



Moving to a Virtual Contact Center

Drive Exceptional Customer Experiences by Bringing Together Virtual Communications Inside and Outside Your Organization

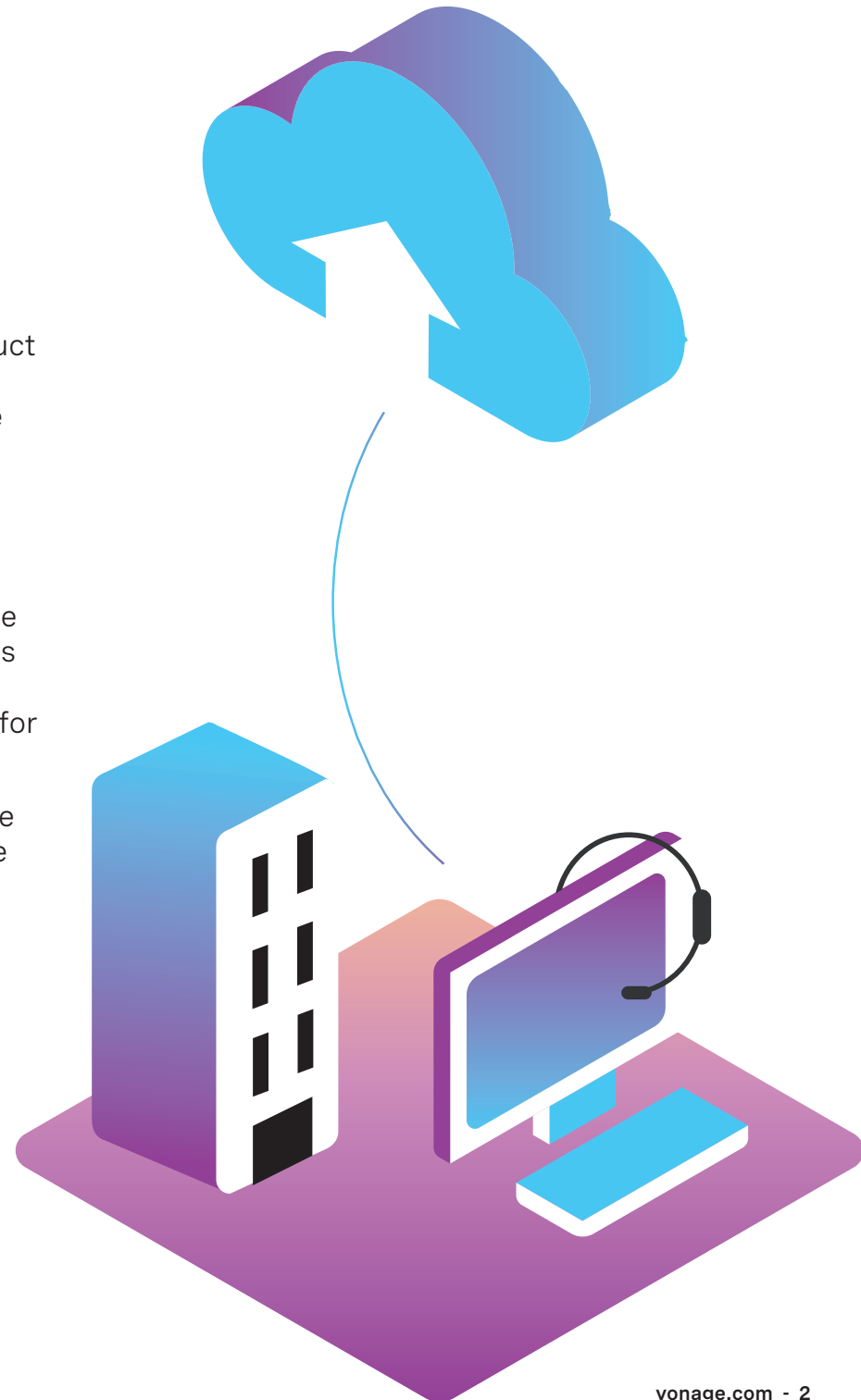


Long-term success in business is not just about delivering a great product or service. It's about delivering a great customer experience. And that long-term success is only possible when your contact center agents are able to not only address the needs and goals of customers today, but in the future.

