

# Cloud Contact Centre and Unified Communications

## Create amazing employee and customer experiences

### More stresses and demands than ever

Digital customers don't forgive or forget. They expect stunning service and freedom to choose how and when they engage with your business. Anything less and they won't think twice about going elsewhere.

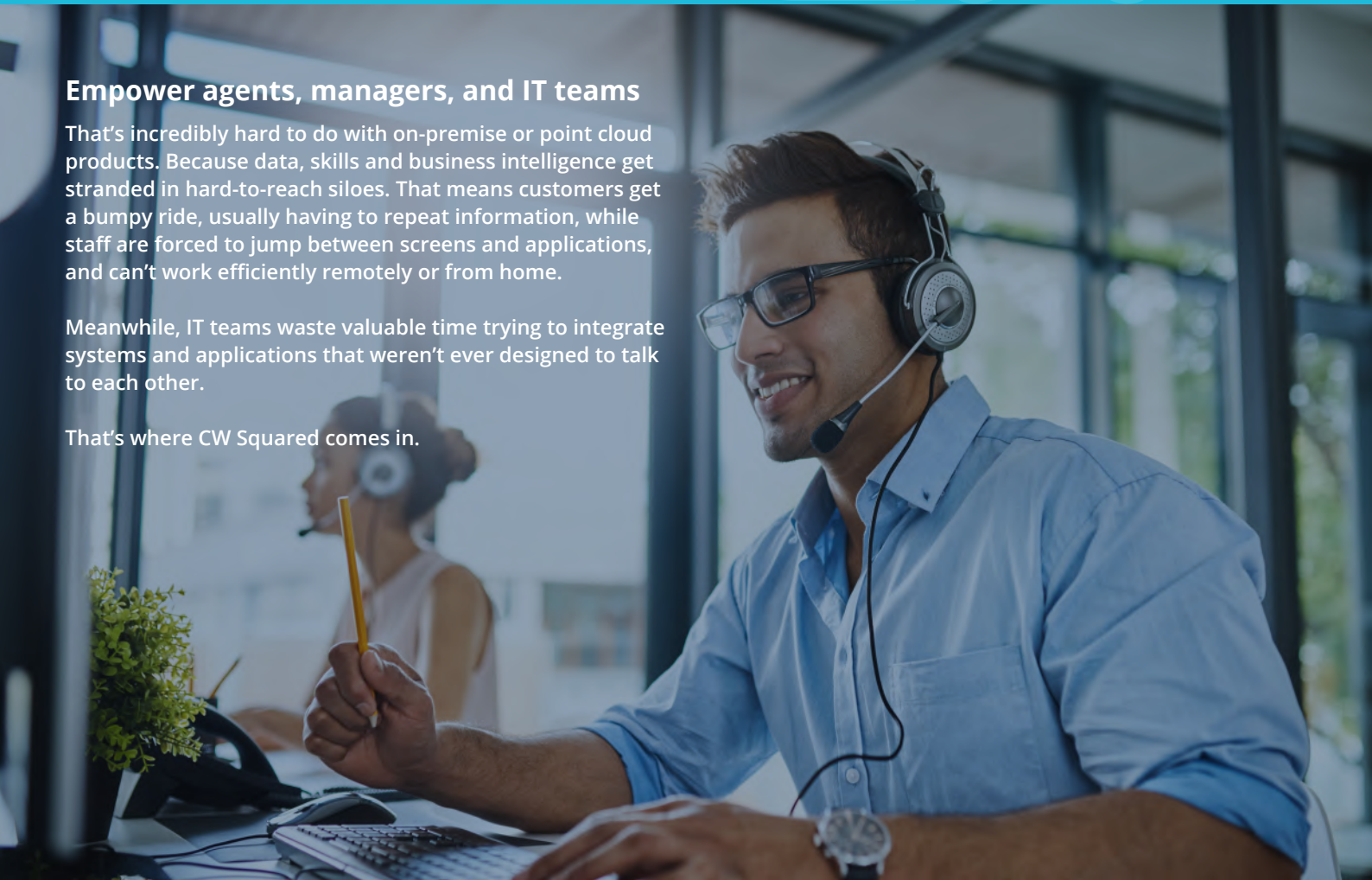
COVID-19 has multiplied those pressures. Times of adversity amplify our emotions. Customer stresses and demands have reached the point where sterile interactions, with advisors forced to read from one-size-fits-all scripts, no longer cut it. They must be empowered; freed to be sensitive to customer feelings in intensely personal situations. They need to be brilliant when it matters most. Which is all the time.

