

The Benefits of a C@P Pricing Model

Take advantage of the latest and greatest contact center features at a manageable and predictable OPEX.

Paying too much for the cloud?

Owning and maintaining your own enterprise-grade contact center infrastructure is expensive. Not only does it require a substantial investment up-front, but the ongoing upgrades and maintenance required can become a significant financial burden. That's why many companies are migrating their contact centers to the cloud. By letting someone else host and maintain the infrastructure, you can shed the capital expense (CAPEX) and take advantage of the latest and greatest contact center features at a manageable and predictable operational expense (OPEX).

But before you make the switch, make sure you are choosing to partner with a company that has a flexible pricing model. Otherwise, you might still be paying too much. Contact center staffing needs are not often fixed throughout the year. Call volumes, busy hours, and seasonal business needs change. And, no two contact centers operate the same way. That means that a lot of the capacity you're paying for could go unused for long periods of time. So, why should the one day you hit your peak usage determine what you have to pay for the entire month? We don't think it should.

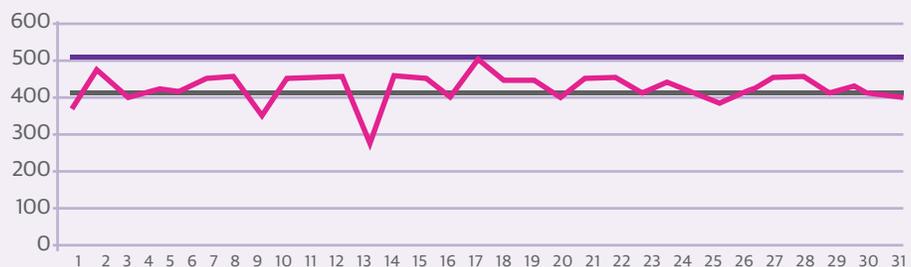
What is C@P pricing?

TeleTech Technology Cloud Powered by Avaya follows a unique Concurrent Associates at Peak (C@P) pricing model. C@P reflects the true operational cost that contact centers utilize on a daily basis. We look at the number of days in the billing period and multiply that by the peak associates/ports logged each day for a given application. We then average them over the billing period to get the actual amount you will be billed.¹

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The TeleTech Advantage

500 Seat Contact Center Daily Peak Concurrent Associates for 31 Days



Actual Usage
Standard Billing Model
 Most cloud providers bill based on named associates or the MAX concurrent reached in the month: 495
TeleTech C@P Billing
 We bill based on the AVERAGE daily peak for the month: 424

TeleTech Advantage
 12% less billed associates count

Are you paying for what you don't use?

What solutions support C@P pricing?

- Avaya Aura® Call Center Elite
- Call Management System, (Included in Call Center Elite Pricing at a 10:1 Supervisor to Associate Ratio)
- Elite Multichannel (Voice, Email, Web Chat, SMS)
- Avaya Experience Portal – DTMF
- Proactive Outreach Manager
- TeleTech Associate Desktop

About TeleTech

TeleTech is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes, and operations, TeleTech partners with business leadership across marketing, sales, and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 41,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit TeleTech.com.

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