cc4Skype

10 REASONS
to choose CC4Skype

Native
Skype for Business

Customer Contact
Expertise

Intuitive
User Experience

Cloud &
On Premise

10 REASONS to choose CC4Skype

When customers ask us why they should choose our solution, our first response is "let us give you a demo, and judge for yourself". The truth is, we are so much better than a Power Point presentation can show you.

Experience firsthand how intuitive our software is, how powerful our routing engine is and how we are still able to implement in a very short time.

If you're not convinced yet, let us give you 10 more reasons why you should choose CC4Skype.

10 REASONS

1 You use Skype for Business but you miss crucial functionalities

2 You want to have the best possible integration with Skype for business

3 Your Total Cost of Ownership is too high

4 You want to have a modern architecture that can easily scale and add functionalities

5 You don't have time for lengthy implementation and training

6 You need to integrate your CRM

7 You want to have a simple license structure that you can understand

8 You want to be able to have the solution in the cloud or on premise or hybrid

9 You want to have powerful management and administration tools

10 You want to have a futureproof solution

to choose

cc4Skype

1. You use Skype for Business but you miss crucial functionalities

Enhancing your Skype for Business functionality is a must for companies that want to create a better customer experience.

Once you have chosen for Microsoft Skype for Business you will be looking for a solution that makes the routing of incoming calls or other communication channels to the right person much easier.

Whether you already had a contact center on your previous PBX or start from scratch CC4Skype has a solution that fits your requirements. From a simple attendant console to a full-fledged multi media contact center. Microsoft Skype for Business offers basic call functionality, but it relies on certified Skype for Business technology partners like CC4Skype to enhance that functionality.

| Functionality	Skype for Business	CC4Skype
Group Call	✓	
Telephony	✓	
Connect Infrastructure	✓	
Instant Messaging	✓	
Federation	✓	
Consult Transfer		✓
Intelligent ACD		✓
Wrap up Time		✓
Extra station information of the agent		✓
Real-time Changes		✓
Real-time and Historical Reporting		✓
Manager/ Secretary Call Transfer		✓
Graphical IVR (Callflow)		✓
Integration with CRM		✓
Recording (Quality Monitoring)		✓
Operator Attendant		✓
Multimedia: Webchat		✓
Multimedia: Email		Q3 '17
Multimedia: Social Media		Q3 '17

Certified for

Skype for Business

2. You want to have the best possible integration with Skype for Business

Our solution is designed for Skype for Business. It is not a ported product form on older generation traditional solution but build from the ground up focussed on SfB users. This means we have a seamless integration with the Skype for Business software and is not a patchwork built up of different elements. As we are natively integrated with Skype for Business, we believe this offers a very elegant interface with a great user experience. Everything happens within that single interface, so no "tabbing" is required. You have your SFB client operating in the same window as your CC4Skype client.

