

Deltapath® Cinch™ Contact Center

Designed to handle customer initiated calls, proactive contact center initiated calls, or both.

In the quest to improve productivity and increase revenue, companies all across the world are turning to contact centers to fulfill a variety of services. Hard on the heels of this quest, is customer experience, which is quickly becoming the main source of competitive differentiation.

At Deltapath, we are ready to help you compete. We believe customer service means closing the gap by turning customer challenges into solutions.

Compete on the Customer Experience Battlefield.
We make it a Cinch.

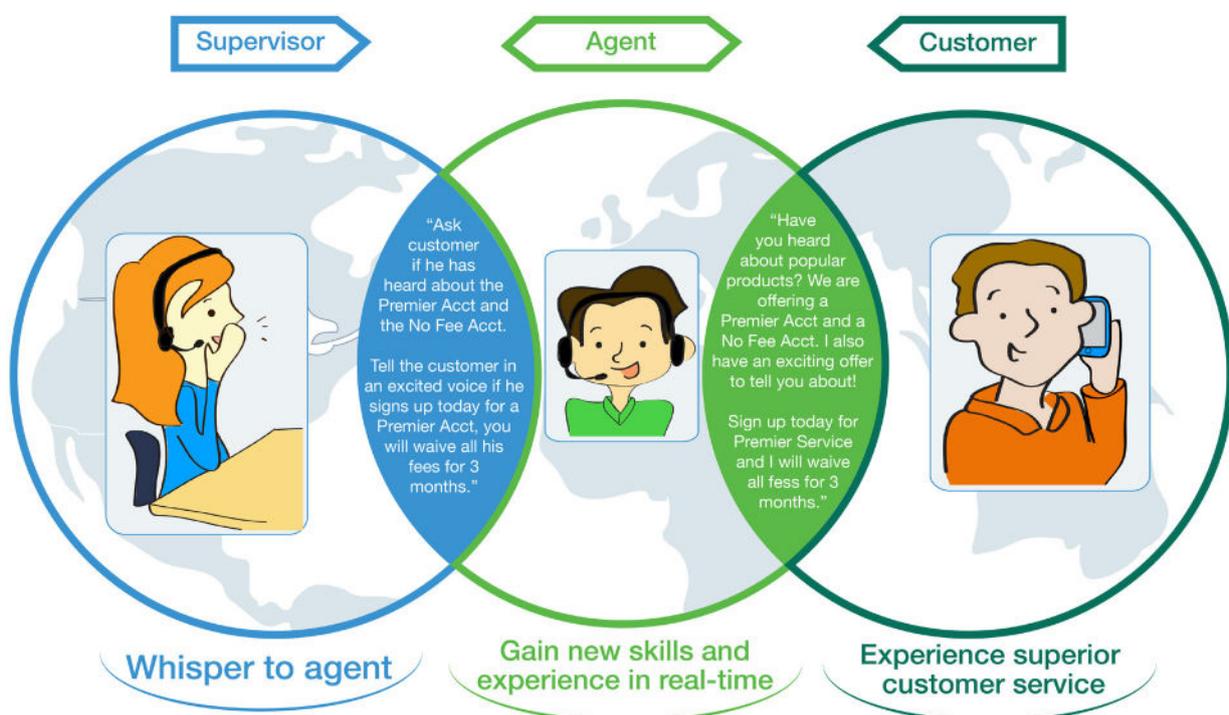
Build a Powerful Army

Virtual Workforces

As virtual workforces flourish, the ability for supervisors to monitor performance and provide regular coaching has become increasingly challenging. Cinch Contact Center's Whisper-In feature allows for real-time interaction between agents and supervisors irrespective of geography.

"According to a 2014 Gartner, Inc., survey of marketing organizations that investigated the role of marketing leaders in relation to the customer experience, 89% of marketing leaders expect to compete primarily on the basis of customer experience by 2016, as compared with 36% four years ago."

