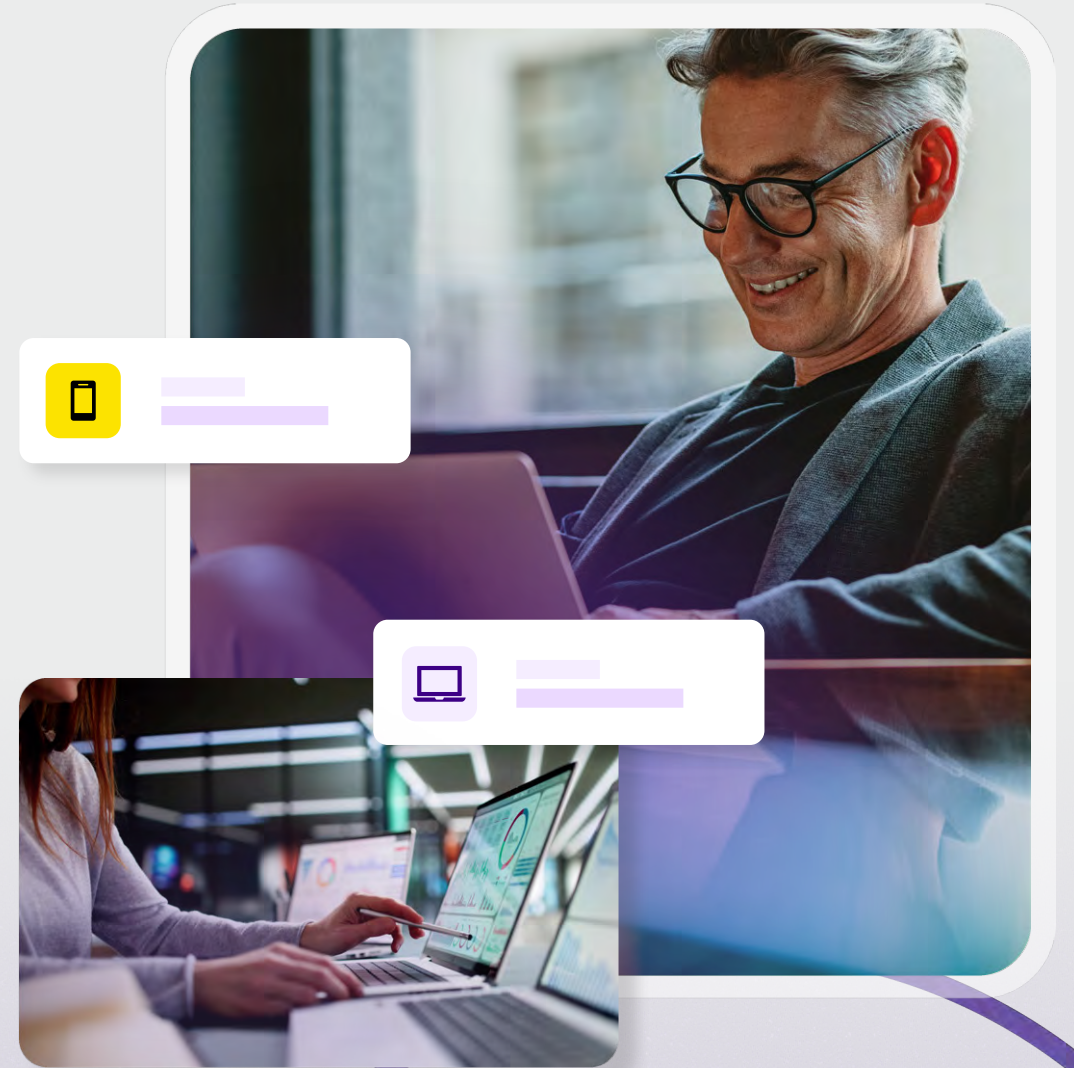


G-Cloud 15: Webex Contact Center

Every Conversation Connected.
Every Experience Elevated.



Webex Contact Centre with Gamma

Customer experience is no longer defined by a single interaction - it's defined by the entire journey: every message, every call, every moment of support. Customers expect seamless engagement across channels, instant responses, and personalised conversations from the brands they trust.

Webex Contact Center, delivered and fully supported by Gamma, transforms this expectation into reality. It's an AI-powered, cloud-native customer experience platform built to connect every customer touchpoint and empower agents to deliver exceptional service.

