



Puzzel Contact Centre

G-Cloud 15 Service Description

Version	2.0
Date of version	January 2026

Table of Contents

Service Description	4
Puzzel Contact Centre	4
Connecting Customer Experiences	5
Key Features of the Puzzel Contact Centre	5
Personalise Your Experience Further	6
Flexible Packages That Suit You	6
Available Channels.....	8
Omnichannel Routing	8
Queue.....	8
Voice	9
Web Chat	9
Email	10
Email Connectors.....	11
Social Media	11
WhatsApp	11
SMS	12
Send SMS from Puzzel	12
Contact Centre Features	13
Call Flow Tool	13
Campaigns	13
Reporting	13
Dashboards	14
Softphone	14
Selected Additional Features	14
Agent Assist	15
CoPilot and Live Summary	15
Customer Insight	16
Performance Management	16
Transcriptions	17
Additional Puzzel Software	17
Puzzel Case Management	17
Voicebot	18

Emailbot	18
Chatbot.....	19
Live Share.....	19
Screen Share	19
Puzzel Customer Insights	20
Puzzel Workforce Management	21
Integrations	22
APIs	22
Ready Integrations	22
Support.....	23
Help Site	23
Incident Management	23
Additional Service Details.....	25
Data Backup, Restore, Disaster Recovery	25
Technical and Organisational Measures	25
Systems.....	32
Infrastructure and Resilience.....	32
Onboarding Support	33
Delivery Staff.....	34
Training and Adoption.....	34
Offboarding Support incl access to data	34
Service Constraints	34
Service Levels	34
Technical Requirements.....	35
Browser Requirements for Agent Application	35
Configuring Browsers	35
Softphone	35

Service Description

Puzzel Contact Centre

Puzzel Contact Centre is a cloud-based contact centre solution which enables organisations to cut enquiry handling times, reduce the cost of contact centre operations and equip agents with the right information and tools to provide a better level of customer service.

Our Omnichannel solution is a single, scalable, and integrated platform that offers a 360-degree view of your customer whilst allowing your customers to communicate in all their preferred channels to a single platform.

To deliver the micro-moments that matter, you require an omnichannel solution that ensures the customer experience is a positive one, regardless of communication method. Our solution brings together these channels alongside dynamic integrations, next-generation AI and technology, Workforce Management, PCI Payments, Ticketing and Case Management, and other key value-add services.

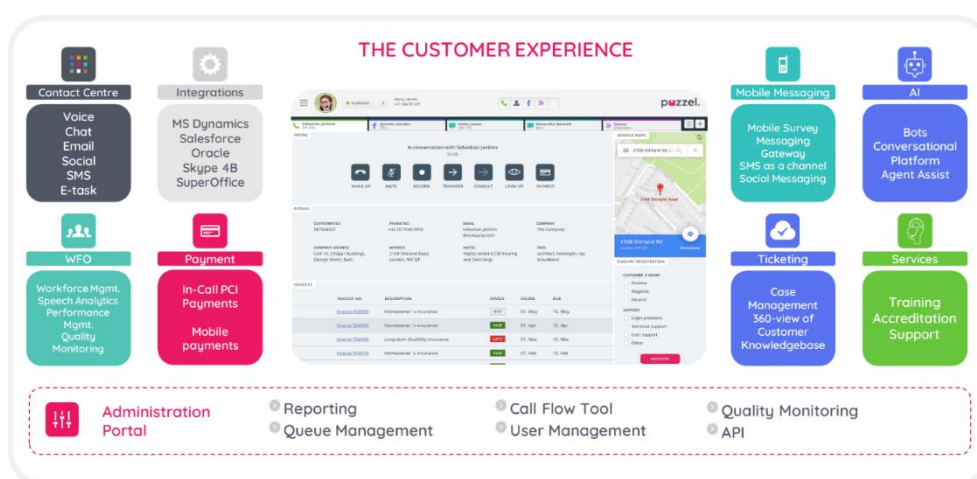


FIG. 1 – PUZZEL CONTACT CENTRE PROVIDES YOU WITH POWERFUL OMNICHANNEL CAPABILITIES

Key Benefits

- **360° view of customer interactions** – Provide your agents with a single, unified view of all customer interactions across all channels.
- **Quick to set up and easy to scale** – Get your contact centre up and running in just weeks – and scale anytime to meet changing demand.
- **Tailored to your needs** – Build the perfect solution for your contact centre with dozens of integrations available through our Marketplace.

