

# CLOUD CONTACT CENTRE OVERVIEW

## Why Cirrus?

**In a world dominated by mobility and the consumerisation of technology, users demand an effortless experience. They want to use twitter, web chat, email, SMS, Facebook and cleverly routed calling to connect. As customers have become channel agnostic, the medium for communication has become less important than the convenience of use and the immediacy of response.**

Cirrus is not just another contact centre provider. We're different. Our investment in unique technologies and contact centre people, means we don't just understand the operational and commercial challenges you face, but the outcomes you want to achieve. We specialise in delivering contact centre transformation and we are confident that no other contact centre platform vendor in the UK has more experience.

Our technology allows users to connect with customers anytime, from anywhere; effortlessly managing interactions across multiple channels. We live by our reputation and are recognised as one of the most innovative cloud-based telephony and virtual contact centre solutions; providing personalised customer journeys, every time.

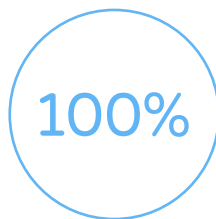
Delivering excellent customer outcomes is simple with Cirrus. However, we also know that a contact centre needs to be efficient and deliver a return on investment. We work with you to deploy our technology in a way that optimises your environment; allowing you to choose the capabilities that best suit your business.

When it comes to pricing we believe in transparency and simplicity. Cirrus customers can tightly control costs in a dynamic contact centre environment, using our flexible licensing model. Based on concurrent users and calculated daily, you can scale up or down rapidly, without incurring penalties.

When designing our platform, we placed ease of integration at the heart of the system. The result is a cloud solution that integrates quickly and easily with any website, CRM or back-office application; without the usual systems integration costs. Our approach to network management, business continuity and disaster recovery is also a little different to what you might expect. In short, we are a true cloud provider.



10+ Year Experience



100% Availability Since January 2014



True Cloud Platform



156 Million Minutes of Traffic Carried in 2019



Excellent Customer Satisfaction Rating



Winner of the Best SME Vertical Market Solution



World Class Integrations



Unrivalled RTO & RPO

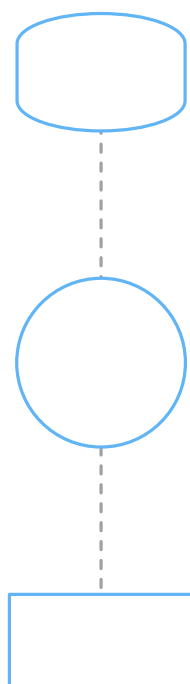
# Outcome Driven

**Our technology is a key differentiator, but it's not what defines us as a company. Many contact centre technology vendors can tick a box against a list of requirements, but few can equal our experience, and none can match our culture.**

We are 100% committed to the contact centre. Run by contact centre people, for contact centre people, we are focussed solely on delivering business outcomes for customers. Our subject matter experts are on hand from

the very beginning to develop a solution to meet your Day One requirements and our customer success team is there to ensure a long-term return on your investment in Cirrus.

As your objectives evolve over time, we'll be there with detailed traffic flow analysis and best-practice recommendations to ensure you continue to generate process efficiencies and deliver a great customer experience.



## Connected Technology

Leverage our connected technology stack to explore new ways of working; risk free and at minimal cost. Create new services quickly and easily in your personal sandbox and take them for a test drive. For more complex configurations, our experts are available to lend a hand. It's all part of the service.

Everything you might need is already live and connected to the network. There is no additional software to install, no servers to provision or racks to commission. You have access to instant provisioning and near limitless scalability; you just pay for the licences\* you use.

\*Concurrent voice system integration qualifier.

## Open APIs

**Most on-premises solutions evolve over time. For example, the call recording or workforce management tools you used when you first installed your Mitel or Avaya solution may have been upgraded or replaced in the interim. This may have left you with a complex support matrix, incorporating a range of service providers and contract dates.**

What many cloud service providers won't tell you is that when you choose their service, you will have no choice but to use their connected technology. This may mean having to terminate early on some of the systems you use in conjunction with your PBX and you may be forced into an unnecessary business process change.

At Cirrus, we have an Open approach to working with all 3rd party systems, whether we have worked with them before or not. As long as they use Open APIs and we are able to integrate, we will undertake this work as part of the project. We won't force you to change if you don't want, enabling you to fully realise a return on your investment in legacy systems.

