



EBOOK

UCaaS and CCaaS

Create outstanding omni-channel staff and customer experiences



Introduction

UCaaS and CCaaS

Wavenet provide a selection of locally supported hosted voice and contact centre options that deliver the right solution to meet each customer's unique business requirements.

Any organisation, small or large enterprise, can benefit from UCaaS and CCaaS solutions, whether its to address voice calls, desktop or mobile applications, call recording, call analytics, contact centre and workforce engagement.

Why Wavenet?

We have built our capability to support and enhance our chosen solutions to give the best performance in the UK market with reduced call costs, simpler interactions, secure and reliable flexible working options.

Wavenet will provide all the consultation, design and deployment services in-house through our accredited Engineering and Pre-Sales personnel.

Our aim is to build your solution then configure, test, and make live with no interruption to your current day to day operations.

Porting of any existing services is completed by Wavenet's in-house porting team, and this is completed in a two-stage process to ensure that any service interruption is minimised during change over to a matter of minutes, if any.

When moving to Cloud telephony it's important that the LAN infrastructure can support any new handsets that require PoE. Some users may wish to use a Softphone or mobile app which would require a stable Wi-Fi connection throughout the environment to support user roaming. Wavenet offer an optional service to check your network readiness.

When implementing a solution that changes and enhances the way people work, training is key to maximizing user adoption. Wavenet can offer a full training program to all employees, with custom videos, virtual training sessions and communal area drop-in sessions. If you have their own Learning and Development team, Wavenet can deliver a train the trainer program with supporting presentations and other documents.



Wavenet provide a single point of contact for the support of both UCaaS and CCaaS Solutions including;

- Integration with the Wavenet customer service desk and ticketing system
- Fault investigation and rectification
- Managed change control

Standard support is delivered Mon to Fri 09:00 - 17:00 excluding public holidays. Extended hours options are also available.

Unified Communications as a Service

Wavenet's UCaaS solutions include all the communication features capable of supporting an entire business with minimal hardware required on your site.

A hosted UCaaS solution comes with many standard phone features like call forwarding and transfer, group ringing and voice mail. However, much more is made possible by real time voice communications over internet-based technology. The variety of licenses on offer support realistic use cases from a traditional phone user with no UC features to the most advanced call center features. So, there's no need to pay for a bunch of extra features that will never be adopted by the users.

Key features and benefits

Reliability: Wavenet's hosted UCaaS vendors have resilient and secure cloud platforms in place, so if there's a problem, you won't suffer from excessive downtime. The UK voice market expects 99.999% (five nines) uptime as the norm.

Less Equipment Involved: Another advantage of hosted UCaaS is that it's far less time consuming and complicated to install than on-premises systems. There is no maintenance to be carried out on site because there is no physical telephony equipment on your premises, except for maybe some plug-n-play IP desk phones for traditional phone users.

Flexibility: Compared to on-premises alternatives, a hosted UCaaS solution is much more flexible, for example, upscaling up and down scaling according to seasonal peaks is just a case of amending the subscription.

Cost Effective: Instead of upfront capital investment, you will pay a monthly or annual fee per licensed user/device that can start using the services on their computer and/or mobile phone straight away.

UCaaS services and features can include, but are not limited to:

- Call handling (including routing, queuing and screening)
- Unlimited calling plans
- Auto attendant
- Voice mail (including voice mail to email)
- Audio and Video conferencing
- Instant messaging
- A softphone app for PC and smart phones/tablets
- Call recording
- Call centre / ACD
- Built-in call analytics
- Centralised management and administration



Contact Centre as a Service

All businesses have a contact centre of some kind, these can range from 10 to 10,000 agents!

- A Contact Centre is the focus of all inbound customer communication in an organization. It will also support a proportion of outbound contact with customers too.
- A contact centre works across multiple “channels” of communication to facilitate customer inquiries. Often these channels run across multiple systems. Channels can include Voice, Email, Web-chat, SMS and Social Media. This is on top of various self-service options such as chat and speech-bots.
- Contact Centres have 3 core stakeholder profiles. Agents who answer customer inquiries, supervisors who manage teams of agents and contact centre managers who are responsible for running contact centres.
- Contact centres often need several core technologies to function. These include core Contact Centre Infrastructure, Workforce Engagement Management, Customer Relationship Management solutions and AI enabled Self-service solutions.

Wavenet CCaaS Deployment

Wavenet uses a consultative approach to ensure that our technology solutions produce tangible benefits. This involves detailed scoping exercises at the pre-sales phase and as necessary post contract. The key outcomes we work with the customer to deliver are:

Improving Customer Experience: Broadening the channels of communication offered, personalising interactions and automating transactional inquiries.

Improving Agent Engagement: Helping agents work more efficiently with features to improve rates of first contact resolution and using templates and knowledge bases to reduce the average handling time for interactions. Introducing flexible working through cloud-based applications to support better work life balance.

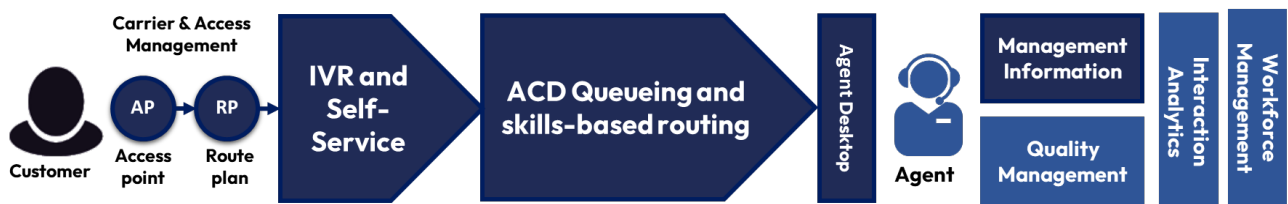
Streamline Business Processes: Using integration and self-service tools to provide personalised and efficient automation. Introducing artificial intelligence to digital interactions and identifying processes which can be improved based on best practice from other customers.