For your citizens, the Omnichannel experience we provide allows for a frictionless experience that allows them to move between communication channels without

having to repeat information and benefit from a personalised, context based, resolute engagement across channels and throughout the entire customer journey.

Connecting Customer Experiences

Meet your customers on the channels they choose with our omnichannel solution. Intelligent skills-based routing ensures every enquiry – no matter the channel – is assigned to the right agents with the right skills to delight your customers every time.

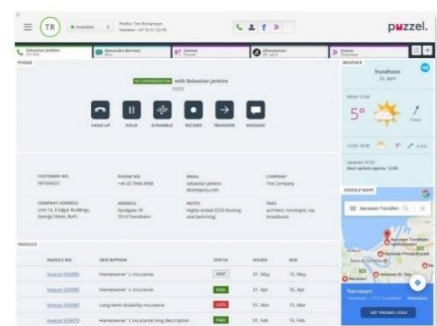
Voice	Email	Chat	Social	SMS	Video
Handle inbound and outbound calls with Softphone, IVR, Voice Recording, Silent Monitoring and more.	Respond to emails fast with automatic routing, queuing, and prioritisation.	Offer your customers live, convenient chat support as they browse your website as well as via WhatsApp.	Respond to inbound social media enquiries publicly or privately.	Deliver personalised service, surveys, and campaigns straight to your customers' mobile phones.	Video chat with customers and share screens for a more empathetic customer experience.

The proposed solution will present the agent with unified contextual customer information across all channels including the entire history of their interactions.

Key Features of the Puzzel Contact Centre

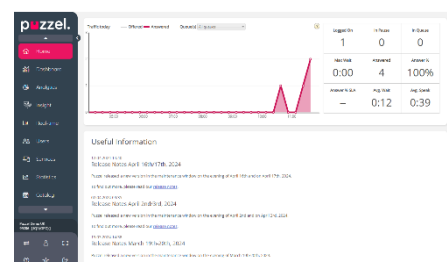
Agent Application

Our Agent Application brings all channels together into one, simple interface. Your agents can easily switch between voice, email, web chat, social and SMS requests, see all customer interactions, and handle multiple enquiries at once without cluttering their screens. Agents can also customise their application with widgets and quick access buttons for a more personalised agent experience.



Administration Portal

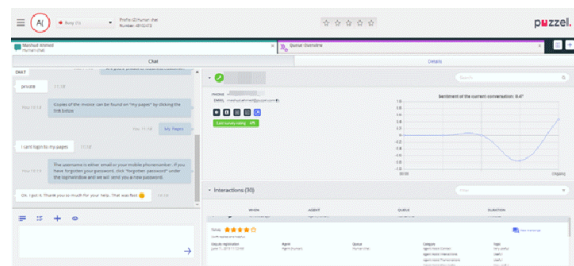
Our powerful Administration Portal is the engine room of your contact centre, providing leaders with a live and comprehensive overview of operations and performance. Managers and supervisors can monitor traffic, track key performance indicators including requests answered, wait times, and survey



scores, and make critical service changes on demand.

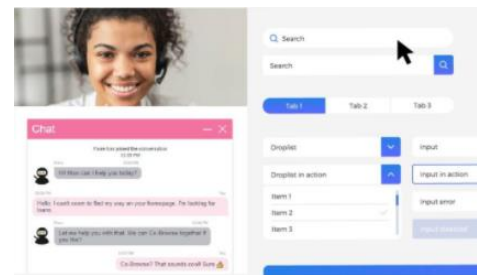
AI at every Touch Point

Experience the full power of AI with Agent Assist, Speech Analytics and AI/Bots. Agent Assist expertly guides your agents through challenging interactions, offering helpful suggestions in real-time based on the customer's mood, while Speech Analytics mines your recorded customer calls to identify key trends, potential opportunities, and areas of concern. And with our Bot solutions, you can answer customer enquiries 24/7 with no human intervention required and deflect calls from your agents.



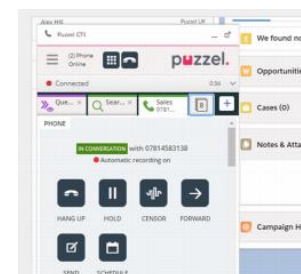
Embrace Video

Increase agent empathy and helpfulness by enabling them with leading visual and sharing features to reach your customers. Talk to customers via video and screen share to increase the helpfulness agents can give and create the empathy needed in those micro moments when only face-to-face will do.