All of our systems integration and development work is carried out in the UK, with a turnaround time measured in weeks, not months. If you want to keep your existing call recording and routing systems, but would prefer to outsource the management to Cirrus, we'll bring it all under the umbrella of our master services agreement.

# Smart Deployment

**As you may have already guessed, we like to do things a little different. A traditional deployment goes something like this: build the system, make a few test calls, train the users (much of which will be forgotten), wait until its quiet then switch over and hope for the best.**

The trouble with this approach is that hope is not a strategy. It's a high-risk approach that can have catastrophic effects if anything goes wrong; especially if the roll-back plan involves switching circuits back to the legacy system. If you were designing a process from the beginning, this is not what you would do. Neither would we.

Over the years, we have successfully deployed hundreds of new systems and services. This has led to the development of our smart deployment strategy. Rather than waiting for a quiet time, we want you to migrate when you're busy. This is when you will have the most contact centre and IT staff available to provide support.

First of all, we will have decoupled the pain of telephone line switchovers from the project by having your lines ported (or pointed) to our cloud platform long before the planned go-live date. Calls would be delivered back to your existing system and we would simply sit as an overlay.

Of course, functional and load testing will have taken place. However, we aim to reduce the time between training and go-live by training agents on the day of the launch. We typically take a group of agents aside and conduct a 20-minute training session before getting them back to their desks and straight on to the Cirrus platform, handling live calls.

The test group only will be using the new system, all other agents will be using the legacy system, so there is no hard cut-over. We continue to migrate users a group at a time, until your entire contact centre is using the Cirrus platform. This is a low-risk approach with little or no impact on customer calls.

# True Cloud

**Not all cloud solutions are created equal. In fact, not all cloud solutions are cloud at all. Some "cloud" service providers are actually providing a hosted solution. In some instances, this is a hybrid hosted and on-premises solution dedicated to an individual customer deployment.**

Some of these hosted platforms operate with legacy resilience methods, based on Active and Standby servers (typically across two data centres with SIP trunks split across the two halves of the system. If the Active system fails, services are redirected to the Standby system, with a typical RTO of 30-60 minutes. This is not true cloud.

The [Cirrus Cloud](#) is a single platform instance that is live for every customer across three data centres, providing greater resilience. Contact centre traffic is live across all

three data centres at all time and agents are connected to all three data centres simultaneously.

Calls are load-balanced across the three data centres, based on their origin or destination. There is no single point of failure within the system and data is synchronised across all three data centres every 100ms.

**The unique design of the Cirrus platform means we can guaranteed 99.999% uptime and deliver industry-leading RTO and RPO of just 60 seconds.**

