



Data Sheet

TECHNOLOGY INNOVATION SOLUTIONS

Cloud Contact Center: SMB



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Overview

Jumpstart your contact center with integrated customer relationship management (CRM) technologies. Cloud Contact Center: SMB is a package of pre-integrated technologies that offers a “contact center in a box.” Specifically designed for small- and medium-sized businesses (SMB), this enterprise-class, cloud solution combines CRM and Automated Call Distribution (ACD) technology with the TeleTech GigaPOP[®] Voice over Internet Protocol (VoIP) network for a fast and easy to deploy, bundled contact center solution.

Customer Interaction Cloud: Salesforce CRM and Cisco ACD

The Customer Interaction Cloud is a Cloud Contact Center: SMB product. It integrates Salesforce.com[®] CRM and Cisco[®] ACD for an all-in-one solution. The system includes:

- Salesforce Service Cloud CRM application
- Cisco ACD
- TeleTech GigaPOP Voice over Internet Protocol (VoIP) Network
- Management Portals
- Reporting

Features and Benefits

The Cloud Contact Center will transform your service delivery center into a customer collaboration hub.

- Access new technology now—As a cloud solution, no software is required and the system instantly scales up or down to fluctuate with your business.
- Save money—You don’t need telephones, because softphone capabilities give agents the ability to manage calls with the click of a mouse.
- Enable both sales and service—Integration unites the computer telephony integration (CTI) system and the Salesforce CRM application so agents get a 360-degree view of the customer.
- Serve customers through more channels—Route and respond to customer requests from social media networks and other Internet channels.

Launch a contact center
in one week.

- Provide faster customer service—Automatically capture and escalate customer cases from all channels and route them according to your unique business rules.
- Turn service into sales—Immediate access to marketing campaigns and past customer purchases help associates quickly match products and services to customer needs.
- Ensure compliance—The technology is PCI and SAS 70 compliant.
- Enhance productivity—Advanced features like click-to-dial, call logging, call audit trails, reports, voicemail, and inbound and outbound calling capabilities accelerate processes.
- Evaluate employees—A supervisor portal monitors agent status, provides statistics, and enables managers to silently observe calls.
- Handle inquiries effectively—The administrative portal manages call routing, prompts employees with messages, and manages agents and skill groups.
- Gain visibility—Out-of-the-box reporting generates daily, standard, historical, and real-time reports for informed decision making.

Uses

Small- and medium-sized businesses across every industry choose Cloud Contact Center: SMB to rapidly deploy contact center technology using just a laptop and a phone connection. Designed for companies with less than 300 users, the Cloud Contact Center: SMB makes it simple to trade costly capital investments for affordable operating expenses. It can be used with onsite agents or with virtual, at-home agents, and it works with both basic voice-only contact centers as well as with full multichannel environments.

Real Results

Companies that use the Salesforce Service Cloud application have reported the following benefits:

Increased Revenue

- Increased customer retention by 26 percent

Optimized Costs

- Increased productivity by 37 percent
- Deflected 25 percent of call volumes to more cost-effective channels
- Reduced training time and service costs by 25 percent
- Reduced total cost of ownership (TCO) by 30 percent using queueing, CTI, routing and ACD virtualization

Enhanced Customer Experience

- Increased customer service by 28 percent
- Reduced first call resolution by 30 percent
- Decreased resolution time by 30 percent

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www.teletech.com/solutions/
technology-innovation**Related Products and Services**

- Cloud Contact Center: Enterprise
- Premise Contact Center

Key Differentiators

- Quick time to value—The Cisco system administration portal provides instant procurement (toll free numbers/direct inward dialing), sophisticated agent management and 30-second IVR configuration.
- Reliability—Cisco's computer telephony integration (CTI) and the TeleTech GigaPOP VoIP Network offer enterprise-class technology and support more than 6.8 million VoIP minutes per day.

Why eLoyalty, a TeleTech Company?

eLoyalty has expertise in designing, building and remotely managing advanced contact center solutions. With our on-premise technologies, we have installed over 100,000 contact center seats and currently support 70 Global 1000 companies. eLoyalty's cloud technology utilizes TeleTech's GigaPOP® cloud infrastructure, which lands calls from over 90 countries, supports customers in six continents in 30 languages and handles 3.5 million customer interactions, 6.8 million VoIP minutes and over 245,000 communication interactions per day. Our cloud technology experts have deployed over 150,000 licensed seats and manage over 50,000 concurrent users daily.

More Information

For our Salesforce CRM and Cisco solutions, please refer to www.customerinteractioncloud.com. For information on the full suite of Technology Innovation solutions go to www.teletech.com/solutions/technology-innovation

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