With CC4Skype one client does it all. Whether you are an agent, operator or supervisor, you work with the same look and feel. The GUI dynamically adapts itself to the role and the situation. the attendant console for instance a field will be added to schedule appointments or allow you to view your favourite contacts.
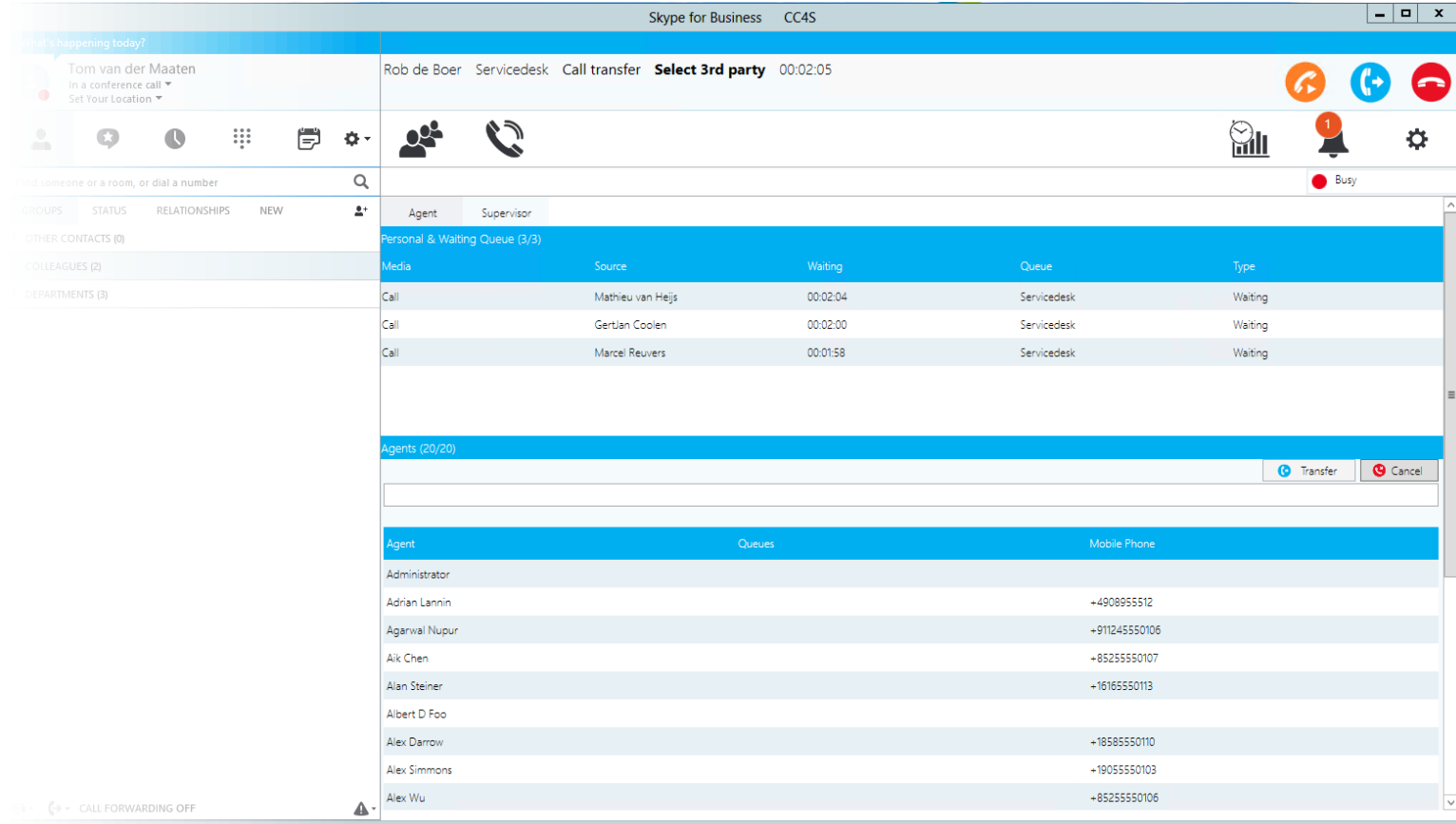
One client, fully integrated with Skype for Business

CC4Skype has been built up as a greenfield application for Skype for Business. In addition to some of the technical benefits that we already discussed above. we can install, provision and maintain the system in a much easier manner than traditional systems.

The graphical user interface of the Flow Generator makes implementation of your routing schemes very quick and easy. This all adds up to a lower TCO as does the license scheme that we describe below and the routing to best available agents. Your real time and historical reporting allows you to manage and control your operations in the best possible way.

Lower the TCO

Lower initial & recurring cost
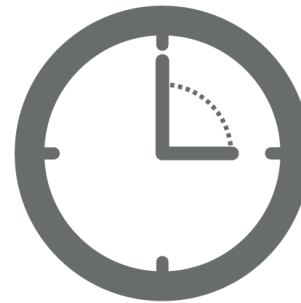
Short installation period

Reach any SFB endpoint

Quick & easy set up

Better management insight

Adaptable client

First time resolution

CC4Skype has not only been built to be light and agile, it has been built to be powerful and last for a long time without becoming a patchwork of different applications.