Gartner, Inc., Customer Experience Is the New Competitive Battlefield, 2015, Ed Thompson, Jake Sorofofan, 4 June 2015



Proactive Engagement

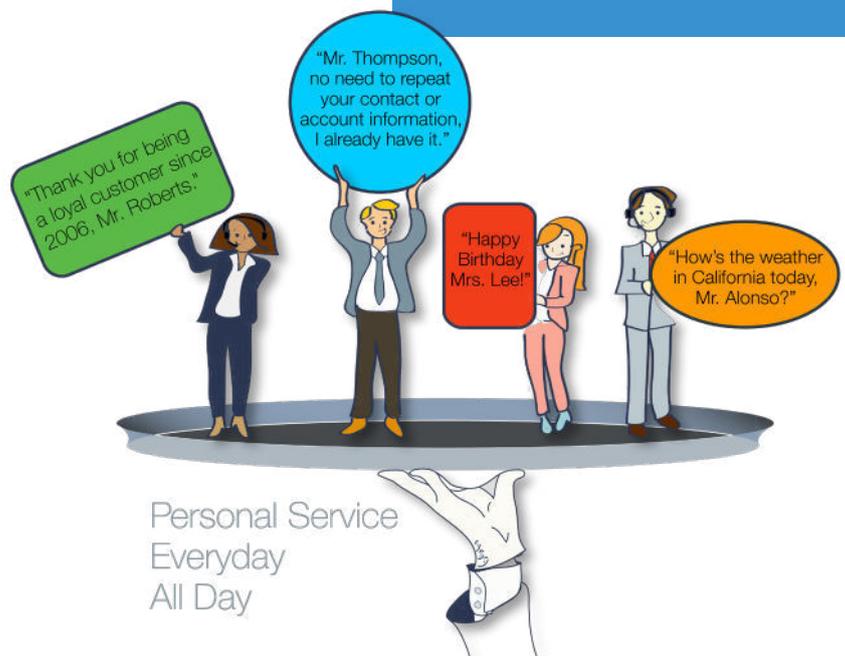
Increase sales, revenue, and customer retention by proactively reaching out to customers in courtesy calls and promotion campaigns. Cinch Contact Center makes it easy for you to kick off a campaign and start seeing results.



Personal Service

Customer advocacy is vital because it provides companies with a way to leverage their own customers to build awareness and drive revenue. Building loyal customers and creating ambassadors isn't just about offering great products, it's also about making customers feel like they are receiving great personal service.

Deltapath enables you to integrate your business applications so agents can exceed customers' expectations. Agents gain access to their customers' history on their computer screens the minute their phones rings. Now imagine the power of this tool. Agents can greet their customers by name. Customers never have to repeat their contact number, account number, or even repeat the details of their open cases again when they call your contact center. Business opportunities are even communicated so it isn't left up to agents to recognize the opportunity. Lastly, being able to add small personal touches to your conversation outside of the immediate discussion, will not only help you build a relationship with your customers, it will also help you build advocates for your business.



Case Study:



Pacific Century Cyberworks Hong Kong Telecom (PCCW HKT), the leading telecom provider in Hong Kong, wanted to provide prestige service to their HKT Premier customers and drive opportunities. However, moving their plans into action presented numerous challenges:

- There was a dependency on Excel worksheets which created room for errors and data inconsistencies.
- Agents manually keyed in customers' phone numbers on their phone keypad, which was a time consuming process.
- No centralized scripting information for agents existed
- There was a lack of tools and capabilities available to track success in real-time and insufficient historical reports to measure sales success and agent performance.

By utilizing Proactive Engagement through Deltapath Cinch Contact Center, PCCW HKT's Relationship Account Managers were able to make proactive contact with HKT Premier customers with one click calling. Furthermore, all the information required by the Relationship Account Managers including who to call, when to call, what information to deliver, and what questions to ask their customers were delivered right to their computer screen so they could focus on their business goals.

