

Revolutionary New Technology From Centric

Do you need to deploy or upgrade a contact centre? Do you need a contact centre that's fully functional, affordable, and just your size? Frustrated by the complexity and cost of traditional solutions? Or, do you need to set-up a reliable, cost-effective offshore contact centre as fast as possible?

Centric is at the forefront of delivering advanced contact centre functionality over the Internet, at remarkable cost savings, without sacrificing voice quality, reliability, or essential features. As your clients are demanding more flexibility from your services it is vital to be able to deliver the flexibility and quality of service they require to do business with you.

However this has been historically an issue and most systems are high in capital expenditure but do not allow the addition of agents or functionality when presented with a mission critical project.

Centric's Centric Solution delivers all the features you expect from a world-class contact centre solution – more affordably than ever before. We have revolutionised the contact centre business by including high-value features that are typically found in expensive “black box” solutions. And we've made these robust features incredibly easy to use. In addition it's multi tenancy architecture allows you to run multiple campaigns whilst ensuring complete data security, in fact better than most in-house solutions on the market.

No Up-front Costs, High Payback

You don't need to commit any capital investment to get started. You don't need new IT staff, or new skills for your staff. And, you pay only for what you need, which maximises your ROI.

Adjusts to Changing Business Needs Quickly

It's easy to scale up or down fast, depending on your business requirements. Additionally, we make it painless to add home-based agents or even set-up an offshore contact centre-our hosted; plug-and-play Internet-based model eliminates geographic boundaries.

Improves Customer Service and Sales

Centric is ideal for both inbound customer service and outbound telemarketing, thanks to features like inbound ACD, a true predictive dialler, an advanced campaign manager, and more.

Centric is a complete virtual interaction centre system, which goes far beyond the capabilities of traditional contact centre technology. Traditional contact centres are based on circuit-switched Automatic Call Distributors (ACDs), and support only voice telephone calls. Centric has all the capabilities of a modern telephone contact centre. But as a multi-media, multi-channel interaction centre, Centric supports not only voice telephone calls, but also live multi-media communication sessions via the Internet. It also manages and distributes not only live calls, but also messages, including voice, fax, and e-mail messages.

As a virtual technology, Centric supports remote agents and multiple site operation transparently via a managed IP WAN. Agents are location-independent, and multiple contact centre sites can be managed as a single entity capable of distributing calls to any agent in any site or location.

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The following matrix shows the scope and completeness of Centric's capabilities, considered by type of session and type of connection:

Session Connection	Self Service	Live	Message
Phone	IVR	Telephone Call	Voice Mail Fax Message
Internet	Web Application	Multimedia IP Session	E-Mail
Wireless Internet	WAP iMode	Multimedia Call	E-Mail
VoIP	IVR	Telephone Call	Voice Mail Fax Message

Centric utilises IP packet switching as a complete alternative to circuit switching, and is primarily a software solution, making maximum use of existing computer hardware and IP network infrastructure. Centric does not require or assume the presence of a circuit switched ACD in order to provide a complete range of contact centre services for Internet and Telephone callers. Centric agents use their computers as both information and communication appliances, and do not require separate telephones for contact centre communication. However, when a circuit switched ACD is present, Centric functions as a seamless complement or adjunct to the existing technology.

Centric is rich in COM+ compliant Application Programming Interfaces (APIs) to provide integration with other applications. As a pure, computer-based technology, Centric does not require either separate or embedded CTI Middleware for integration with other applications. All application integration is conducted using standard computer-to-computer methods.

Centric has built enterprise class capacity, reliability, and security into Centric technology. It is an available product, not a development project. Centric is committed to the ongoing evolution of Centric and to the multimedia interaction centre market.

Centric's Multi Tenancy – The Key To A Secure Campaign

Centric's Multi-Tenancy features empower Service Providers to offer hosted contact centre services. Multi-Tenancy features like Tenant Self-Administration make managing hosted contact centres easier and more cost effective for both Service Providers and their tenants. Service Providers benefit by being able to offload the day-to-day activities of administering a contact centre to their tenants. This makes Centric even more profitable to Service Providers by enabling them to focus on their core network operations. Tenants benefit by gaining control and flexibility to manage their own contact centre operations. Service Providers may optionally decide to offer, as an added value service, professional management of these day-to-day activities on behalf of the tenant.

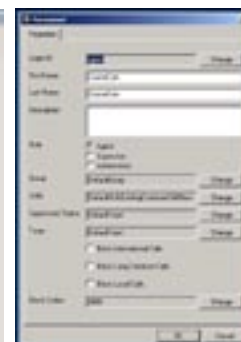
The Service Provider of the hosted contact centre has a complete view of system operations. Clicking on an individual tenant or system item in the navigation panel on the right (fig1) displays the relevant details on the right.