With our deep knowledge of the customer service market we understand that once you have made your decision you want to have a robust and versatile engine that can support you for the years to come. Our software can scale easily from a simple attendant console to a large omnichannel contact center.

When we developed the CC4Skype solution we wanted to make sure that we brought together not only our knowledge about Skype for business and how to build modern software, but also our decades of contact center knowledge. Our design axiom was to build powerful interfaces, easy to install and maintain software, yet with the best routing and management capabilities.

In addition, we developed functionalities that do not always meet the eye. For instance, we have analysing capabilities to test functionality through our own call robots. That greatly helps to analyse situations where outside elements in the network may cause a performance degradation.

As much as you want to get your customer contact first time right we want the same when we deliver new releases of our software to you. After our own testing and before the software is released all our code is tested by independent organisations.

Getting your contact center up and running in a matter of days will mean you can very quickly can get productivity out of your team and improve your customer service. Our software is powerful and light. Our powerful yet simple graphical flow generator enables quick set up and changes. Drag and drop: with our graphical flow generator composing and changing call flows is a breeze.

At the same time, we have not met a scenario that we cannot implement. The feedback that we get is that call flows with our flow generator are so much easier to implement than with others.

With the easy to use interfaces and the intuitive design of the GUI training time for your staff is also greatly reduced.

6. You need to integrate with your CRM
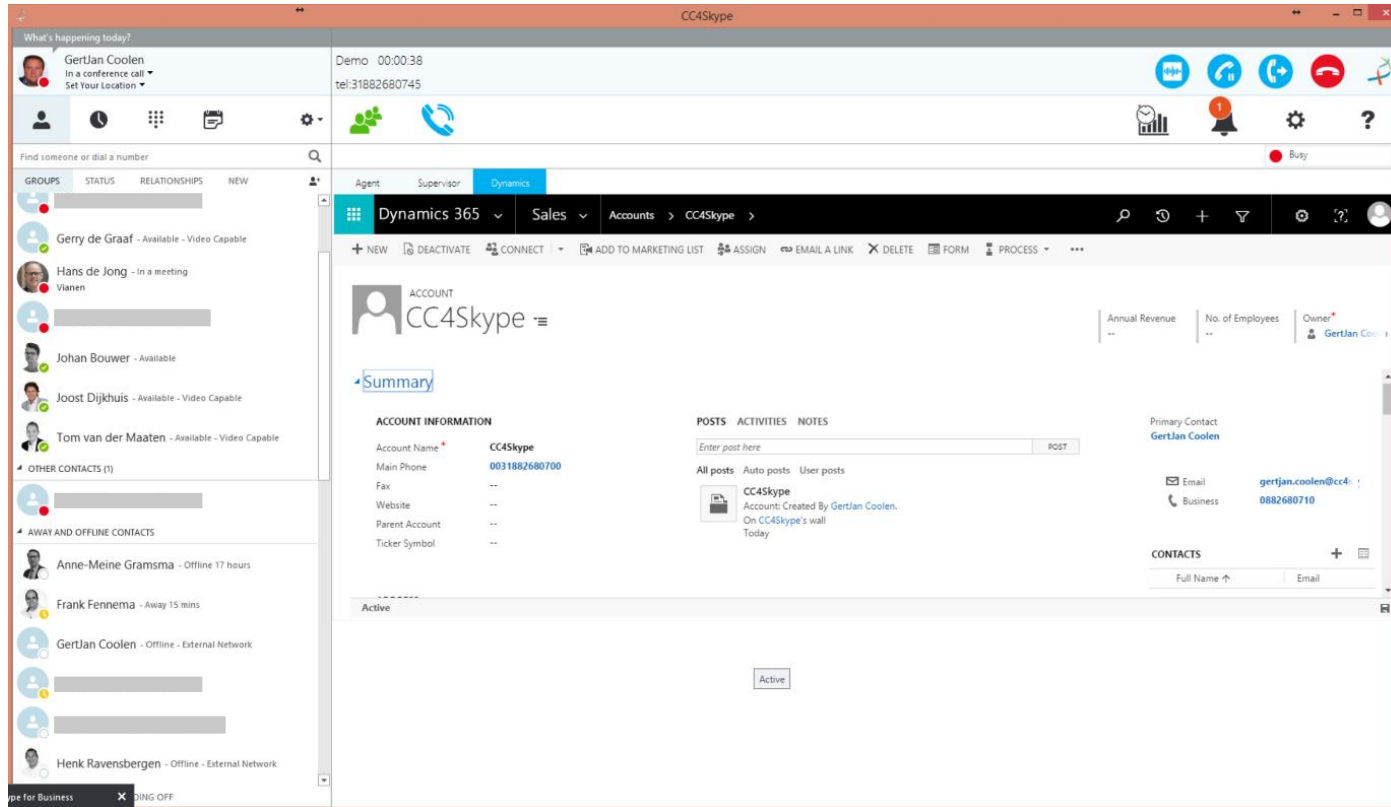
CC4Skype integrates with any CRM that has a dynamic URL, this includes Microsoft dynamics, Salesforce.com and others. All data we collect in our flow we can use to add in the dynamic URL. So, if we ask for a customer ID, we can use this variable in the dynamic URL like "https://www.crm.com/{input FLOW GENERATOR} .