But in today's fast-paced, multi-dimensional business world, the responsibility for delivering exceptional customer service cannot reside solely with the physical contact center. It has to transition to become the responsibility of the entire organization, irrespective of where employees are based. That's why Vonage has transformed user experience for the contact center and others in the organization, with one single interface for consistent and effortless fully integrated business communications.

Your team needs to know they can do their jobs from anywhere, because their entire communications system is in the cloud and easily accessible with an internet connection.

Welcome to the modern, virtual contact center.



Turn Customer Frustration Into Customer Satisfaction

We are living in a time of head-spinning change. Everywhere you look there is disruption and upheaval—and that was even before a global pandemic swept across the world. But one thing that hasn't changed is this: Companies must listen to their customers and engage with them effectively if they want to deliver an exceptional customer experience. That means not just getting the messages right, but also **the mode of communication**. If anything, this has become more critical than ever before, as consumers switch to digital engagement in this fast-changing world.



are frustrated when they have to repeat themselves*



say there aren't enough options to connect in ways that suit their needs*



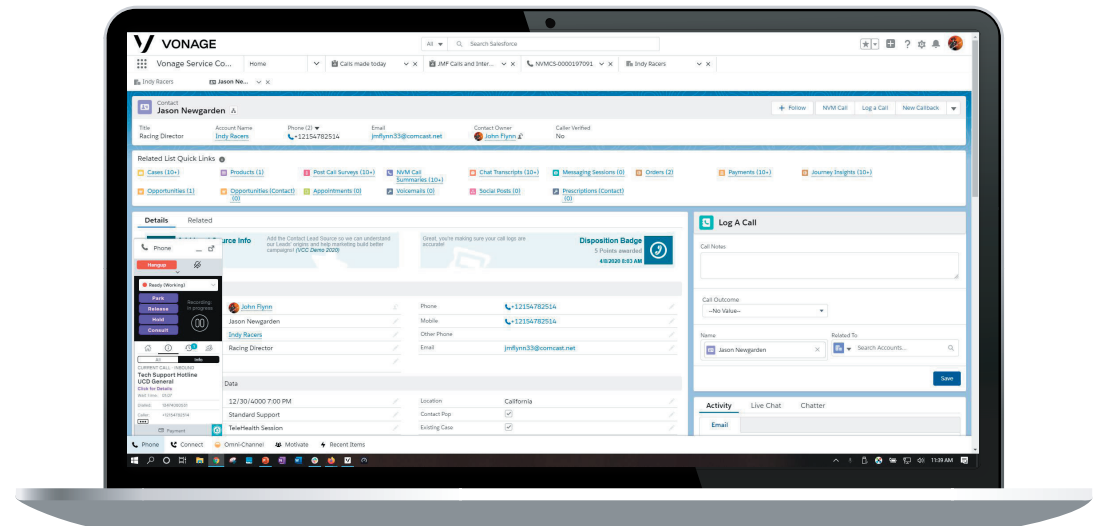
are frustrated when they cannot communicate inside a mobile or web app*

**Global Customer Engagement Report, June 2020*

"Approximately 20 percent of customer service interactions require the assistance of someone outside of the contact center. With the tools to reach out to subject matter experts in an organization, contact center professionals can provide faster and better service to customers, leading to increased customer satisfaction and loyalty. With Vonage's seamless integration of unified communications and contact center and consolidated directory, contact center agents can reach out and connect with people in the organization with the right skills and knowledge to most effectively solve a customer's issue or query, leading to first-contact resolution and more satisfied customers."