Customer Experience (CX)

Contact Centre Components

All Contact centre solutions are built up of micro-services that make an end-to-end solution. Traditionally, these were discreet technologies sold from multiple vendors and packaged up by a Systems Integrator into a “Solution”.



Wavenet's Approach to Customer Experience

Wavenet's approach to Customer Experience is focused on utilising data from within the business estate to deliver a brand defining customer experience. This will help retain existing customers and attract new customers through delivering customer service excellence and supporting proactive management of the customer lifecycle. The key to this is deep integration between business systems, especially between the CRM application and the contact centre infrastructure.

Wavenet's CCaaS portfolio reflects the strategic market direction of customer experience (CX) being enabled for the agents as **Unified CX** or **Integrated CX**.

Unified CX: For companies who haven't afforded an investment into a full CRM application, like Salesforce, a Unified CX solution provides a unified agent desktop into which the CRM and other contact and contract details, often from multiple sources, are presented in a consistent manner within the agent application. Unified CX makes a single unified agent desktop the focus of the agent workspace. Data can be imported from third party CRM solutions and other databases, reducing the number of desktop and micro-service integrations by doing as much as possible from a single user interface.

Integrated CX: For companies who have afforded an investment in a full CRM application, like Salesforce, an Integrated CX solution integrates with your chosen CRM, so that the agents work from within the CRM application, with supplemental contact centre interaction handling information and control, being presented within, or next to the CRM user interface. Integrated CX makes your CRM interface the main focus in the agent workspace.

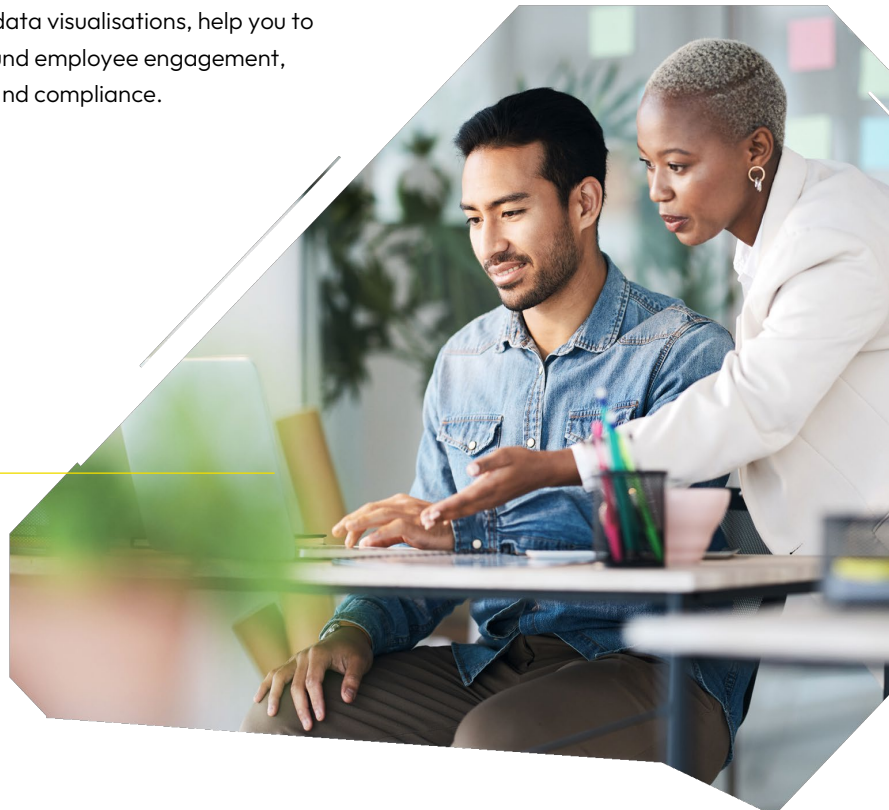
Workforce Engagement Management

Contact centres of typically 50 agents and more can benefit from the productivity and efficiency gains that come with a workforce engagement solution, to provide a brilliant customer experience, by maximising the skills of their workforce.

Wavenet's portfolio is made up of 3 key microservices

- **Quality Management (QM):** Reviewing real-world interactions and providing feedback, coaching and training to agents, that can directly impact the service being provided, based on real evidence of what is considered to be good and what is not so good.
- **Interaction Analytics:** A massive amount of customer interaction data is contained within a contact centre and the challenge has always been how to access and make use of that data in a meaningful way, exposing how an organisation is performing in terms of their customer's experience. Interaction analytics also catalogues and measures employee performance data which can be used for benchmarking the behaviours of the best staff, and then using the evidence and insights gained to coach and train other staff.
- **Workforce Management (WFM):** All about being able to provide a consistent experience to your customers, every time they contact you. The goal is typically to answer inbound contacts in a consistent time frame and ensure that the right agents are available, by forecasting and scheduling the right number of people with the right skills at the right time.

Analytics tools with customisable dashboards and data visualisations, help you to use captured data to drive informed decisions around employee engagement, efficiency improvements, customer engagement, and compliance.



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