Enabling a Hosted Mobile Experience in the Contact Center

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Paul Adams – Director, Business Solutions
Industry’s leading VoIP Communications Application Server

• Supports Business, Consumer, and Trunking services
• 30% revenue market share – Infonetics Research
• 20 of top 25 top carriers, based on revenue
• 500+ customers in 70 countries

Provides fully-integrated Unified Communications Solution

• ‘UC-One’
• Call Center
• Messaging, Conferencing, Web Collaboration

Industry leading Web 2.0 Program

• Xtended: RESTful API, Marketplace
• Developers Community: 5,000 members

Large Solution Ecosystem

• 500+ devices and technology partners
Primary Industry Trend – Broadband Proliferation

In 2010 mobile broadband subscribers hit 700M, passing the 500M of fixed broadband

- Shift from scarce broadband to abundant broadband
- Shift from fixed lines to mobile users
- Fiber and LTE provide anytime and everywhere broadband
- Enabling new ways of communicating
  - Visual Communications
  - Collaboration
- Hosted Services can provide scalability and quality of service
The Mobile Call Center of the Future …
Today’s *Typical* ‘Mobile’ Contact Center Experience

Hello? What was that you said?
Is somebody there?
What was that number? (how do I remember that??)

“You may experience longer wait times than usual” (because we’re light on staff today)

Here is your case number … X45C184NH12 … did you write that down?
A ‘Better’ Customer Experience

Visual Wait Time

Video Agent

SMS Agent

fonolo

STELLAService
Today’s *Ideal* ‘Mobile’ Contact Center Experience

How does a Hosted Architecture help reach the goal?
Hosted Benefit #1
Scalable, Flexible Voice Self Service

This is John Smith. What is my account balance?

Is my flight on schedule?

¿Dónde está el más cercano de grúa?

Hosted, ‘shared’ IVR Self Service

Multi-tenant
Carrier Grade
Speech Biometrics
ASR/TTS engine
Recording

When is my prescription ready?

Small Business

Large Business
Hosted Benefit #2
Never Upgrade Again – Part 1 – Upgrade Costs

Then

Now
Hosted Benefit #2
Never Upgrade Again – Part 2 – Changing Technology

Now

Voice
Chat
Email
Home Agents

Near Future

New Technology

Lte
WebRTC

Customer ID
SMS

Video Agents
Video Kiosks
Hosted Benefit #3
Leverage ‘Service on Demand’ from the Cloud

Dog Days of Summer

- Idle capacity
- Wasted power and space
- Easy to reduce staff, not equipment

Peak Season

- Infinite* capacity in the cloud
- Temporary staff increases
- Remote and distributed agents

*OK .. Maybe not infinite
Hosted Benefit #4
Lower costs with centralized Call Control

‘Better’ Hosted Solution

Customer

Hosted CC Provider

IVR, ACD, Reporting, etc

Local Call Center

Main Amazon Switch

How can I help you?

Home-based Agent
Benefits of a Hosted Architecture

- Carrier Grade
- Scalable
- Maintenance Free
- Lower Cost
- Redundant
- ‘EverGreen’
- Mobile Ready
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**CHEAPER**

**BETTER**

**MORE FLEXIBLE**
Sample of US Hosted Contact Center Providers
Embrace the Cloud!

Social Media
- Facebook
- Google+
- Instagram
- LinkedIn
- Twitter

Computing
- Amazon Web Services
- IBM SmartCloud

Collaboration
- Google Apps
- Huddle

CRM/WFM
- PIPKINS
- Salesforce
- Injixo
- Microsoft Dynamics CRM

Storage
- Google Drive
- Dropbox
- SkyDrive

Call Center Apps
- BroadVox
- LiveOps
- Contactual

Voice IVR
- Tellme
- Nuance
- PlumVoice

Call Control
- BroadSoft
- LiveOps
- CenturyLink
- Genesys

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THANK YOU!