– Blair Pleasant,
President & Principal Analyst of COMMFusion

Vonage enables unified communications users and contact center agents to take advantage of the same set of common call controls, making it easier to communicate across the business and swiftly address customer inquiries. Contact center agents can interact with colleagues, customers, and prospects in the way that suits them best—through an embedded experience within their preferred CRM platform or the Vonage Business Communications Desktop application, which features a range of interface options. By employing a simple login with the click of a button, the need to locate multiple login credentials is eliminated. Agents can quickly login to the contact center and control their availability for prospects and customers—eliminating some of the most common challenges customers say they have when communicating with businesses.



A Cloud Contact Center Designed for Your Business

Vonage Contact Center was built from the ground up as a cloud-native, multi-tenant CCaaS solution that enables organizations to have more successful conversations with customers. It is based on an intelligent communications platform that integrates messaging, communications, and customer back-office data with an engagement engine that maximizes customer relationships. Core contact center functionality, such as omni-channel routing, self-service IVR (that can also handle digital transactions), automated outbound dialing, screen pops, and associated real-time CRM/Salesforce updates, are provided globally with market-leading availability across clustered data centers in each region.

Vonage Contact Center runs on the Public Cloud (AWS), and the solution is multi-tenant by virtue of being native cloud. It is independent from any existing telephony and IT infrastructure.

The deployment of Vonage Contact Center does not affect the customer's enterprise architecture, but rather enhances the enterprise-wide footprint by simplifying administration globally. The platform offers a set of modern web services and a web API gateway that allow the customer to connect to the system via APIs as the need arises.

It is also built based on a microservices-based cloud architecture, which is how we develop and release new functionality in the system. This allows the isolation of new functionality and the ability to scale differently from other services.



Addressing Your Specific Business Needs

From sales to service, Vonage Contact Center empowers your agents to deliver exceptional customer experiences, irrespective of their location.

Service Teams

Vonage Contact Center helps agents solve problems the first time, smooth tricky conversations, and add insight to everyday queries, creating exceptional customer experiences.



SUCCESS SNAPSHOT:

Vertafore Insures It Delivers Customer Satisfaction

Vertafore is a company that provides software services to the insurance market and has been a strong performer for years with great market share, healthy revenues, and high customer satisfaction scores. But it took Vonage Omni-Channel Integration to bring them to the next level of success.

Challenge

For customer support, Vertafore needed shorter hold times, a better overall experience, and more ways to get in touch.



SOLUTION

Vonage Contact Center for Salesforce with Omni-Channel Integration.

RESULTS

Increased customer satisfaction scores from 8.7 to 9.2 (out of 10), expanded omni-channel presence, increasing chat instances from 1,000 per quarter to 4,000 while lowering headcount by 20%. Average hold time was reduced by 125 seconds.

[Read More](#)

Sales Teams

Vonage's Salesforce-integrated contact center makes sales calls, cold calling, and warm calling more personal. Personal, engaging conversation means more sales.



SUCCESS SNAPSHOT:

Axio Financial Makes Wise Investment in Communications

Since 2010, Axio Financial has been leading the way in using SaaS and cloud-based services, working with best-of-breed technology partners like Vonage to help scale and innovate business workflows and operations throughout their entire structured products lifecycle.

Challenge

Axio's substantial growth required them to build a next-generation platform, including a full-featured contact center, that would integrate key strategic, application, and communication solutions to enhance user functionality and support their expanded business demands.

SOLUTION

A combination of the Vonage Business Communications unified communications service and the Vonage Contact Center's cloud-based contact center software for business communications needs serves as a core part of the Axio Acceleration Platform.

RESULTS

Axio Financial integrated voice interactions into key Salesforce workflows, enabled mobile access to advanced calling features, and improved salesperson efficiency. Axio saw a 500% year-over-year talk time uplift for 2018. Outbound dialing attempts increased by 30% in the same period.

[Read More](#)

IT Teams

Vonage Contact Center makes IT easier, as it is 100% cloud-based and device-agnostic for telephony infrastructure, avoiding the headache of supporting multiple legacy systems.

Ebury

SUCCESS SNAPSHOT:

Ebury Capitalizes on Technology

Ebury employs a unique business model for the FinTech industry. Instead of solely relying on inbound marketing for difficult-to-reach SME customers, Ebury makes outbound calls directly to potential clients. Vonage Contact Center for Salesforce adds ease and transparency to their processes.