Instead of popping up a default URL we can also pop up a URL in our client. We call this an external tab. So an agent has the CRM tool and the call control buttons in one screen. In fact, this integration works quit elegantly.

The requested data appears in the same window as the agent window and the application supports recognition based on customer case, dial in number etc. Not necessarily is search for information restricted to the above, we can also do a search into a SQL databases.

CC4Skype offers a very easy and transparent licensing scheme. The different clients that you shave seen translate into different types of licenses (i.e. an agent, supervisor, operator, attendant and chef/secretary). In addition, we have a server license. It is not more complicated than that. Maintenance, updates and upgrades are combined in one simple packages that keeps your software up to date.

Our OPEX model is based on concurrent users and our capex allows for a pool of users to share the licenses. For the OPEX model that means that you only pay for the licenses used in that month. For the CAPEX model, it means that with for instance 10 licenses more than 10 users can use the system, but only 10 at a time.

CC4Skype is ready for any environment: cloud, hybrid and on premise. We support multi tenancy, making it easy for a cloud operator to set up different accounts. In addition, we are currently developing the connector for the cloud PBX.

Microsoft's Cloud PBX has recently become available in the North American markets. We do federate with other SFB clients and accept calls from the PSTN as well. Web RTC is on our roadmap for 2017 to extend our reach even further. We have also started the process for certification for the Microsoft Azure cloud environment. We monitor application end points so we can see the incoming number. We route that incoming number to any SFB endpoint or federated user.
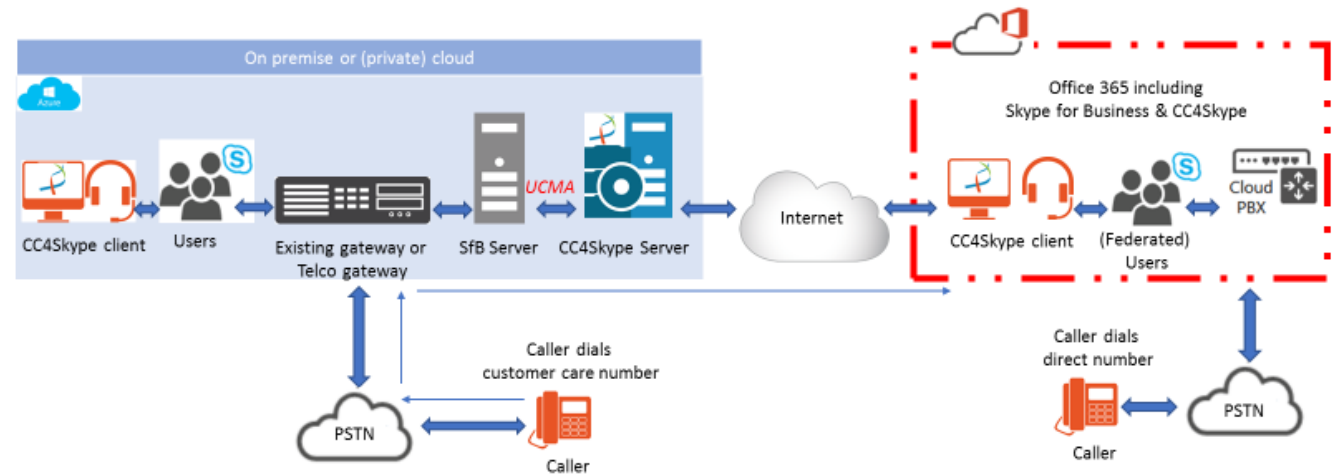
# 9. You want to have powerful management and administration tools

