



## Deltapath Cinch Contact Center

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**Designed to handle customer-initiated calls or proactive contact center initiated calls**

Companies across the world are turning to contact centers to fulfill a variety of services. Hard on the heels of this quest is customer experience (CX), which quickly becomes the primary competitive differentiation source.

At Deltapath, we are ready to help you compete by delivering a modern, feature rich contact center while improving customer experience.

# Transform operations by modernizing your contact center

## Engage Customers Virtually

Cinch is a video-ready contact center that offers an upgraded customer experience. Imagine an agent showing a customer how to complete a document or a customer showing an insurance agent the damage to his car.

## Experience Improved Voice Quality and Noise Cancellation

Deltapath's suite of products use technology by Dolby Laboratories, the pioneer in audio technology. Agents and customers experience state-of-the-art noise cancellation and studio-like audio quality in voice and video calls.

## Expand Your Agent Pool With Remote Workers

Expand your agent pool across different geographical locations with Deltapath® Engage. Agents communicate from anywhere using a softphone for Windows or Mac. Deltapath Engage comes with an easy-to-use interface and all the essential business phone features.

The only things workers require is a laptop, Deltapath Engage application, and internet access.

## Endorse Flexibility

Agents and supervisors do not have to be tied to their desks by a fixed device. The Deltapath Mobile application is an extension of an employee's desk phone, offering greater flexibility to workers. Easily move an active call from your desk phone to mobile device and vice versa with the call pulling feature.

## Enhance Operations With A Website Voice and Video Hotline

Prospects and customers can click to call an agent directly from your website and have a video or voice call. There is no need to install software or schedule meetings.

## Expand Enterprise Collaboration

Work together to exceed customer expectations and enhance customer experience. Drive enterprise collaboration through instant messaging. Agents address customer needs faster and with more confidence by chatting with experts across their work environment.



## Coach Agents

The Whisper-In feature allows for real-time interaction between agents and supervisors where coachable moments help agents solve customer issues, upsell a product or service, and acquire new knowledge.



# Upgrade Customer Experience and Business Opportunities

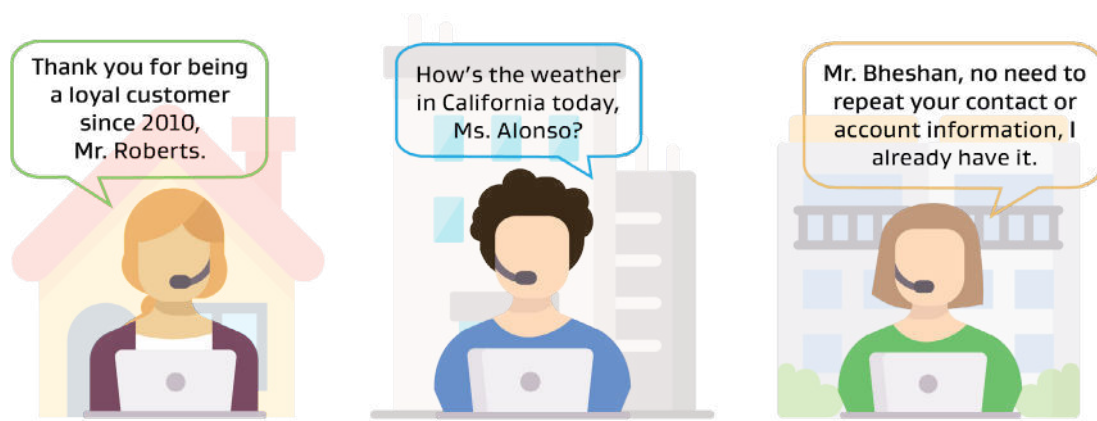
## On-Screen Caller Information

Already a Salesforce.com customer? Deltapath® Salesforce Connector™ enables native integration with Cinch Contact Center. Agents gain access to a caller's information on their computer screen the minute the phone rings.

Callers never have to repeat preliminary information like their account number or repeat the details of their open cases. Plus, adding small personal touches to a conversation outside of the immediate discussion can help agents build a relationship with their customers faster and build advocates for the company.