Challenge

Ebury also lacked visibility of the sales process across its different jurisdictions—the U.K., Spain, The Netherlands and Poland—slowing the business's progression. Ebury needed a cloud-based sales process to further accelerate its growth.



SOLUTION

Vonage Contact Center for Salesforce

RESULTS

Ebury can now compare and understand performance across the global sales team. Managers can cut call data in thousands of ways, giving them better information for decision-making with real-time dashboards to improve conversion rates and increase sales.

[Read More](#)

Salesforce/CRM Administrators

Whilst many claim Salesforce integration, Vonage Contact Center is designed to behave like a Salesforce feature. It provides the admin tools and functions needed by a Salesforce admin.



SUCCESS SNAPSHOT:

Contact Center Administration Simplified for Volusion

Volusion had a hodge-podge of disparate solutions that were hampering progress. They needed to move to a single contact center solution for both service and sales.

Challenge

Each department had its own relationship management software and their own telephony solution, resulting in disjointed communications and a lot of time-consuming finessing to get systems working.



SOLUTION

Vonage Contact Center for Salesforce

RESULTS

Now Volusion has one vendor, streamlined IT, and a solution that offers self-service for a greatly simplified contact center solution.

[Learn more](#)

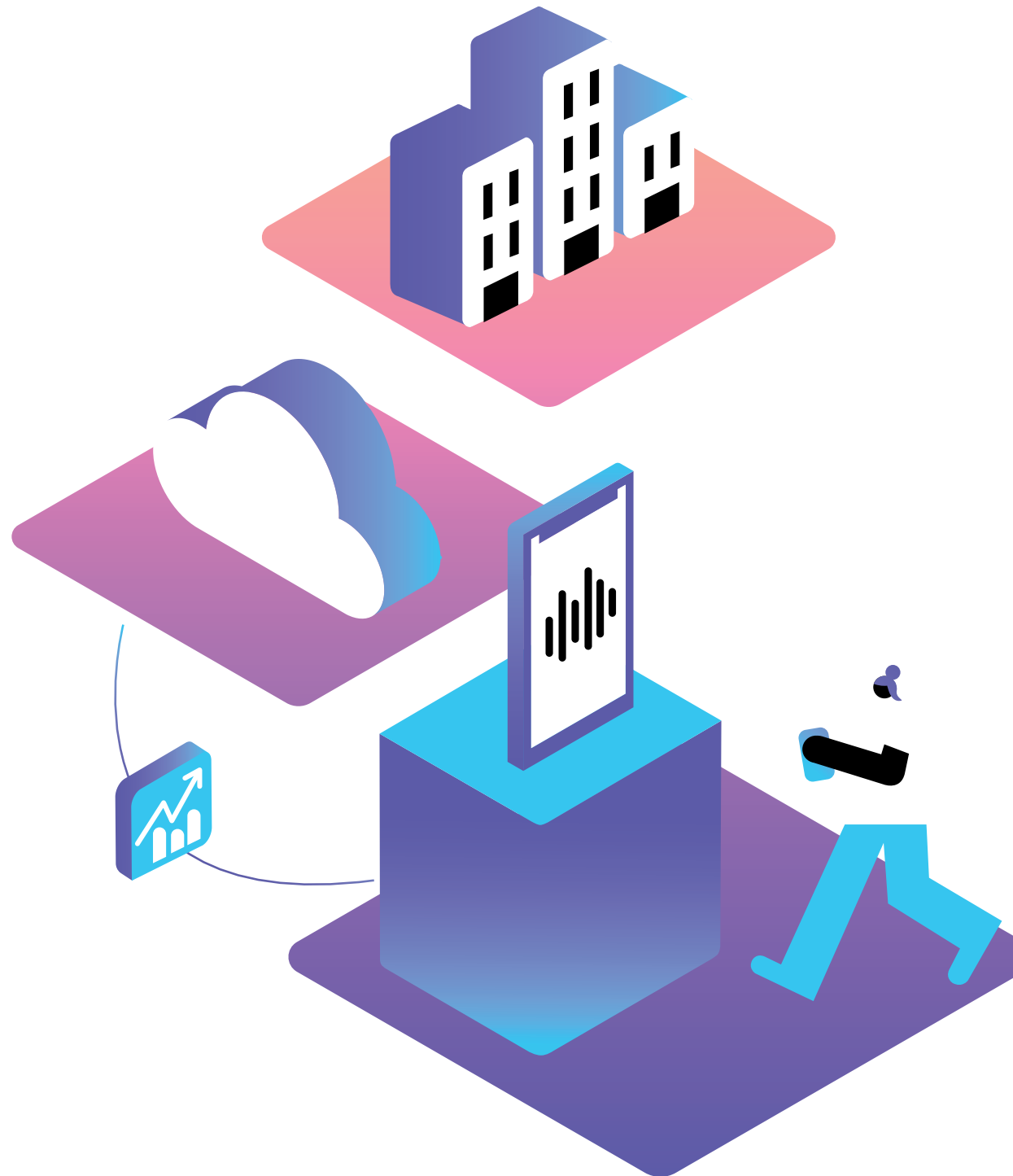
Telephony

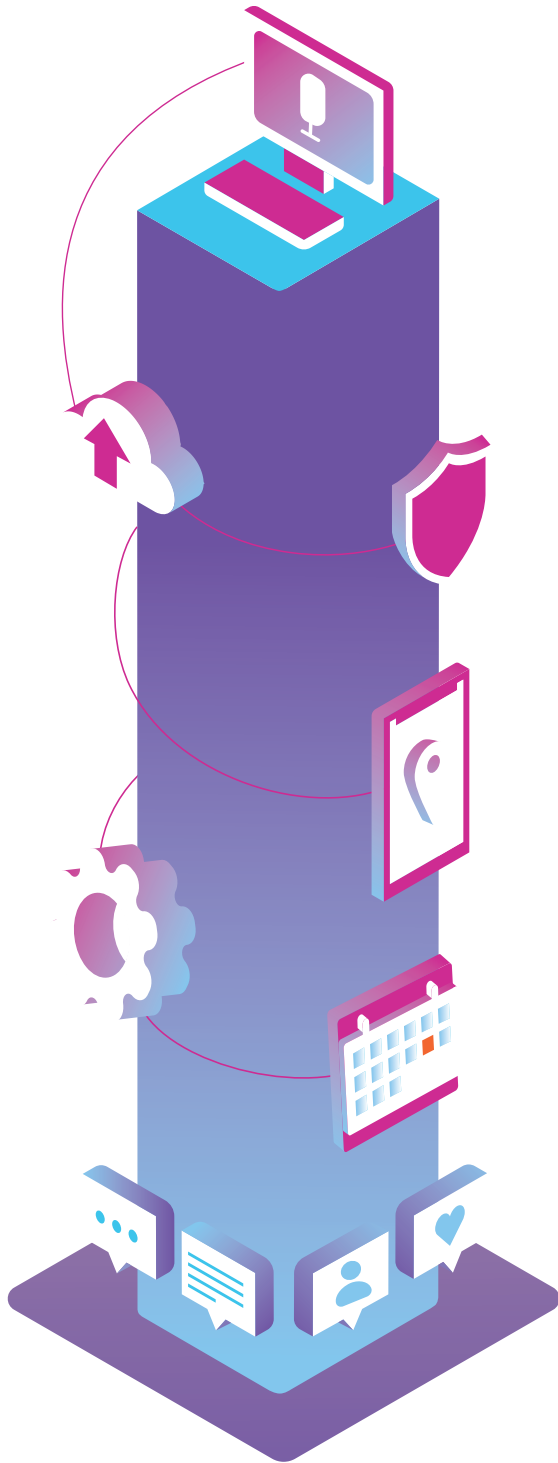
Vonage telephony servers are separated from the contact center application. This allows the introduction of voice POPs in remote locations that are managed by a remote contact center. A global voice routing solution that utilizes local voice delivery for agents and customers is also available, whilst global enterprises can manage the call routing from a single global instance.

