



CREALOG CONTACT CENTER

THE NEXT GENERATION CONTACT CENTER CUSTOMER CONTACTS ALL IN ONE HAND

The CreaLog Contact Center (CCC) is an integrated Call Center solution unifying all the communication channels of your cross-media contact center. You can operate it on your premises or use it as a cloud service.

The CCC is highly scalable and distributable. It is flexibly tailored to complex corporate structures and communications environments.

A universal Service Creation Environment (SCE) with an intuitive user interface provides for integrated management and control of the processes required for the various communication channels, and for automating those processes as needed. The CreaLog Contact Center integrates flexibly into the organization's ICT infrastructure, protecting existing asset value and reducing investment risk.

FEATURES

- Automated Multimedia Distribution: cross-media, skill based contact routing
- Universal, graphic Workflow Engine for process control and automation
- Easy back-end integration via standard interfaces such as XML and SQL
- Distributed, virtual contact center solution integrating mobile and telecommuting working environments
- Fully integrated high-performance voice portal (IVR) featuring voice recognition and speech synthesis
- Integrated base platform featuring specialized ACD, CTI, unified messaging, speech analytics, and predictive outbound communication modules

SOLUTION

- The CreaLog Contact Center is a comprehensive solution for your multi-channel contact center
- The CreaLog Platform 7, with its universal Service Creation Environment mapping the communication processes, forms the system's basis
- Solution and project implementation delivered directly by the manufacturer: Made in Germany

APPLICATION

- Communicate with your customers on all channels
- Implement on-premises or from the cloud
- Cross-media: Inbound/outbound/predictive outbound
- Highly scalable and distributable
- Easily integrates telecommuting, remote, and mobile work

A CENTRALIZED HUB FOR ALL OF YOUR CUSTOMER COMMUNICATIONS

The CreaLog Contact Center is an integrated, cross-media platform for building next generation contact centers. It acts as a centralized point of contact within your organization processing all your customer interactions. This multi-functional contact hub includes seamlessly integrated ACD, IVR, CTI, and UM, as well as desktop and browser applications for agents and supervisors.

The CCC provides supervisors with centralized contact statistics and reports (also on iOS, Android, HTML5) and allows its integrated natural language voicebot (IVR) to be activated flexibly and any time in the customer communication processes. This comprehensive platform helps achieve integration and operational cost economies and reach high levels of implementation and operational safety.

YOUR CUSTOMERS AREN'T KEPT WAITING, THEY ARE HELPED

The Contact Center's integrated voice portal replaces potential call queues with services by offering automated speech dialog capabilities in an intelligent waiting loop. This helps avoid unproductive waiting time. You can increase your contact center's ca-

capacity and efficiency while benefiting from improved customer satisfaction.

- Prioritize customers by their telephone number or their concern
- Pre-qualify customers and accept their call back requests complete with desired point of time and concern
- Answer basic information requests (addresses, opening hours, etc.), play announcements, and provide status information
- Deliver case closing voice self service even for complex processes: Speech automation reduces call peaks and queues.

ALL EMPLOYEES INVOLVED IN OPTIMIZING CUSTOMER SERVICE

The CreaLog Contact Center helps fulfill the vision of a customer-facing organization where all employees assume customer service responsibility. To enable this, the Contact Center's modular system architecture offers features including:

- High scalability: Solutions for tens of thousands of agents have already been realized.
- Virtually unlimited distributability: Agents can be connected at any location—in the call center, at the office desk, in a home office, or mobile. This makes solutions featuring several hundred locations quite feasible.

VALUE

- Unified, cross-media process automation and control
- Satisfy customers and employees by creating a consistent, positive customer experience across all communication channels
- Extensive integration and customizing capabilities
- Real time statistics and meaningful reports

Customer Communication



YOUR CUSTOMERS USE ALL WAYS TO COMMUNICATE – AND SO CAN YOU!

The CreaLog Contact Center enables agents to work in a fundamentally cross-channel fashion. Routing and contact processing are based on skills and are independent of the media used. The following communication channels are supported:

- Session contacts: Telephone, Video, Web sessions, Chat, social media
- Incidental contacts: E-mail, Fax, Mail, SMS

Session contacts require immediate response; responding to incidental contacts can, in contrast, be postponed to periods of lower contact request levels. This allows to spread workloads evenly across the day.