## Upsell and Cross-Sell

Agents do not always have to recognize an opportunity when speaking to a caller. Upselling or cross-selling opportunities inputted by supervisors appear on agents' screens.



Personal Service Everyday All Day

## Wallboard Display

Cinch Contact Center equips agents and supervisors with a wallboard display directly on their computer screen that delivers critical contact center key performance indicators (KPI) and operational metrics.



Supervisors can spot service inefficiencies, identify agents that may need help, observe queue activity, and recognize trends. Real-time data keeps agents engaged and empowers them to provide a level of service that is outstanding.



# Optimize Campaign Results

Manage and simplify your campaigns with Proactive Engagement. Agents work smarter resulting in a higher volume of outbound calls.



**PCCW**  
電訊盈科

**HKT**

Pacific Century Cyberworks Hong Kong Telecom (PCCW HKT), the leading telecom provider in Hong Kong, wanted to provide prestigious 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.
- There was insufficient historical reports to measure sales success and agent performance.

Through Cinch Contact Center, PCCW HKT's Relationship Account Managers could make proactive contact with HKT premier customers with one-click calling. Furthermore, the Relationship Account Managers had all the information they needed right on their screen, including the caller's contact information, script, and questions to ask callers.

## Manage Outcomes

### Call Recordings

Recording calls is a vital component of all contact centers. Sample agents' calls to create quality coaching programs that focus on communication styles and product knowledge. Enhance training sessions using real-life situations and manage compliance and corporate liability.

If your company is using artificial intelligence (AI), call data can fuel AI to shape your products' future and drive business outcomes.

### Three-Way Conference

Cinch Contact Center offers monitoring tools to 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.

### Quality Service

Gain critical information about your customers, agents, and your business 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 met.

### Manage Agents

Supervisors can log in agents in a queue experiencing high call volume or sign out agents who forget to logout at the end of the business day to ensure calls are not distributed to them. Lastly, supervisors can pause call distribution to an agent.



### Queues Priority

Ensure high-valued customers are taking care of promptly; Assign different priority levels to queues to create support tiers. Adding your most valued customers to a premium tier means they move faster to the front of the queue.

### Reports

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.

### Route Callers to the Right Place

Time is valuable. No customer wants to spend their valuable time waiting on the phone to speak to an agent. With IVR systems, everyone benefits. Customers can navigate through prerecorded menus to access information without having to wait to talk 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 raising the cost of labor.

## Scale into the Future

### Customize with APIs

Get ready to distinguish your business with our Applications Program Interfaces (API) for third-party applications in horizontal and vertical markets. Deltapath's APIs enable your business applications to seamlessly integrate with Cinch Contact Center to offer a unified experience.

### Flexible Deployment Options

Cinch Contact Center is offered in a virtualized or appliance form to meet your organization's IT strategy.

- Optimized for different virtual environments such as VMWare, Hyper-V, and KVM.
- Capitalize on the reliability and expanded functionality of purpose-built hardware using Deltapath Unified Communications Platform Appliance Edition.

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

### Service Provider Ready

Are you ready to 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 delivered to e-mail

\* Requires the purchase of a feature license

### Remote Agents and Supervisors\*

- » Deltapath Engage softphone for Windows and Mac users
- » Video and audio calls

\* See full details in the Deltapath Engage marketing brochure and datasheet

### Website Hotline\*

- » Customers click to call agent from company website

\* Requires a feature subscription

### Deltapath Mobile

- » Supports iPhone, iPad – 10+
- » Supports Android phones and tablets – 4.4+

\* See full details in the Deltapath with Dolby Voice marketing brochure and datasheet

### Enterprise Instant Messaging

- » 256-bit AES Encryption
- » Text, voice, video, and photo messaging
- » Group messaging
- » Emoji Support
- » Antivirus scanner for file attachments
- » Support for single account, multiple devices
- » Administration Tools
  - Message Logger
  - Limit on number of group chat
  - Limit on Attachment file size
  - Auto-file attachment cleanup on expiry
  - File extension type filter
- » Available on Deltapath Mobile (Android & iOS) & Deltapath Switchboard (Mac and PC)