# Business Transformation



Manchester

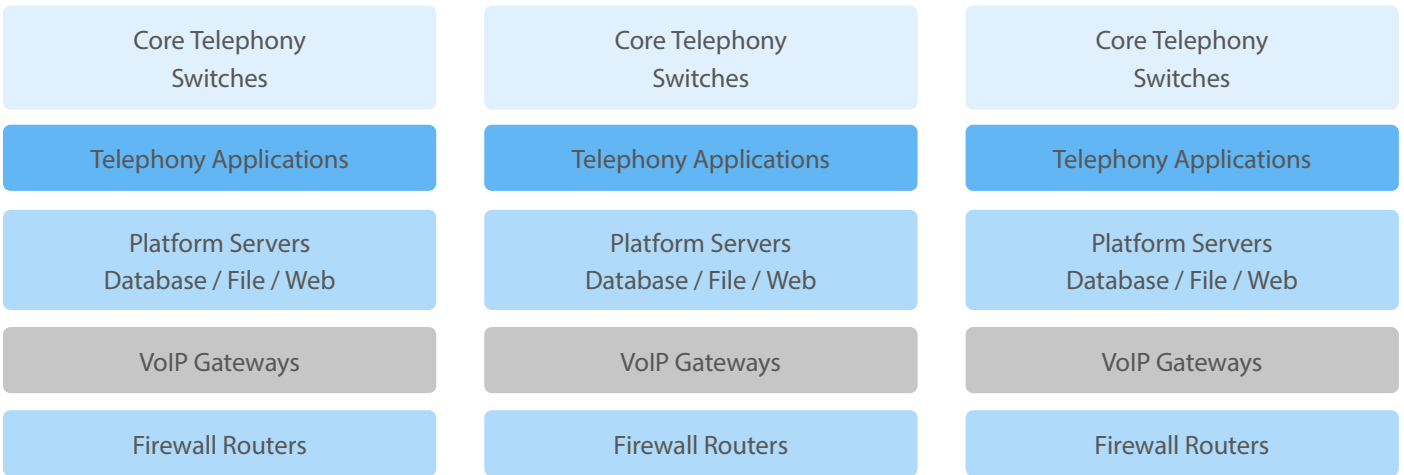


Birmingham









London

Telephone Network



Multiple Carrier Network Backbone / Secure VPN based Internet Fall-back

# The Cirrus Cloud Contact Centre

  				 	
Connected agent applications and tools	Hyper-Scale cloud with 'one click' provisioning	Flexible 'partner-up' app support on any device		Rigorous security and compliance built-in	Advanced routing and agent resourcing



**Connected Agent Applications** come with comprehensive Supervisor and Wallboard functions and integrate with multiple data management systems. Smartphone support for IOS and Android comes as standard, enabling users with cloud access via a mobile app. Plus, there's centralised cost management, call recording and corporate identity (CLI) presentation, even when calling from the mobile.



**One-Click Provisioning** of our hyper-scale cloud is delivered via an always-on service, with elastic scalability for instant flex-up and down when needed.



**Open Standards APIs** enable seamless integration with a wide variety of CRM, ERP and WFM systems, plus any web-based API for call routing and two-way business processes.



**ISO27001 certification** and use of Tier 1 data centres mean we already adhere to the most rigorous security compliance regulations. Add to that the PCI DSS Level 1 applications, our Cyber Essentials Plus and the up and coming GDPR legislation and you have a secure service to rival anything in the industry.



**Advanced Routing** saves customers time during busy periods; making routing decisions based on CLI or contextual CRM data, or providing Self Service functionality as an alternative. Omni-channel functionality, including SMS, Chat and Email, provides near and non-real-time communications, allowing Agents to handle multiple conversations simultaneously



**The Cirrus portal** offers multiple levels of reporting and management data. It provides everything from basic summary call reports to full cradle-to-grave web logs of every button click, menu path, spoken prompt and agent action.

## Omni-channel Communication

The average consumer operates across multiple media and multiple devices, seamlessly moving from one to another, often in the course of a single interaction. They expect businesses to be able to match this behaviour during customer service interactions.

Cirrus Omni-Channel offers a range of proprietary applications to enable engagement with your customers in the most responsive and effective way. Whenever and wherever it is most convenient for them.



Chat



SMS



Emails



Video Chat



Forms



WhatsApp



Mobile Messenger



Facebook



YouTube



Twitter



Instagram



Google Play and App Store

Now you can easily launch new service channels and deliver a unified customer experience, regardless of whether it is through **WhatsApp, email, chat, video chat, SMS, MMS, voice, social media** or **app stores**.

[Cirrus Omni-Channel](#) features a single layer dashboard for all channels, synchronous and asynchronous. It enables contact centre managers to provision a single team for all digital channels. Agents can carry out multiple engagements across different channels, simultaneously.

Our omni-channel platform provides a single integration point to CRM, consolidating data from all current and future channels. Agents are able to transfer customers between channels, if required, and can view an engagement history across all channels.

# Meet Cirrus AI, the future of AI

**Artificial intelligence is a set of emerging technologies that will revolutionise the way customers engage with online support. However, not all AI systems are created equal.**

**We'd like to introduce you to Cirrus AI, the conversational AI that will transform your online customer experience and deliver highly qualified leads to your sales teams.**

CAI is different, in that it's conversational artificial intelligence that can relate to people on a human level. It is AI with emotional intelligence.

What's more CAI learns more about an organisation's industry and customers with every conversation. A CAI digital assistant understands tones of voice, language, concept, context, visitor intent, industry area and personalisation.

Cirrus experts will ensure CAI knows it's way around your website before engaging in meaningful dialogue with users. The conversational AI is capable of holding thousands of simultaneous conversations, but it also knows when it's time to pass a customer over to an experienced sales or contact centre agent.

## Features

- Off the shelf integrations – Salesforce, Dynamics etc.
- Natural language conversations.
- Our conversational AI will learn and retain your content assigning conversations.
- Responses are not predefined.
- Knows who and how to ask for help in your company.
- Available 24/7.
- Single dashboard view of performance and reporting.
- Seamless transfer to other channels and detailed handover to agents.