When paired with Gamma's carrier-grade voice network, UK-based support, and proven expertise across the collaboration ecosystem, organisations gain a reliable, future-ready platform that evolves with them.

With Webex Contact Center from Gamma, you get:

- A secure, resilient, UK-delivered CX platform
- Gamma's trusted PSTN and Webex integration expertise
- 24/7 UK-based support and service wrap
- An intuitive, AI-enhanced experience for customers and agents
- A scalable, cloud-native solution designed for transformation



Why Customer Experience must evolve

Customers choose the channel, the moment, and the pace of engagement. They expect fast answers, proactive updates, and continuity across every interaction. Traditional, siloed systems simply can't keep up, leading to long wait times, frustrated customers, and operational inefficiencies.

Webex Contact Center modernises the entire experience with digital-first, AI-enhanced, cloud-driven capabilities that keep your organisation connected and responsive.

Why organisations choose Webex Contact Center through Gamma

- Unified journeys across voice, messaging, email and social channels
- AI-powered automation reducing wait times and improving resolution
- A cloud-native platform that removes complexity and accelerates innovation
- Gamma's resilient voice network ensuring reliable, high-quality contact flows
- Reduced operational burden, thanks to Gamma's managed support and proactive service

Gamma brings expertise in managing enterprise telephony, collaboration tools and cloud migration, meaning your CX transformation is supported at every step.



Meet Webex Contact Center

Built from the ground up as a cloud-native CCaaS platform, Webex Contact Center provides the scalability, resilience, and innovation needed for modern organisations. Its microservices architecture ensures rapid feature rollout, consistent performance, and the flexibility to extend as operations grow.

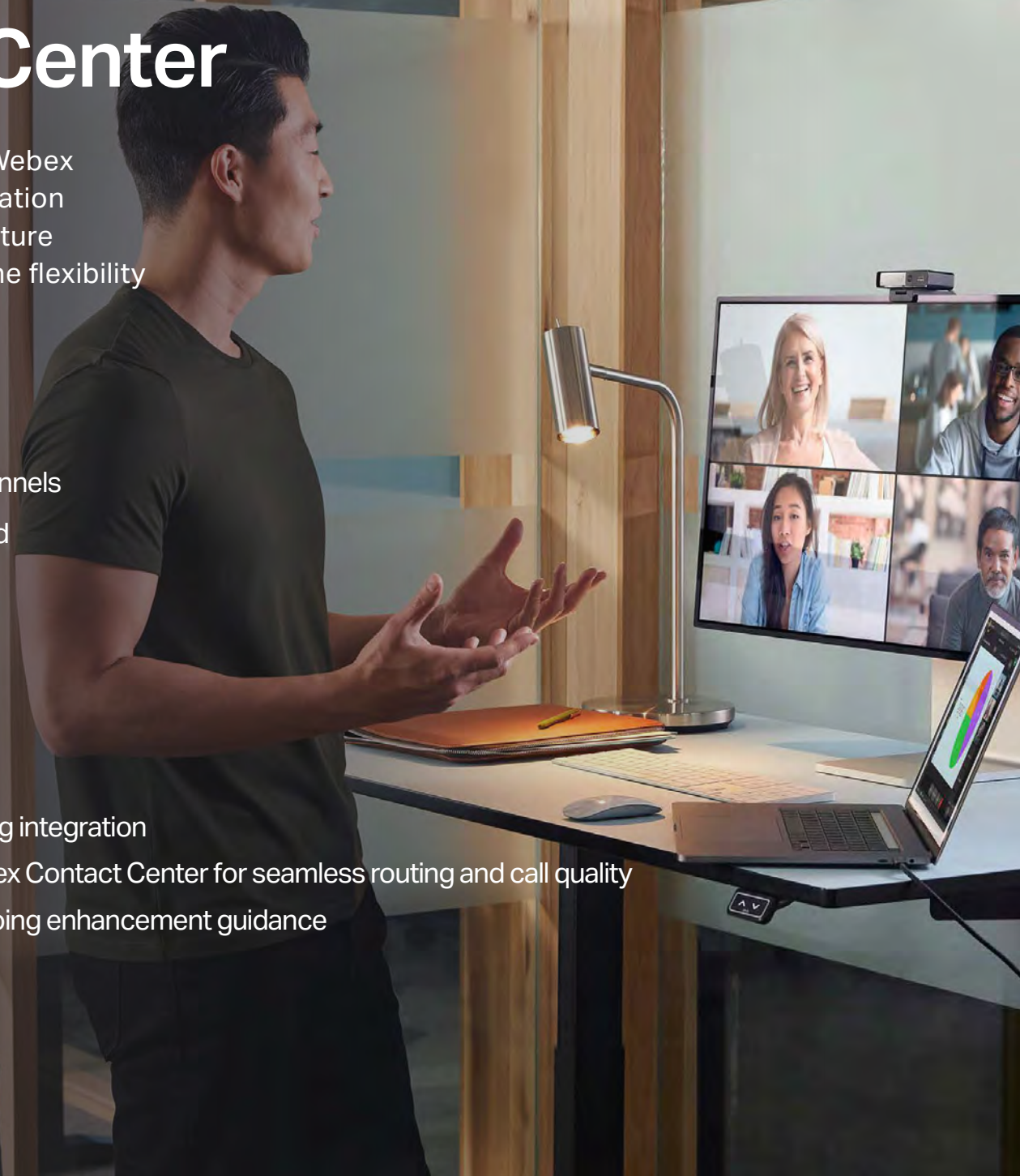
What makes this platform stand out?