Seamless Integrations

Our open software can integrate with CRM systems, speech recognition engines and dozens of other third-party applications to help you build an efficient, feature-rich solution for your contact centre. Take advantage of our seamless integrations with tools such as Microsoft Dynamics, Microsoft Teams, Salesforce and much more.



Personalise Your Experience Further

Our Marketplace offers out-of-the-box 3rd party integrations and upgrades to enhance the customer service system, allowing your customer service solution to grow with your as and when you are ready. Simply visit the Marketplace at any time.

Flexible Packages That Suit You

You can build up your new customer service platform using our licence packages for your agents based upon their skills and routing needs. Select the right package to find



the best balance of features and value for your budget without buying licences for features you don't need or want.

Packages are available either as Named or Concurrent user models. Inclusive within the price for all packages:

- Agent Assist
- Softphone, IVR and Call Recording
- Visual Call Flow Tool
- API Access
- Reports and Dashboards
- Certified Integration with Microsoft Teams

Available Channels

Puzzel allows agents to interact with your customers from the platform or environment they are in. Our fully integrated Omni-Channel solution provides a unified brand experience so that customer can switch between multiple channels yet experience quality of service. This gives your agents the opportunity to serve your customers in a variety of ways that are convenient and effective.

Omnichannel Routing

Puzzel's cloud-based contact centre solution is a highly flexible and scalable, a truly omni-channel experience, that manages Voice, Web Chat, Email, social media, WhatsApp, and SMS interactions, all within the same application. All interactions regardless of the channel it is initiated from, will be routed through our skill-based engine, so that the customer interaction is always handled by the best qualified agent.

Queue

Agents can respond to requests from different queues. Each channel can have one or more queues all blended into the Omni Channel experience by Puzzel. When a request arrives in the queue, the queue module distributes the request to the agent on a longest available/best qualified basis. If no agent is available, the customer is placed in a queue. Once an agent becomes available, the queue module connects the agent to the caller with the longest relative waiting time.

Each queue has a target SLA, and each request an SLA score which indicates its priority in the queue as a function of its wait time relative to its queue's SLA. A queue consists of a media type, i.e., Voice (telephone), and a skill, i.e., Sales or Support. Agents are assigned to queues based on what skill levels 1-9 are set in their profiles, i.e., an agent with Support skill of 9 will be available on all Support queues as a highly skilled agent.

If no agents are available when the request enters the queue, it will by default be answered once it has the highest SLA score in the queue by the first agent to become available. If several agents are ready and awaiting requests, calls are distributed on a first-in-first-out (FIFO) basis to the best (highest skilled) available agent, or – if all available agents are equally skilled – in order of what agents have been waiting the longest.

One major advantage of Puzzel platform queues is that they remove the requirement for 'stand-by lines' in the customer's PBX system. Moreover, customers waiting in a Puzzel queue can be matched with an agent at any location.

Voice

Voice channel enables agents to receive calls in Puzzel. Calls can be queued and distributed to agents with enquiries from other channels. All requests to Puzzel solutions are as default intelligently routed to agents on a first available, best-skilled basis.

Puzzel Voice provides agents with all the tools they need to handle telephone enquiries effectively. Our highly intuitive agent interface makes inbound and outbound calling simple, while skills-based routing ensures customers receive the best possible service every time. Agents can also transfer calls or make consult calls to other agents before transferring.

The Agent Application is also equipped with a softphone facility that enables agents to answer calls directly from their computer, tablet or mobile device, removing the need for landlines and clunky infrastructure.

Puzzel Voice is a comprehensive tool kit that enhances the Contact Centre management by providing audio management to the managers in the form of voice recording and silent monitoring. With these enhanced capabilities, managers can record and listen to agent calls, track compliance, identify skills gaps and improve service quality.

Agents can have multiple profiles available to them to log on with, determining what queues they are logging on to.

Web Chat

Puzzel web chat is an easy to set up solution, where customers are simply required to add a code snippet to their webpages, they wish the chat service to appear. All web chat settings are configurable within the Administration Portal, including positioning, languages, and themes. This 'low code' approach enables contact centres to be more agile and proactive by removing the need for costly and often time-consuming IT support.