### Dolby Voice

- » Studio sound audio quality
- » Full room pickup across rooms up to 15 feet (hardware dependent)
- » Spatial audio projects each speaker's voice from a distinct location
  - Voices are separated
  - Voices never interlace
- » Low bandwidth consumption compared to other industry leading HD codecs
  - Average bandwidth consumption: upload 12.46 kbps / Download 47.71 kbps
  - Peak bandwidth consumption: upload 49.36 kbps / Download 128.03 kbps

### Intelligent Voice Suppression Algorithms are designed for the following types of noises:

- » Stationary/constant noise
- » Non-stationary noise sources
- » Impulsive/time-varying noise sources
- » Non-speech noise
- » Speech-like noise suppression

### Voice and Acoustics

- » Adjusts to accommodate voice and acoustic variations
- soft and distant voices

### Intelligent Voice Suppression is comprised of the following:

- » Noise Estimation
  - Estimates the noise in the room in the presence of talkers
- » Noise Suppression
  - Calculates suppression gains while minimizing the impact on speech
- » Nuisance Rejection
  - Rejects no-speech distracting noises
- » Suppression Gain Smoothing
  - Smooths the suppression gains to minimize artefacts
- » Voice Activity Detection
  - Acts as a gate to determine whether to transmit the microphone signal

### CRM Integration\*

- » Native support for Salesforce.com
  - Deliver superior personal service with access to customers' data and open cases in a pop-up box on your screen
  - Easily pursue new business opportunities and close open cases
  - Click to dial phone numbers stored in Salesforce.com database

\* Requires the purchase of a feature license

### APIs

- » Leverage robust APIs to create a more powerful service and user experience
  - Manage Agents
  - Manage Queues
  - Click to dial
  - Obtain real-time analytics

### Provider Ready

Cinch Contact Center as a Service

- » Multi-tenant capability enables service providers to host multiple customers with partitioning on the same server

### Proactive Engagement\*

- » Proactively reach out to existing and potential customers
- » Assign 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

\* Requires the purchase of a feature license

## Wall Board Display

- » Phone status – idle, ringing, offline, in use
- » Agent Away Status – yes, no
- » Number of calls waiting in line
- » Number of calls in progress
- » Service performance by queue
- » Date and time agent last logged in
- » Number of calls completed by each agent per hour
- » 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
- » Last time agent received a call
- » Number of queues agent belongs to

## Agent Coaching

- » Define KPIs based on quality monitoring
- » Whisper-In: Communicate to agent in real-time without customer overhearing
- » Listen-In: Real-time feedback of agent performance
- » Call Interception: Create a three-way call
  - Supervisor can assist if conversation between a customer and agent is going poorly
  - Use when you detect an upselling opportunity
- » Analyze agents' call recordings
- » Listen-In to agents' calls to detect teachable moments, gaps, and agents key skills

## 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

## Call Recording for Supervisors\*

- » Add detailed notes for each call
- » 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

\* Requires the purchase of a feature license

## Mobility

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

## Voicemail Features

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

## 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 answer the phone

## Intuitive Agent and Supervisor Interface

- » Agent can login from a desktop, web browser, or through an audio IVR interface
- » Incoming Call Notification popup
- » 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

## Channel Calls to the Right Teams

- » Skill Based Priority Routing: Callers are routed to agents with the right group of skills
- » IVR system: Access information without having to speak to an agent
- » Overflow calls to secondary teams during high call volume
- » Jump high value customers in the queue
- » Supervisors can redirect calls to themselves

## Call Filter

- » Blacklist unwanted callers
- » Create VIP lists

## Scalability

- » Scales up to 10,000 business users
- » Scale up to 600 agents
- » Increase capacity with additional servers
- » Cloud-based and on-premises deployment

## Multilingual Support

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

## Announcements

- » Configure announcements 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
- » Create and save voice prompt scripts
- » Play featured ad messages based on the objective of each queue

## 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

## Service Level Management

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

## Phonebooks

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

## 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

## 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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