- AI at every layer: from customer self-service to agent support
- Unified omnichannel capabilities: seamless movement across channels
- Next-gen agent and supervisor experiences: intuitive, consolidated dashboards
- Low-code tools for rapid journey building
- Enterprise-grade Cisco security woven into every capability

With Gamma as your provider:

- You gain a trusted UK carrier partner for PSTN, SIP and cloud calling integration
- You benefit from tight alignment between Webex Calling and Webex Contact Center for seamless routing and call quality
- You receive UK-based onboarding, service management and ongoing enhancement guidance

This is more than a platform, it's a partnership.



Connected journeys across every channel

Customers want flexibility. They move fluidly between channels - from a webchat to email, from WhatsApp to a voice call. Webex Contact Center connects these moments into a single, cohesive journey.

Support Channels

- Voice
- Email
- SMS
- Webchat
- Social messaging

Benefits

- Improved accessibility for diverse user needs
- Consistency across all touchpoints
- Full interaction history for faster resolution
- Less duplication and lower customer effort

Because Gamma delivers the service over reliable UK-wide connectivity, organisations benefit from consistently high-quality interactions, especially when digital journeys move to voice.



AI Powered Automation & Self-Service

Webex Contact Center's AI Agent delivers intelligent, conversational self-service across voice and digital channels, offering customers fast, accurate support without waiting for an agent.