"Thanks to Cinch Contact Center, we were able to reach out to our premier customers in an effective and efficient manner, which resulted in improved customer relations and year-on-year revenue growth by 13%." Fiona Tang, Vice President of Relationship Account Management - HKT

Single Platform

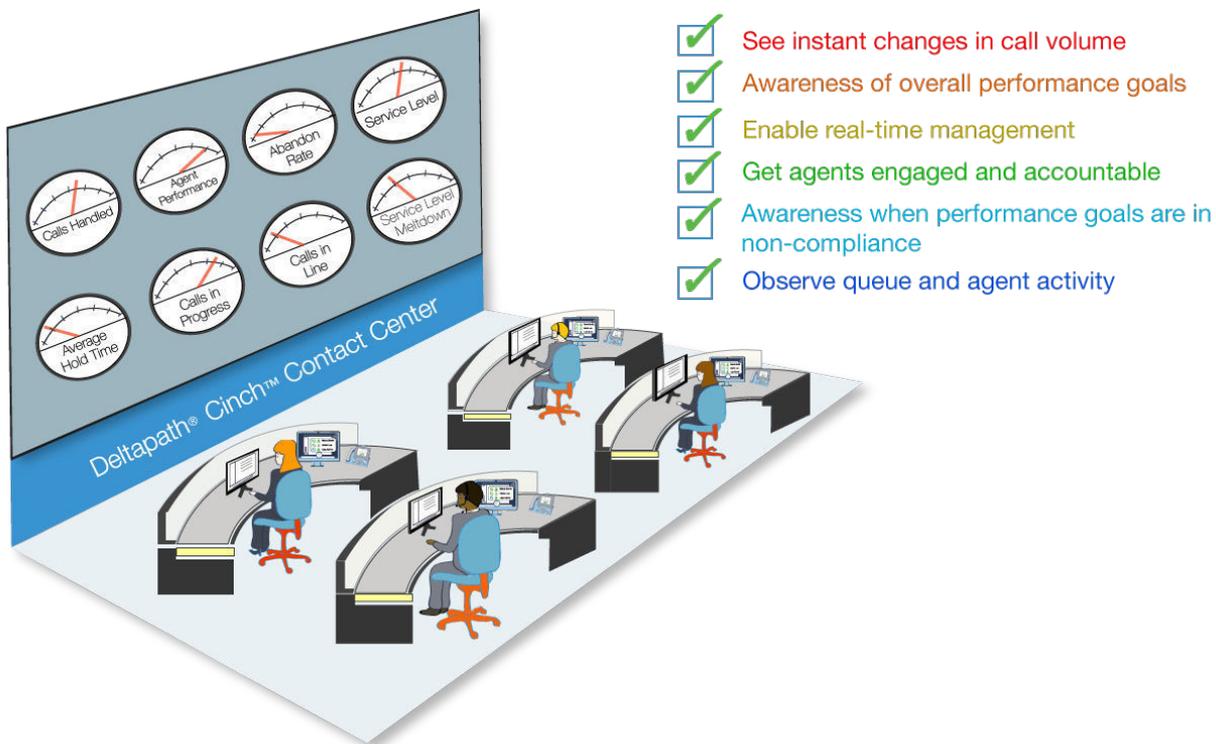
Traditionally, contact centers operated independently from the rest of their organization on an independent platform creating a fragmented organization. Deltapath, offers a single platform unifying all of your enterprise users. Our solution is available today so your organization can strive towards a single vision and goal.

Never Fly Blind

Wall Board Display

Help your employees become engaged team players by keeping them connected. Cinch Contact Center equips agents and supervisors with a Wall Board display directly on their computer screen. The delivery of critical call center key performance indicators and operational metrics in real-time, help agents and supervisors stay connected so they can proactively make decisions to positively impact their own performance and customer experience.

Robust Visual Communication Key Performance Metrics



Quality Assurance

Quality monitoring is important in every contact center because it allows you to gain critical information about your customers, agents, and your business as a whole so you can make sound business decisions. With the Listen-In feature, supervisors can monitor agents' calls without being heard by the agent or caller. Regular use of this tool can help contact centers create quality coaching programs for agents, uncover trends, and ensure customer service goals are being met.

