery.
- Resolve 'who said what' disputes quickly and without concession.
- Pinpoint top performers skills to help less successful colleagues.



A modular suite of customer experience applications tailored to your business

CyTrack technology 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.



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



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.



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



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.



CyCX-Connect omni-channel provides the ability for your customers to communicate however they want, anywhere, anyhow via telephone, web-chat, SMS, web-callback, callback in queue, email and social media with the list growing every day.



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.



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



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.



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

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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 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.



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



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

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Microsoft
Partner



Gold Application Development
Gold Application Integration
Silver Cloud Platform



Microsoft Australia Partner Awards
Celebrating Excellence | Winner
Excellence in Industry and Platform Innovation