**At Cirrus we believe Artificial Intelligence (AI) will never replace person-to-person interaction. However, it will help improve and inform those interactions, transforming your contact centre and driving more effective engagement.**

AI may lack the essential emotional intelligence that makes us human, but it delivers improvements in business process optimisation, agent productivity and customer experience. It frees up time that could be spent upskilling agents and allows them to focus on what they do best, engaging with customers.

The conversational AI is inexpensive and simple to deploy across your digital estate. CAI comes ready with a your industry specific persona.

There's nothing artificial about it's intelligence.

## Benefits:

- Increase customer engagement.
- Increase and maximise sales leads.
- Increase employee satisfaction
- Reduce peak time pressures in the contact centre
- Allow agents to spend time on complex or high value interactions.
- Customers can connect with you whenever they want.




## CAI Harmonisation

### Avoiding Potholes and Navigating Roadblocks in the Customer Journey.

Conversational AI and customer self-service tools can deliver really satisfying customer journeys, especially when the customer knows what they want, and the path to resolution is well defined. The customer experience really starts to break down however when the customer requires more than the self-service process or technology is set up to support, much like trying to drive to a destination only to find there's a roadblock up ahead.

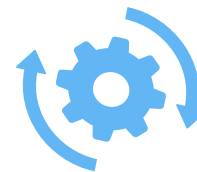
**To maintain a customer experience that is rewarding and builds positive brand sentiment, we need to divert the customer around the roadblock and get back on track.**

This is most often handled by introducing live agent assistance into the process, however there are multiple challenges to be overcome:

-  What will it cost to integrate with your web chat platform?
-  How will you handle congested channels or different opening hours for each team?
-  How will the agent see the history of the interaction?

Overcoming these hurdles introduces time, cost and risk into the process.

# CAI has been fully integrated into our Omni-Channel platform



Fortunately Cirrus understands these hurdles and has an intimate knowledge of how to fuse technology innovation with what agents and contact centre professionals require to deliver exceptional customer experiences. So CAI has been fully integrated into our omnichannel platform allowing you to:

- ✓ Provide agents with the back-story to any enquiry that is escalated to them
- ✓ Provide the customer with a choice of contact methods should the contact centre team be unavailable
- ✓ Choose whether to announce the introduction of live agents or whether this change risks loss of conversion/customer buy-in to the process

In addition to this, our omni-channel platform allows customers to switch between channels without interrupting their journey. So if a customer needs to break off their web chat session then both CAI and a live agent can assist the customer to switch to another channel (such as WhatsApp or Facebook Messenger for example), allowing them to continue the conversation from a mobile device, at the most convenient time for them.

## Link Pay+

### Introducing Cirrus Link Pay+. Empowering PCI Level 1 Secure Payments Across All Channels.

Card data breaches are a major risk for businesses, with the information Commissioner's Office (ICO) reporting a total of 4,056 data security incidents during the second quarter of 2018/19.

Cirrus Link Pay+ removes this problem with a simple, pay-per-link solution on any channel.

#### Why Choose Link Pay+?

- The PCI challenge is fixed - with Link Pay+ agents/customer-facing staff are no longer exposed to any sensitive card data.
- Link Pay + is a cost-effective solution that removes any impetus to stock up on needless extra tech, with no additional service charges or rentals.
- Maximise your sales revenue and enhance your customer's overall experience – customers can instantly and conveniently transact with you, whatever the device or communication channel.

#### Benefitting Your Organisation:

- Customer-facing staff never see or hear the customers' card details – making it easy to demonstrate compliance with HIPAA, MiFID II and FCA guidelines.
- You can have peace of mind knowing that Cirrus Link Pay+ is a Certified PCI DSS Level 1 Compliant solution.
- Never worry about card details being stored in call recordings or written down on paper again.
- Only pay for what you use – no service charge or rentals for having the service.
- It's easy to get started with Cirrus Link Pay+ as it's an out of the box solution – there's no equipment or software to be installed.

#### Works With Any Channel

Start working with any channel you choose. If you can communicate in that channel, now you can transact securely with your customer within that channel.



Social



Email



SMS



Voice



Webchat



Messenger



WhatsApp



Amazon Marketplace

If you would like to find out more about the capabilities of Cirrus Omni-Channel Contact Centre for Microsoft teams, or would like us to step you through a demonstration of the value it could deliver for your organisation, contact us your Account Manager or send us an email at [info@4sightcomms.com](mailto:info@4sightcomms.com).