Recording calls is also a vital component of all contact centers. In fact, recording calls has so many significant benefits and purposes, it's hard to keep it in the background. Monitor call recordings to meet your service quality goals by rating customer satisfaction. Sample agents' calls to create quality coaching programs that focus on communication styles and product knowledge. Enhance training sessions through the use of real life situations. Lastly, manage compliance and corporate liability.

Manage Outcomes

Manage Operations

Identifying new sources of income is the best way to grow revenue. However, even after agents have established a rapport with their customers and identified their needs, they often miss upselling opportunities. Cinch Contact Center offers monitoring tools that can help companies grow revenue. With the Barge-In tool, supervisors can turn agents' calls into a three-way conference to help agents capture a sale.

Channel Caller to the Right Place

Time is valuable. No customer wants to spend their valuable time waiting on the phone to speak to an agent. When they do, there is a high probability they will hang-up or you will lose their business. Through the use of IVR systems, everyone benefits. Customers can navigate through prerecorded menus to access information without having to wait to speak to an agent. Agents don't get bogged down doing routine tasks that can be solved without a live person. When your customers need to speak to a live person, an IVR system offers skill based routing to ensure customers get in touch with the agent best equipped to handle their questions. Lastly, IVR systems extend the hours of customer service without extending the cost of labor.

Manage Calls

You can also help ensure customers receive outstanding service by directly impacting how long a customer waits to speak to an agent or who a customer speaks to in your contact center. Redirect a call in the queue to an available agent to reduce the time a high valued customer spends waiting in the queue. Similarly, redirect a caller to an agent that has an established relationship with the caller to positively impact customer experience.

Manage Agents

Supervisors are equipped with many tools to ensure their contact center runs smoothly. Supervisors can login agents in a queue experiencing high call volume. Likewise, supervisors can easily sign out agents who forget to logout at the end of the business day to ensure calls are not distributed to them, which can severely impact customer experience. Supervisors can also pause call distribution to an agent. This tool is especially useful if agents forget to change their status to Away when they are away on break.

Manage Queues

Every company has different classes of customers. For example, every company has high value customers who are often defined as the company's biggest investors or most loyal customers. To ensure your most valuable customers are taking care of promptly, Cinch Contact Center lets you assign different priority levels to queues. This means you can offer different support tiers. Adding your most valued customers to a premium tier means they move faster to the front of the queue so their calls are answered first.

Manage Performance

When it comes to analyzing performance, the solution is data. Cinch Contact Center offers many reports and ways to gather real-time and historical data. The reports provide comprehensive information in an easy to understand format including bar graphs, pie charts, and tables. Gather critical information, including but not limited to agents' performance, customer satisfaction, queue performance, and performance gaps.

Scale into the Future

Responding appropriately to key business moments can enrich, or breakdown customer experience. Deltapath recognizes that each company has different needs. This is why we allow you to customize Cinch Contact Center to fit your needs. We also help you grow your business organically so you can successfully deliver on your mission. See what we offer.

Video Ready

Cinch Contact Center is video ready. Adding video capability to your contact center so agents and customers can see each other, brings customers and agents into the same room enhancing collaboration and even call center productivity. Let's be honest, some types of information are best presented visually. Imagine an agent showing a customer how to perform a task, assemble a product, or complete a document when and where they need the information.

In a video-enabled contact center, agents can push video information to callers while maintaining audio connections with them. Pushed video can be real-time video, static graphical information, or dynamic graphical information.

Flexible Deployment Options

Cinch Contact Center is offered in both virtualized and appliance forms to meet your organization's IT strategy.

- Virtualize your network with frSIP Unified Communications Virtual Edition, optimized for VMware deployment, reduced complexity and total costs of ownership.
- Capitalize on the reliability and expanded functionality of purpose-built hardware using frSIP Unified Communications Platform Appliance Edition.

Whether you are visualizing a public cloud, private cloud, or an on-premise solution, we can accommodate your needs.

Integrating with Popular CRM Applications

Already a Salesforce customer?

Deltapath® Salesforce Connector™ enables native integration with Cinch Contact Center. Your agents will be able to see vital information such as contact information, account information, open opportunities, and open cases instantly on a pop-up whenever your customers call.