Chat allows agents to respond to web chat enquiries through the Agent Application. Agents can respond to up to eight chat enquiries simultaneously, configurable in the Administration Portal.

One of the most exciting features is the ability to create parent and child configurations, allowing companies to create unique web chats for different sections of their website.

Chat enables the following functionality:

- Send predefined messages and emoticons
- Page tracker
- Survey
- Check spelling
- Transfer the chat to another agent or a queue
- Invite colleagues to join in on the chat
- Send hidden messages to another agent

The chat session can be saved in the media archive for future review, and the dialogue can be printed or sent by e-mail to the customer.

Organisations with Chat processed through the Agent Application can enable the Media Archive in Administration Portal, where users can see a graphical view of the chat history. This displays how long the chatter waited in the queue, which agents responded to the chat, and how long the conversation carried on for. Users can look up chats based on criteria such as agent name, time of the chat, or the queue the chat came in through.

Puzzel also integrates the chat bot solution through a hub that consists of several ready-built connectors for some popular bot frameworks in addition to an API that allows customers to connect generic bot frameworks. One of the main features of the Bot Gateway is the ability to seamlessly handover chatbot conversations to human agents. Chatbots are made accessible through the standard chat interface from Puzzel or using the chat API.

Email

Email in queue enables agents to receive e-mail enquiries through the Agent Application. They are queued and distributed to agents alongside enquiries from other channels. All e-mails, both answered and unanswered, are included in statistical reports as well as in the agent ticker.

Emails in Puzzel case management system automatically converts them into support tickets and assigns a unique case id. This will then be categorised and assigned to the right agent through our clever routing mechanism.

Organisations need a connector for the e-mail to work. Puzzel has developed a connector for Exchange mail server. See "Exchange Connector" for information.

Email Connectors

Puzzel has developed Connector tools for integrating customers' e-mail with our Agent Application. Customers can use these connectors to subscribe to new mail events on mailboxes and public folders. If you are not using Microsoft Exchange or Office 365 for your emails, you must ensure to have a similar connector to the Agent Application or purchase a consultation on how to integrate with Puzzel.

Puzzel offers different connectors for Exchange Server 2010 and higher, and for Office 365 email solutions. Furthermore, we have utilised the Office 365 connector functionality in Azure that will help you effortlessly automate the mail flow between Microsoft office 365 and Puzzel mail server. By utilising the connector functionality and defining the triggers and workflow with the aid of Azure logic apps, you will be able to manage your email account in a systematic way.

Social Media

The social media feature allows agents to respond to enquiries from social media sources such as Facebook, WhatsApp, and Trustpilot in the Agent Application. Social media requests can be queued and distributed to agents alongside enquiries from other channels. Agents can respond to public enquiries and private messages (Like Facebook Messenger) and will respond in the organisation's name. Agents do not need to use their private social media accounts to respond to enquiries. All social media enquiries are included in statistical reports and in the agent ticker.

This module is managed through the Administration Portal, where you can add new social media sources. Agents can then handle social media requests through the social media widget in the Agent Application.

WhatsApp

WhatsApp is the most common communication channel used by people all around the world. Puzzel has integrated WhatsApp as a communication channel to enhance the customer service strategy which allows agents to respond to incoming messages (commonly known as session messages) as well as send pre-approved by WhatsApp / Facebook message templates outside the 24-hr customer care window. The 24-hr time frame starts when the customer has reached out to your business through WhatsApp. The agent can then choose to respond to the message by either chatting directly to the customer or sending a message template. The messages sent outside of the 24hr window are charged on message delivery based on the customer's phone number and country code.

Puzzel offers three subscription options you can choose from, to suit the requirements of your business. This mainly depends on the volume of messages or interactions you may handle within your enterprise.

- 10 messages per sec
- 20 messages per sec
- 40 messages per sec

SMS

This feature enables agents to respond to SMS enquiries, queued and distributed to them alongside enquiries from other channels. The admin can configure the SMS source within the Administration Portal which allows the agents to receive and respond to SMS queries from within the Agent Application through the social media widget. Once the interaction has been initiated by the customer, this feature uses Puzzel's conversational platform for subsequent communication, like a web chat. However, the user will still receive the response in the form of an SMS.