The cross-channel method of operation is made possible by its unified development environment (Universal Service Creation Environment CDG), providing for a workflow design harmonized across all communication channels.

NEW OPPORTUNITIES: CALL THE CONTACT CENTER DIRECTLY FROM THE BROWSER

Your customers, surfing your website via PC or tablet, can now directly call you from the browser. With a simple click.

Modern browsers already provide everything necessary and offer your clients an exciting, new, and easy way to contact you. Seamless communication, free of charge for the caller, and without the need to replace any of your existing ICT infrastructure.

And it goes without saying, a direct video call to the contact center is also available!

ASSET VALUE PROTECTION, LOW INVESTMENT RISK, FLEXIBILITY

The Contact Center is independent from corporate ICT infrastructures. Existing telephone systems can continue to be used. ICT connectors available in large numbers ensure extensive flexibility in system integration. Your benefits include:

- Asset value protection for existing telephone systems
- Low investment risk: Consider investing in a next generation contact center now. If you choose to replace your telephone system at a later date the changes needed for the contact center solution are easily done.

The Contact Center is excellently suited for heterogeneous environments as well:

- Supports ISDN, VoIP, and SS7 connectivity,
- Provides open standard interfaces to CRM systems and the IT environment, for contact history analyses or for call center planning purposes,
- Contains the required CTI functionality as an integrated component.

ENTHRALL YOUR CUSTOMERS WITH PROACTIVE COMMUNICATION

The CreaLog Contact Center allows agents to contact customers proactively instead of just waiting for them to call or send an e-mail. Using this predictive outbound communication, you can determine when to communicate and ensure that your customers will enjoy a positive service experience.

The customer's history can also affect inbound communications and their workflow. For example, the voice portal might greet the caller with, „Do you have a question concerning last weeks order?“

Act, don't react: This helps smooth load peaks in the contact center, increase its efficiency, and avoid call queues.

BENEFITS

- One single integrated platform
- Universal cross-media Workflow Engine
- Multi-channel capabilities
- Numerous proven ICT connectors

MODULAR SYSTEM ARCHITECTURE

- The CreaLog Contact Center features a modular system architecture and is closely interlocked with the CreaLog Platform 7.

CREALOG CONTACT CENTER OPTIONS

■ Call Back Management

In peak call times, the call back management option intelligently accepts and manages customers' call back requests. Callbacks can be prioritized using customer segmentation.

■ Announcements

Configure announcements including welcome messages, opening hours, services, and product information in a flexible way.

■ Customer Surveys

After concluding a telephone call to a contact center agent or a voice self service, customers are asked to rate the call and the employee's or IVR's performance using class grades. Questions and answers can be administered and analyzed using the CCC's Web based interface.

■ Speech Analytics

Speech Analytics goes far beyond conventional call recording and uses speech recognition to gain information about the structure, the content, and the characteristics of telephone calls. Details of this kind can be used for quality assurance, for process streamlining, and in the field of business intelligence.

■ Unified Messaging and Voice Mail

This feature enables to integrate voice and fax messages into the overall corporate message routing.

■ Conferences

Arrange conference calls easily and rapidly using the CCC's intuitive Web based user interface. All invited parties automatically receive conference invitations by e-mail or text message.

■ Auto Attendant

The Auto Attendant option enables callers to have their calls routed to individual employees, offices, or departments using natural language. This helps reduce the corporate telephone exchange staff's workload.

A FLEXIBLE PLATFORM, CUSTOMIZED BY THE MANUFACTURER

The CreaLog Contact Center is a proven contact center solution offering extensive customizing possibilities. Customers benefit from the manufacturer's project experience and expertise in handling the system integration.

Development, project management, and professional support services are all delivered directly by the manufacturer, CreaLog. All solution design and development work is done domestically:
Made in Germany.

GERMANY

MUNICH

Frankfurter Ring 211
80807 München

FRANKFURT

Letzter Hasenpfad 64
60598 Frankfurt / Main

Phone: +49 89 324656-0

AUSTRIA

VIENNA

Simmeringer Hauptstraße 24
1110 Wien
Phone: +43 1 74040-640

info@crealog.com
www.crealog.com