Telephony and application servers run in clusters—without any single point of failure—and customers can be shifted to another data center within the region. The service operates in at least two data centers per region and is deployed in three regions around the globe.

Modern API gateways operate in front of servers that are used for internal Vonage application integration or for external customer application integration.

Vonage Contact Center simply requires a browser and a DID/DDI number for the end-users (agents or sales reps). The DID number can be provided through the Vonage Business Communications UCaaS solution, overlaid on top of an existing telephony infrastructure (e.g. IP PBX or traditional PBX, on-premises or in the cloud) or any other service provider (e.g. landline for a home office).





Salesforce Integration

Vonage Contact Center is seamlessly integrated with Salesforce.com using Salesforce's Open CTI standard. It supports all standard and custom objects. The integration includes data lookups, screen pops, and automatic tracking of agent activities, as well as click-to-dial from within Salesforce.com. Additional options include setting up Dialer Lists and Dialer options.

Salesforce HVS Integration

Vonage Contact Center also has integration with the Salesforce High Velocity Sales (HVS) solution, adding advanced call functionality for both inbound and outbound calls (automatic call recording for compliance, automatic CLID for increased pickup, and automatic disposition to reduce AHT); access to deep business insights with the ability to uncover best practices; and global coverage with Global Voice Assurance and call plans.

ServiceNow Integration

Vonage Contact Center additionally integrates with ServiceNow's enterprise-level Customer Service Management solution to deliver a powerful all-in-one unified platform, providing agents with contextual & relevant data & workflows, and better collaboration across their organizations. This meets the needs of many companies that are using a combination of CRM tools & digital workflow applications across their organizations, especially those employing hybrid, multi-vendor & legacy solutions.

Integrated Experience Across All Business Communications

A seamless integrated experience is provided between Vonage Contact Center, Vonage Business Communications (Unified Communications) and the Vonage Integration Platform. A single, intuitive interface connects agents with back-office workers with common call controls, single sign-on, professional presence and availability, and a common directory.

Configuration and Administration

Vonage Contact Center offers a complete solution that will be configured for each customer individually to meet their specific business requirements and work and call flows, as well as to seamlessly integrate with each customer's Salesforce org. Configuration is part of the solution, so there is no custom development or customization required.

The configuration allows for customization to take place on the application level with:

- Configuration of queues and queue groups
- Work and call flows using the Interaction Architect which has a myriad of ways of creating routing and parameter logic—(tools include CLID routing, Prefix routing, Number dialed routing, Salesforce Data routing, Salesforce record owner routing, IVR routing, Percentage routing, Time of Day routing, and web-service data routing)
- Configuration of workflows in Salesforce based on interaction types and interaction outcomes
- Auto-creation/updates of Salesforce records
- Definition of Salesforce Reports, Dashboards and Analytics Dashboard
- Synchronization of Salesforce Presence and Vonage Contact Center Status

Vonage Contact Center's administration and configuration portal is web-based. The recent refresh of administrative interfaces is utilizing modern web UI technologies that allow for

component rendering on desktop as well as tablet and mobile devices. The dashboard/wallboard application supports rendering on variable devices, ranging from large wallboard displays for the contact center to tablets and smartphones for the mobile administrator or executive, allowing for monitoring of KPIs while on the go.

The Vonage Contact Center Interaction Architect allows business rules to be defined and applied to the handling and routing of voice and interactions on digital channels, ensuring the interaction is directed to the right resource to provide a great conversation and outstanding service experience. This allows customers to manage how interactions are routed for digital, voice, and blended agents, as well as to leverage reporting across all channels. It also has a flexible data connector that supports interfacing to most data sources that support standard REST and Web Service interfaces. This allows an interaction routing workflow to pull (or push) data from scattered data sources that can then be used for making routing decisions or even updating data records utilized in a screen pop to an agent or employee.