Browser-based administrative interfaces guide tenants through the process of setting up and maintaining agent profiles. (fig2)

fig 1



fig 2



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System Level Multi-Tenancy Features

System-wide Administration

Service Providers can manage all tenants from a single, easy-to-use browser-based interface.

Security and Isolation

Advanced security modelling and system partitioning features assure tenants that their operations will be secure and isolated from other system tenants.

Flexible Resource Allocation

Leverage servers and supporting personnel across multiple customer accounts, or, optionally, guarantee dedicated resources like telephone connections and server resources for premium service offers.

Billing

Open access to complete system data for speedy and accurate customer billing. Use standard reports or deliver call detail record (CDR) information to other billing systems.

Scalability

A single system is scalable to 1000 tenants.

Centric's browser-based administrative client delivers contact centre tenants easy-to-use control over its Virtual Contact centre and business, leaving the IT operations to the experts.

Tenant Level Multi-Tenancy Features

Tenant Self-Administration

Tenants can manage their contact centres without the intervention of the service provider. They have full control over day-to-day activities such as adding and modifying agent queues, groups and skills, changing call routing and producing reports.

Browser-Based Interface

Tenant Self-Administration can be performed from a standard Internet browser. The easy-to-use, but secure, interface allows for on-the-fly modification of queuing and routing parameters, in response to the dynamic needs of their environment.

Customisable Web Contact Interface

Tenants can customise both the click-to-call buttons and the page layout for web initiated chat, voice, and video calls.

GUI-Based Call Flow Design

Tenants can use Centric's graphical tool for call flow generation, to create custom IVR and routing scripts. Centric is browser-based, and enables drag-and-drop creation of call flows without requiring programming skills.

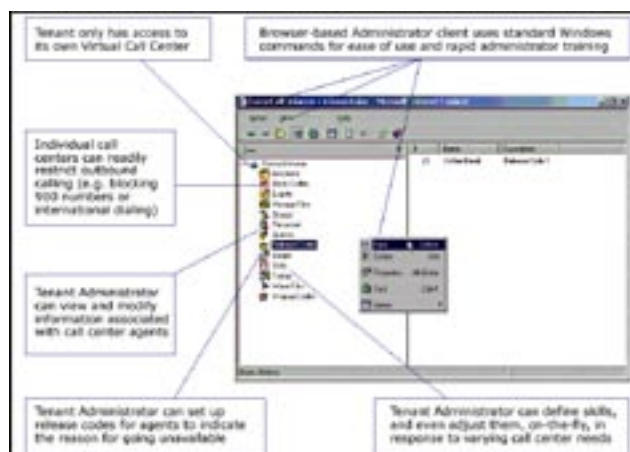
Reporting

Tenants can review the performance of their contact centres, both historically and in real-time, with Centric's browser-based reporting tools.

Easy to Deploy, Easy to Use

You don't need to buy any hardware or software, or commit additional phone lines. Your workforce can connect to the system anywhere in the world via a broadband connection. And your contact centre agents, supervisors, and managers will master this incredibly intuitive system in just a few hours.

Centric makes your customer interactions more efficient and effective – around the clock. You work hard to get your customers; we ensure you keep them.



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Rapid Deployment

Once you've decided that Centric is the best solution, we want to welcome you - you're in good company with more than 500+ businesses worldwide.

We will give you a helpful information package that ensures the rapid, successful deployment of your new Centric solution. Then, there are just five simple steps to deployment within 48 hours:

1. Planning:

We'll confirm the technical requirements, including bandwidth, firewalls, routers, media gateways, analogue/digital phones, and the workstations for the contact centre administrator, supervisor, and agents.

2. Training:

It only takes one hour to train your staff on Centric!

3. Deployment:

We call it "rapid" deployment, because it really is - we can deploy Centric in just two hours!

4. Testing:

It only takes one hour to test that Centric is successfully deployed!

5. Production:

That's it - Centric goes live within just 48 hours!

Support

At Centric, we don't just sell the industry's leading hosted contact centre solution. We are your true contact centre business partners. When you choose the Centric solution, you can count on us to deliver the highest level of service to ensure your success at deployment and ongoing operations.

Our friendly, knowledgeable support staff is ready to assist you. You can typically expect a prompt email or telephone reply within one hour. Supporting our clients is key to the success of your contact and centre and with a broad spectrum of knowledge across many vertical industries our highly qualified staff are on hand 24/7 to ensure you get the best out of your Centric solution.

Centric Confidential