Easily customize with APIs

Don't have Salesforce.com as yet? We have you covered.

Deltapath has available Application Program Interfaces (APIs) that enable your business applications to seamlessly integrate with Cinch Contact Center to offer a unified experience. Leverage Deltapath's APIs to create a more powerful service and user experience in your contact center. Deltapath's APIs, include but are not limited to signing in and signing out agents, viewing customer wait time, and caller id. Get ready to distinguish your business with our APIs for third-party applications in horizontal and vertical markets.

Service Provider Ready

Let's join forces. Service providers can leverage Cinch Contact Center as a service to build their business. Multi-tenant capability enables service providers or any Contact Center-as-a-Service (CCaaS) Provider to host multiple customers with partitioning on the same server.

Datasheet

FEATURES

Video-Ready*

- » Video recording
- » Incoming video call distribution to agents and supervisors
- » Video mail to e-mail

CRM Integration

- » Native support for Salesforce.com*
 - Always deliver superior personal service with access to customers' data in a pop-up box right on your screen
 - Greet customers by name
 - Easily pursue new business opportunities and close open cases
 - Click to dial phone numbers stored in Salesforce.com database
 - Never again ask customers to repeat information as you have it displayed in front of you.
- » Leverage robust APIs to create a more powerful service and user experience
 - Manage Agents
 - Manage Queues
 - Click to dial
 - Obtain Real-time analytics

Performance Management

- » Generate comprehensive reports
- » Summarize data by date, time intervals, queues, and agents.
- » KPIs for Queue activity
 - Queue Analysis Report
 - Queue Summary Report
- » KPIs for agents
 - Agent Summary Report
 - Agent Report
 - Agent Action Log Report
- » Compare agents' activity
 - Agent Summary Report
- » Compliance Report
 - Validate agents' adherence to work schedules

Service Level Management

- » Observe the percentage of calls that were successfully answered within a predetermined number of seconds and formulate strategies to improve the numbers
- » Abandoned call list allows supervisors to identify who called, waited, and then hung up
 - Call back customers and impact customer retention and acquisition

Channeling Calls to the Right Teams

- » Skill Based Priority Routing: Callers are routed to agents with the right group of skills
- » Reduce wait time by retrieving information without waiting for an agent through an IVR system
- » Overflow calls to secondary teams during high call volume
- » Jump high value customers in the queue
- » Supervisors can redirect calls to themselves, especially when an irate caller is brought to their attention

Agent Coaching

- » Define KPIs based on quality monitoring
- » Whisper-In: Coach agents to improve their communication skills, product knowledge, and teach them to recognize opportunities.
 - Communicate to agent in real-time without customer overhearing
- » Mystery shopper tool available to measure agent performance
- » Call Interception: Create a three-way call
 - Use if you detect a conversation between a customer and agent is going poorly.
 - Use when you detect an upselling opportunity
- » Analyze sample of agents' call recordings
- » Listen-In to agents' calls to detect teachable moments, gaps, and agents key skills

Heads-Up Display

- » Call Purpose Display on IP phone & desktop:
 - Identify the purpose of a call before answering with the queue and caller identification
- » Capture callers hold time
 - Initiate a customer retention strategy by having hold time information announced before you are connected with a customer
 - Agents can make an informed decision to apologize to customers for long wait times

Wall Board Display

- » Contact Center Status
- » Agent Status – Available or Away
- » Caller Status – Waiting/Ringing/Talking
- » Number of calls waiting in line
- » Number of calls in progress
- » Service level
- » Date and time agent last logged in
- » Number of calls answered by each agent
- » Total number of calls answered in a queue
- » Maximum callers allowed in a queue
- » Number of calls abandoned in a queue
- » Average hold time
- » Call time and date
- » The time a call was answered
- » Last time agent received a call
- » Identify queues agents are assigned to