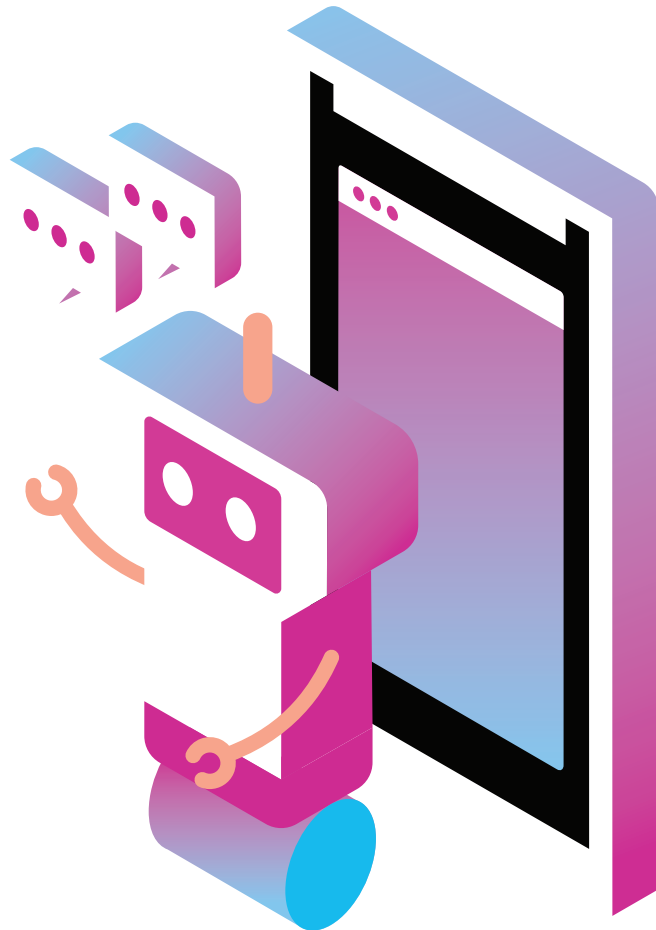
Speech Analytics

Vonage's speech analytics tool, Conversation Analyzer, monitors up to 100% of all calls. The solution fully transcribes all phone conversations recorded in the system. This ensures that the correct phrases are being said and also identifies incorrect or undesirable phrases. Compliance can be monitored for all calls, not just the "normal" 1% monitored in a contact center by quality managers. It can also identify trends and ensure continued adherence rather than random samples.

Security

Vonage Contact Center includes certifications and compliance for ISO27001, HIPAA, SOC2 Type II, and GDPR. For organizations that take credit card payments, either over the phone or through the IVR, a PCI DSS compliant product is offered that allows payments to be processed without exposing the employee, recordings, or network to PCI-sensitive data.





Artificial Intelligence

Vonage's AI Virtual Assistant, integrated with Vonage Contact Center, adds intelligence to any conversation in a customer's journey, making the customer experience a true competitive advantage. AI delivers enhanced self-service interactions that engage every caller in natural language. Virtual Assistant can be used either standalone or deeply integrated into the Vonage Contact Center IVR to either help route calls using voice or to provide voice-driven self-service for either support or process type inquiries. Virtual Assistant uses AI to drive intelligent conversations across multiple languages on one platform ensuring deployment, data transfer, call control, and billing are seamlessly delivered.

"The pandemic has accelerated the long-anticipated move to cloud-based contact center resources. Vonage's full-stack approach to CPaaS, CCaaS and microservices simplifies implementation of AI-infused virtual assistants to tackle the challenges of heightened call volumes to remote agents."

—Dan Miller, Lead Analyst at Opus Research.



Getting Started Is Simple!

By now you've explored all that Vonage Contact Center has to offer. So what are you waiting for? Getting started is simple:



Get in **contact** with Vonage today



Learn more by watching some of our **demo videos**



See how **other customers have benefitted**



Request a **demo**, tailored to your scenario