

## Centric Product Overview

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### Centric Hosted Contact Centre

The Centric hosted contact centre allows organisations to manage and use agents in multiple locations as a single entity, provides every agent with all functions and features, and enables seamless call routing and transferring across the organisation. Centric is fast becoming recognised as the industry leader in hosted contact centres across the UK. The main benefit of centric hosting is the dramatic reduction required in capital expenditure. With Centric you get all the functionality of the high-ticket solutions all on a secure hosted platform.

Centric's unique "Hosted" System Architecture allows seamless connection between you, your agents and your clients all through one cost effective solution.

Centric is a fully managed, multi-tenant, "Hosted" all-IP full-featured multi-media contact centre service comprising:

- ACD
- Predictive Dialer
- Call Recording
- IVR
- VoIP
- Email
- Chat
- Voice monitoring/logging
- Real-time and Historical Reporting

..... and more, without the integration headaches of office-based equipment.

Centric contact centre is an on-demand, pay-as-you-go service that requires no capital investment – a browser and a phone are all that an agent needs. Designed to improve the performance of your contact centre operations, Centric contact centre provides leading edge contact centre technologies and features, to elevate your customer service quality and response; plus improve management efficiencies.

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Furthermore your business will benefit from:

Connectivity by either VoIP or PSTN  
Virtual Call/Contact Centre and Remote Agent connectivity  
Multi-Media Queuing (ACD)  
Reporting and Monitoring  
Web Services API and more...

### Centric's Benefits are:

- **Affordable "Pay As You Go" Pricing** enables you to have the flexibility you need for your contact centre. Not having expensive hardware on site allows you to keep your costs down and increase your profitability.
- **Multi Tenancy** allows 100% secure data at all times. Due to the solid system architecture you can be assured that your data is secure. In addition this allows you to have different campaigns running without the fear of cross fertilisation of data.
- **Multi Channel** communication through voice, email, web is possible with Centric. This allows you to have all the features of expected in today's major corporate contact centres at a fraction of the cost. Centric delivers them all, effortlessly.

### State of the art Data Centres

Our data centres are able to protect your data consistently. They operate across four sites to provide the protection of advanced security systems, a carrier neutral policy, technical services 24/7 plus flexible terms to allow you to change the capacity required as your business dictates.

User authentication, data encryption, network traffic management and physical access control are some of the mechanisms we use to preserve data security. We deploy these in a structured manner with full multi-level security including secure firewalls in addition to complete full disaster recovery services so you can be assured your data is secure with Centric.

### Mature, Field-Proven, Patented All-IP Design

The evolution to IP communication has gained tremendous momentum in the past two years. Centric is not just an IP variation on the traditional PBX design. It was designed from the ground up as a "switchless" system, taking full advantage of the switching function that is inherent in an IP network for all communication channels. Designed in 1996 and field-proven worldwide with hundreds of systems and thousands of agent positions, it is the most mature and field proven IP contact centre technology in the world today.

### Unity

In Centric, all major functions - ACD, IVR, CTI, administration and reporting, recording, and predictive dialling - reside on the same platform. And all contact channels - telephone, email, voice mail, and web chat/voice/video/collaboration - were implemented from the ground up on that one unified platform. Thus, no separate middleware platform is needed to mediate between ACD, IVR and Agents. All information about a call simply moves with the call automatically.

All queues and routing rules are universal, and all channels are tracked and managed through one database and one set of reports. Administrative changes are implemented once and propagated immediately through the entire virtual contact centre.

Much of the integration work that goes into legacy platforms is already built into Centric. Unity reduces the cost of integration, speeds implementation, streamlines operations, and reduces the cost of management and maintenance.

### **Integratability**

Most of the integration required in legacy call centres is unnecessary with Centric. IVR, ACD and agent are automatically synchronised and always have the same complete call-related information available.

Integration to external systems such as CRM is also simplified because Centric is unified. External systems only need to exchange information and synchronise with one point in the system, usually the Agent application, while legacy CTI integrations require a separate CTI server to coordinate the actions of ACD, IVR and Agent with the external application. Application integration is facilitated by Centric's rich set of open, standards-based COM interfaces, easy to use and well understood by a large number of programmers.

Centric's Connector, the out-of-the-box integration enabler for packaging Centric with leading CRM applications, further simplifies the process. The result is that integration is completed in less time and at lower cost than in the legacy environment, typically in hours or days, rather than weeks and months, a fact based on field experience.