### Empower agents, managers, and IT teams

That's incredibly hard to do with on-premise or point cloud products. Because data, skills and business intelligence get stranded in hard-to-reach siloes. That means customers get a bumpy ride, usually having to repeat information, while staff are forced to jump between screens and applications, and can't work efficiently remotely or from home.

Meanwhile, IT teams waste valuable time trying to integrate systems and applications that weren't ever designed to talk to each other.

That's where CW Squared comes in.





## Solution

We can help you swap siloed systems, teams and work practices for smarter data-driven insights and omnichannel customer experience – with everything managed in the cloud for maximum flexibility and efficiency.

## Good for customers

When the coronavirus outbreak hit, legacy infrastructures stopped many contact centres from absorbing off-the-scale traffic spikes and rapidly switching to home working to protect their staff. These problems go away when you move to the cloud with our unified communications and contact centre solutions.

Here are some more ways in which CW Squared helps accelerate cloud and digital journeys, and the reasons why our customers choose us:



### Joined-up customer journeys

Consumers switch communication channels all the time. We'll ensure you can always follow the conversation, so agents don't miss valuable context and your business doesn't risk inferior experiences.



### Faster time-to-innovation

Without a solution that supports easy changes and integrations, it's difficult to add agents, adjust schedules or optimise workflows. It's also harder to connect to other critical systems. We remove those problems.



### Less on-prem and cloud products to manage

IT teams are often forced to add point solutions to enable individual channels. This creates gaps in systems, data and processes. It also increases IT complexity and workloads. We'll manage your cloud contact centre and UC platform for you.



### No more unreliable, unstable systems

An outage is bad news. And not all solutions are built equal on cloud architectures that allow for failover and immediate scalability. We'll make sure you're fully protected at all times.

## Good for employees

Many companies have woken up to the fact that happy agents are more engaged and productive. High satisfaction ratings and net promoter scores also equate to lower training and recruitment costs.

Our unified communications and contact centre solutions provide the essential tools your people need to work effectively and offer an amazing customer experience every time. Other advantages include:



### High employee engagement

Less chance of misrouted interactions and greater task variety has been shown to relieve stress, improve motivation and boost productivity.



### Better insight into contact centre performance

Manually piecing together data takes too much time and creates room for errors and missed insights. We'll provide automated reporting and analytics, customised specifically to your needs.



### No more hunting for data

Users get real-time insights into each customer's interactions and journey with information placed right at their fingertips.



### Less duplicated effort

Constantly opening additional screens and re-keying data into different systems is soul destroying. We'll remove those barriers with ingenious integrations and process automations.



### Introducing AI-powered virtual assistants

Voice and chatbots remove the monotony of dealing with basic tasks and FAQs, releasing employees to deal with complex requests that need a more personal touch.



### Increased first contact resolution

Compared to before, employees are able to resolve more requests on the spot, removing the need for follow up actions, hand-offs and transfers. In turn boosting fulfilment and job satisfaction.





## Benefits

With CW Squared Contact Centre and UC solutions you get:

- Improved insight and 360-degree view of customer journeys
- Resilient business continuity and effective home working
- Higher employee and customer satisfaction
- Ability to innovate and turn on service improvements sooner
- Greater automation with AI-powered bots and analytics
- Savings from not owning, maintaining and refreshing IT assets

**Make your UC and contact centre investment count.**

 **CW Squared**

**Get in touch today**

Let's take your organisation to where you want to go.

**Tel: 020 3995 4445**

**email: [contact@cw-squared.co.uk](mailto:contact@cw-squared.co.uk)**