Announcements

- » Announcements can be configured to play in different languages
- » Customize hold time prompts
 - Estimated hold time
 - Caller's position
 - Frequency of announcements
- » Customize prompts and frequency for advertisement announcements
- » Available scripting area ensures your voice prompts are done correctly the first time
- » Impress, inform, and even educate callers by playing specific advertisement messages based on the objective of each queue

* Requires the purchase of a feature license

Proactive Engagement*

- » Proactively reach out to existing and potential customers
- » Assigned call lists with dedicated agents
- » Public call lists
- » Schedule campaigns
 - Make courtesy calls to impact client retention and acquisition
 - Grow Revenue
- » Mini CRM database
- » Do not call list
- » Configurable popup: Input customer feedback and view agent script
- » Monitor agent activities
- » Reports
 - Call list Summary
 - Active Campaign Progress
 - Campaign Performance
 - Sales Performance
 - Agent Performance

Intuitive Agent and Supervisor Interface

- » Multiple interfaces to adapt to your company's needs. Agent can login from a desktop, the web, or through an audio IVR interface
- » Stay alert with the Incoming Call Notification popup on your desktop
- » Answer calls, send to voicemail, end calls, place calls on hold, access speed dials, and elect to record a call in progress
- » Transfer a call with Blind Transfer or speak to the person you intend to transfer the call to first with Attended transfer
- » Powerful 3-way conference controls
 - Click to conference
 - Split conference
 - Leave conference
 - Terminate conference

Ring Strategies

- » Ring all agents
- » Ring longest idle agent
- » Ring agent with fewest answered calls
- » Ring agents sequentially
- » Ring agent in predefined order
- » Ring agents randomly

Mobility

- » Mobile Desk: Offer flexibility to agents to sign in to any configured desk
- » Support remote agents and supervisors
- » Make and receive calls on your corporate extension using frSIP mobile

Service Provider Ready

- Offer Cinch Contact Center as a Service (CCaaS)
- » Multi-tenant capability enables service providers to host multiple customers with partitioning on the same server

Call Recordings*

- » View the details of a recorded call
- » Add detailed notes after call wrap-up
- » Customize table fields so agents can capture specific details about their calls
- » Supervisors can obtain statistical feedback and make discoveries by listening to a sample of the call recordings or download a sample in a zip format to analyze later
- » Supervisors can rate agents call recording based on a set of criteria

Call Filter

- » Blacklist unwanted callers
- » Create VIP lists

Fax & Text Messages

- » Send fax from your desktop
- » Send text messages
- » Power through messages by sending to a recipient group

Voicemail Features

- » Overview and summary reports
- » Export reports in different formats (Excel and CSV file)

Buddies

- » Get an all-inclusive view of agents and supervisors PC and phone status so you know the availability of everyone
- » Phone status: On the phone, Idle, Offline, Hold, Ringing
- » PC Presence: Online, Offline, Away, Extended Away
- » Redirect callers to specific agents or jump callers in the queue

Scalability

- » Scales up to 6000 business user
- » Scale up to 600 agents
- » Increase capacity with additional servers
- » Cloud-based and on-premises deployment

Phonebooks

- » Keep contacts organized in three phonebooks: Personal, Department, and Site
- » Customize the fields you see in your phonebooks
- » Add a personal ringtone to your VIP contacts
- » Create speed dials for people you communicate with regularly
- » Quickly import large volumes of new or edited contacts to phonebooks
- » Easily export contact information
- » Autocomplete features helps you lookup phonebook records fast

Multilingual Support

- » English
- » Japanese
- » Mandarin
- » Cantonese

* Requires the purchase of a feature license

About Deltapath

Deltapath liberates organizations from the barriers that prevent effective communication and revolutionizes the way organizations communicate through innovative technologies that meet the needs and the wants of organizations.

We specialize in solutions that unite different communication platforms, audio and video equipment, telephones, desktops, and mobile devices to make communication accessible and intuitive.

It is our belief that every solution should embody simplicity and offer users the right form of communication for the right occasion, right at their fingertips.

Ordering Information

For more information about Deltapath Cinch Contact Center, please contact your nearest Deltapath sales representative.



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