### **Scalability**

Centric robustly scales up to carrier-sized systems, delivering optimum performance regardless of call volume or agent population. It economically scales down to very small enterprise sizes, supporting up to 75 agents on a single server.

### **Reliability**

Built for mission-critical contact centre applications, Centric has field-proven carrier class reliability in multiple telecom deployments throughout the world. The system can also achieve this high standard of availability in the smaller and more affordable configurations used by enterprises.

### **Full Complement of recognised carriers**

With Centric we use a majority of the major UK carriers to ensure you get the best pricing for your calls and we maintain the best levels of service at all times. These carriers are recognised within the industry as the leading edge companies who have partnered with Centric to deploy the latest in contact centre technology. These carriers include: Cable & Wireless, BT Global and Deutsch Telecom.

### **Centric's Features:**

#### **Multi-Channel ACD with Universal Queuing (UQ)**

Centric's Automatic Call Distributor (ACD) provides queuing and routing for all contact types:

- Phone Calls (traditional ACD)
- Videophone Calls

- Email
- Web Calls (chat, voice, video, collaboration)

All of these contact types are seamlessly blended into a single queuing and routing intelligence (the “UQ”), and all can follow the same call flow and routing rules. In addition, all contact types are tracked and managed through one database and one set of reports. Forms-based tools define routing rules, and simple GUI scripting tools enable advanced data-driven routing plans.

### **Interactive Voice and Video Response (IVR, IVVR)**

The Centric IVVR system is an XML-based platform for self-service voice portal applications and prompt-response dialogues. With optional video, it also provides a visual dimension to self-service interaction with videophone callers. It can work as a standalone component or as a unified part of the contact Centre. One simple GUI service creation tool both designs IVR and IVVR call flows, and applies the parameters used by the ACD call routing rules.

### **Interaction History**

Centric automatically tracks all interactions in all media by account, contact, and case. This capability is fully integrated with the ACD and IVR. If Recording is enabled, the interaction history links directly to the recording of each call.

### **Outbound Dialling**

Centric includes a state-of-the-art outbound dialler with an array of campaign management tools and call blending capabilities. Dialling modes include preview dialling, progressive dialling, predictive dialling, and IVR dialling. Advanced algorithms based on real-time massive simulation are used to dynamically control the predictive dialling rate, allowing organizations to meet abandoned call regulations without sacrificing agent productivity.

### **Recording and Quality Monitoring**

Centric provides multimedia recording, enabling users to store and access all caller/agent interactions in all channels and all media. For quality monitoring, calls can be recorded selectively based on a variety of factors such as agent, agent group, skill, and so forth. In addition, all calls can be recorded to meet legal compliance or other requirements. The agent can also start and stop recording as an optional capability. All recorded customer contacts are stored in a database with web access for reviewers.

### **Integration Capabilities**

Much of the integration required in legacy call Centres is unnecessary with Centric. The IVR, ACD, and Agent, as well as interaction history and recording, are pre-integrated and automatically synchronized, and always have the same complete call-related information available. This alone greatly reduces the time and cost of integration.

Centric supports a wide range of capabilities for integration with the application environment. Agent desktop integration can be achieved quickly and inexpensively, often in hours rather than days, or in days rather than weeks or months. This works especially well in the hosted environment, where different tenants have different applications with which to integrate, and in environments in which each agent may require multiple integrations and multiple screen-pops. The platform also supports more traditional back-end (third party call control) integrations using XML-based CTI.

### **Reporting**

Centric provides real time reporting of all contact Centre activities. Supervisors and administrators can view the reports from any location with a browser. The HTML-based wallboard is easily customized and requires no proprietary hardware. The platform also stores data on all call-related and agent-related events for historical reports. Many standard reports are included. The database schema is open, enabling customers to create custom reports using standard report generation tools.

### **Agent Interface**

Centric provides contact Centre agents with a unified interface for managing all customer interactions, including telephone and Internet, live and message-based, inbound and outbound. Agents may also use an external IP or circuit phone, and a many functions are available to PC-less phone agents using only an IP or a circuit phone.

### **Supervisor Interface**

Supervisors are agents that also have a real time view of all contact Centre activities, and access to historical reports. Supervisors can also monitor agents in silent mode, available for all media types, and in whisper or barge-in mode, available for telephone and web calls.

### **Hosting and Multi-Tenant Features**

For the hosted configurations of service providers and self-hosting enterprises, the platform features strong multi-tenancy capabilities with individual tenant self-administration. The hierarchical environment supports tenants, service providers, and service provider channels, each of which has a browser-based access to its needed administration tools.