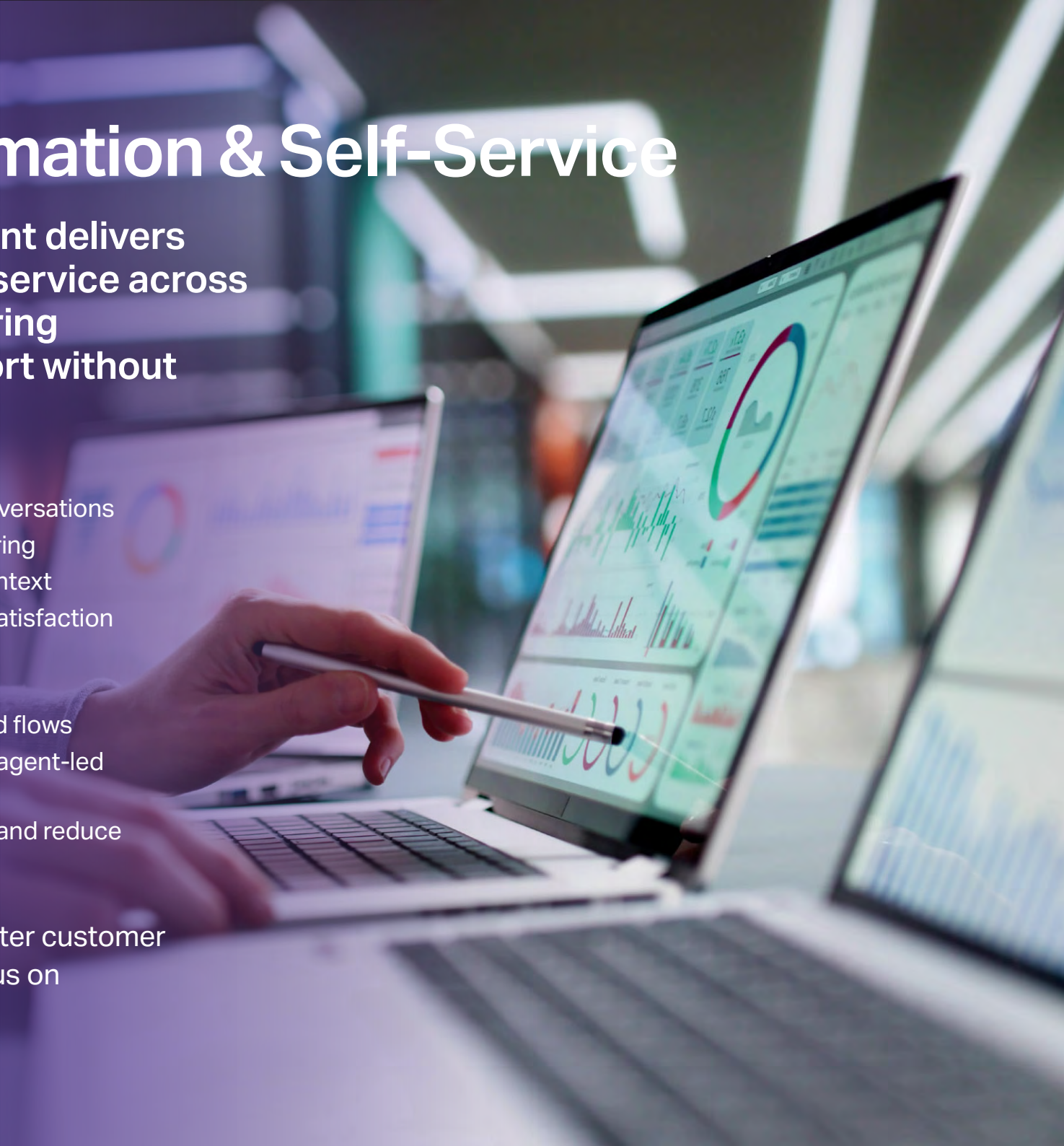
AI Agent benefits:

- Natural language understanding for intuitive conversations
- Automated task handling and information gathering
- Smooth escalation to a human agent with full context
- Reduced queue times and improved customer satisfaction

Gamma's benefit enhancement:

- Assistance designing and tuning your automated flows
- Unified support model for both self-service and agent-led interactions
- Ongoing optimisation to maximise containment and reduce cost-to-serve

The result? Lower operational pressure, better customer outcomes, and more time for agents to focus on meaningful work.



Empowering Every Agent

A modern contact centre thrives when its agents have the right tools. Webex Contact Center provides a single, intuitive agent desktop with insight, guidance and context in one place.

Key agent-centric features

Unified inbox for all interaction types

Full customer journey visibility

AI-generated suggested responses

Automated call/message summaries

Intelligent recommendations for next steps

Benefits

Reduced handling time

Higher accuracy and consistency

Faster onboarding and training

Better Agent satisfaction and retention

The platform works cleanly alongside Gamma's PSTN and connectivity services, giving agents a stable, high-quality environment in which to handle voice and digital interactions.

Supervisor Visibility & Operational Control

Supervisors have clear, real-time insight into service performance. Webex Contact Center provides intuitive dashboards and reporting tools to help leaders manage demand, support agents and maintain service levels.

Capabilities

Real-time dashboards showing queues, trends and performance

AI-powered coaching insights

Live monitoring and historical reporting

Workforce management and scheduling (with add-ons)

Benefits

Faster, more informed decision-making

Improved first-contact resolution

Better team performance and forecasting

Deep insight into customer behaviour

Gamma supports organisations in aligning dashboards and routing configurations to KPI requirements, making it easier to deliver predictable service outcomes.