Modern contact center management is all about making sure you have the best possible customer interaction in the most efficient way. The CC4Skype management and admin module offers just that and is included in your license. This requires a powerful set of management and administration tools. Simple, intuitive and web-based, the admin system syncs with the Active Directory and is multitenant

CC4Skype offers Real-time reporting with templates for agent and queue performance. You can insert your own service levels (SLA) to monitor the performance of your team.

The historical reporting capabilities include historical data in MS SQL, data export to MS Excel, data export to Adobe and PDF format as well as an integrated report scheduler, that helps you to automatically generate and distribute the reports with the content that you want. CC4Skype supports several ways to route calls; both skill based and longest available agent. For the setup per queue CC4Skype offers amongst others: opening time, roles, reasons for away or busy, music on hold and EDR. Reasons for away and busy is another example of a great add on to the standard SFB functionality. It is gives a better qualification to why somebody is busy for instance. An agent might be generating a report and in that case, could handle a call if the queue becomes too long or a specific skillset is required.

We also offer the ability to get a customer response on the quality of the call after the call has been terminated.

Supervisors can listen in to conversations of the agents as well in silent mode as well as participate or take over the call.
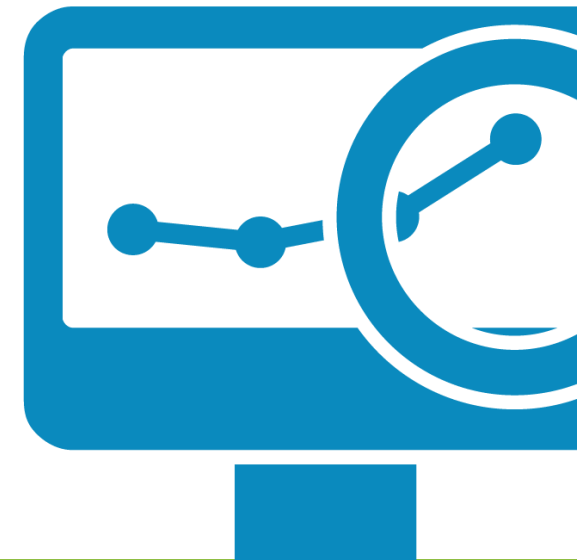
10. You want to have a future proof solution

The future of customer contact centers will include omni channel response capabilities and artificial intelligence analysing and support through for instance chat bots. In 2017 CC4skype will have full omnichannel capabilities. The core of our solution is built in such a way that it will easily integrate any modules and future functionalities.

CC4Skype has a strong vision for this future of which most of the components are already here today. We are committed to remain at the forefront of technology and functionality and have an optimum integration with the Microsoft environment. We will grow with you as your customer interactions will continue to grow.

Come and partner with us to provide the best customer contact experience through our customer care solution for intelligent routing, registering, handling and archiving of omnichannel customer interactions for Skype for Business.

For further information, contact us at info@cc4skype.com, call us at +31 88 2680 700 or visit our website http://www.cc4skype.com