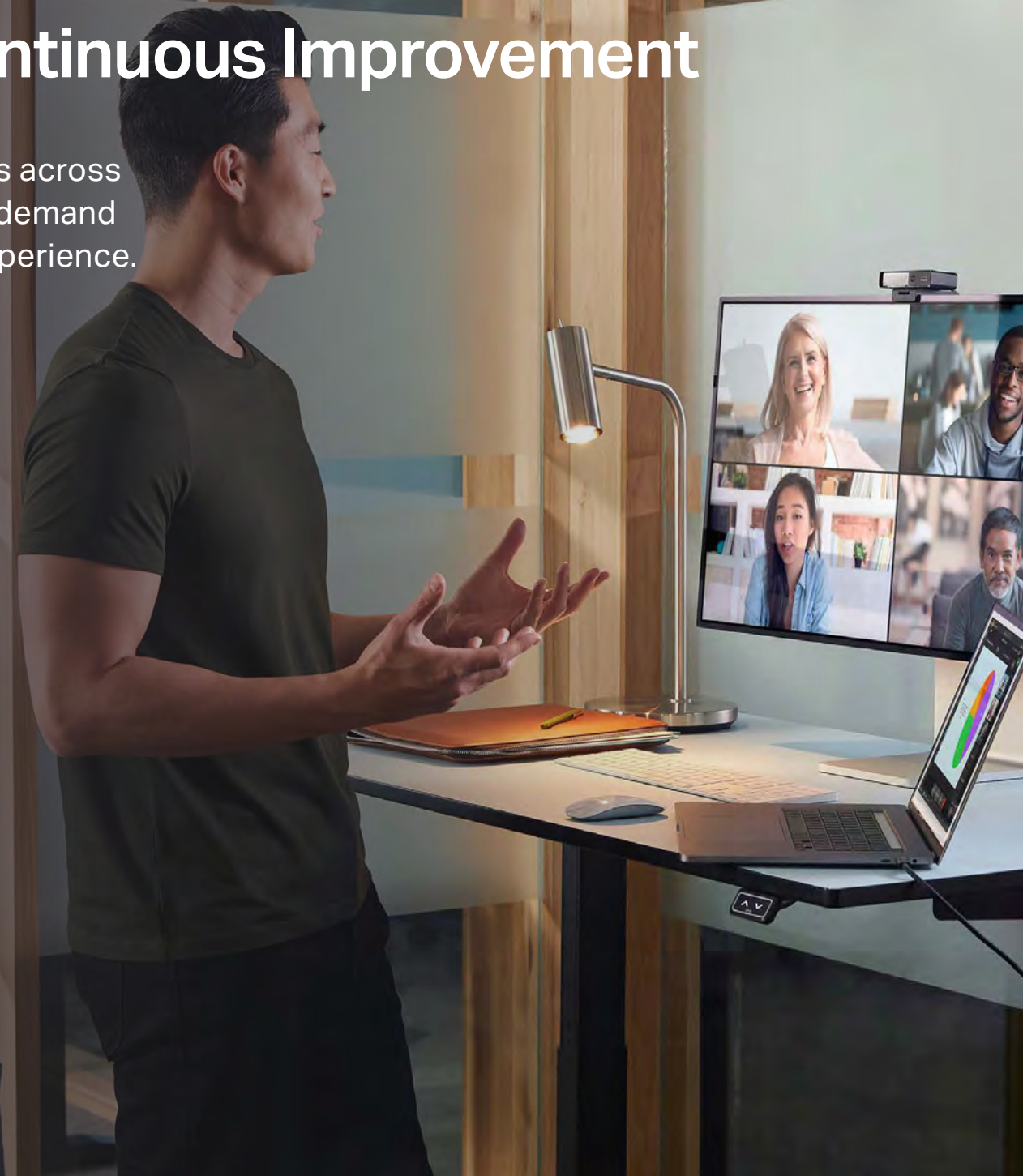
Powerful Analytics for Continuous Improvement

Webex Contact Center provides AI-powered analytics across every channel, allowing organisations to understand demand patterns, identify bottlenecks and enhance citizen experience.

Analytics include:

- AI Real-time dashboards
- Interaction history and analysis
- Sentiment recognition
- Agent and queue performance metrics
- Trend identification and forecasting

Gamma adds further value through end-to-end visibility, including voice routing and network insights, helping organisations refine service delivery across the entire contact journey.



Integrate with your existing tools

Your contact centre doesn't stand alone - it needs to integrate with CRMs, back-office systems, and business workflows. Webex Contact Center supports powerful out-of-the-box integrations.

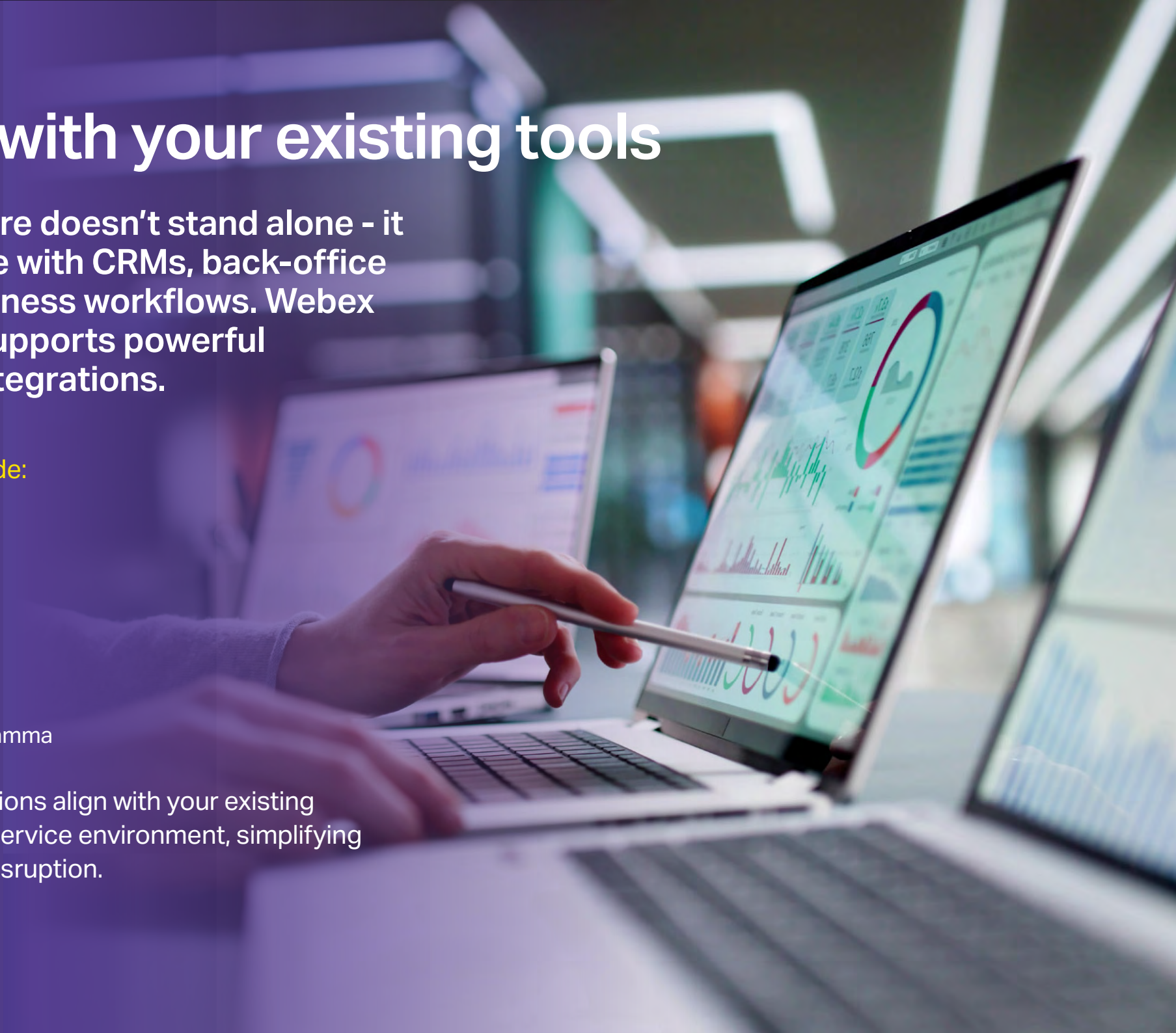
Native integrations include:

- Salesforce
- ServiceNow
- Microsoft Dynamics
- Zendesk

Other integrations:

- Webex Calling
- PSTN & SIP services via Gamma

Gamma ensures integrations align with your existing routing, numbering and service environment, simplifying adoption and reducing disruption.



Contact

Get in touch with Gamma today to enquire about your G-Cloud 15 service.



We're a certified Carbon Neutral* Company. This means you can demonstrate green credentials yourself. By working with us you have a solution that not only helps the environment but also enables you to become greener and conform to new Government environmental policies.