Send SMS from Puzzel

Puzzel's SMS Gateway is an interface for sending and receiving text messages over the Internet. This means that your company can integrate SMS solutions with your own systems easily using an SMS Gateway. Puzzel directly integrates with carriers and with several channels for distributing text messages to recipients all over the World.

Puzzel's SMS Gateway enables you to send and receive SMS via different protocols:

- SOAP
- REST / HTTP(S) POST with JSON, XML or form data
- HTTP(S) GET
- SMTP (e-mail)
- SMPP
- TCP Socket / XML

Most of these interfaces allow you to send one or more messages simultaneously with different recipients, content, and prices.

Contact Centre Features

Call Flow Tool

Call Flow Tool is a sophisticated and powerful tool which enables users to make substantial changes to their Puzzel solution, including adding and implementing entirely new call flows. Before designing the services in CFT, Puzzel provides the customer with the required access numbers, system queues, and skills. By default, you will only have read access into the Call Flow Tool.

Puzzel will only provide write and install access to users who have participated in training provided by Puzzel and have been CFT certified. Of course, the customer is then fully responsible for any changes made using the tool, as is the case with all other Administration Portal facilities.

Campaigns

Puzzel supports the option of impactful and effective email and SMS campaigning which is considered crucial for the growth for any business. This helps to effectively engage with your customers and get the results you need.

While SMS campaigns can be used for short and personalised messages, emails can be used for lengthy messages or bulky attachments of unlimited size. But it is no surprise that both SMS and Email campaigns can make a powerful combination for connecting with your customers.

Reporting

The proposed solution comes complete with the ability to use a suite of pre-formatted reports that can be run within the Administration Portal. This includes Reporting at the Queue and Agent level as well as reports on Enquiry Registration, Survey scores, Call-backs and Status.

Customers can also make their own Custom Reports. You can create report categories and put your Custom reports in different categories to get a better overview and to simplify access control. Simply select the data points you want to report on.

Furthermore, you can schedule reporting to occur on a regular basis and be delivered to set recipients on a set schedule. The set reports will then be emailed to recipients until switched off.

When you require bespoke or custom reporting outside of the historical reports available as standard, Puzzel's raw data solution provides access to call event and request records extracted directly from the database. This data is then made available in a separate SQL database placed in the solution's environment that only you have access to.

Dashboards

Puzzel's Supervisor Dashboard delivers clear, real-time insight into contact-centre performance, helping teams stay in control and deliver great customer experiences. With live visibility of queues, agents, and key KPIs, supervisors can quickly identify issues, respond faster, and keep service levels on track. Simple, visual widgets present the information that matters most, all in one place.

By combining real-time monitoring with easy-to-configure dashboards, Puzzel enables smarter decisions, smoother operations, and better outcomes for both agents and customers.

Softphone

Softphone is a software-based phone that mimics the functionalities of a desk phone by presenting a phone interface in the Agent Application, complete with a dial pad and call handling features such as Mute, Hold, and Call Transfer. This feature enables the agents to answer calls in queues from their computer rather than a traditional landline or a mobile phone.

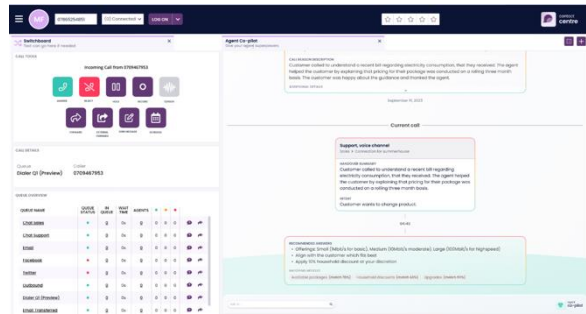
Softphone uses WebRTC technology to transfer the conversation's audio using the agent's Internet browser and Internet connection as a carrier. The audio is handled through a headset and microphone connected to the agent's computer.

Agents can choose between logging on with Softphone or an external phone. Puzzel Softphone is only supported on the Chrome Internet browser and requires agents to have stable and sufficient Internet access.

Selected Additional Features

Additional features are functionalities of Puzzel products that can be subscribed to which can add value to your solution. Each of these features can be coupled with others to suit the requirements of your business.

The following is not an exhaustive list, please contact Puzzel for more detail and pricing.



Agent Assist

Agent Assist is an integrated widget within the Agent Application which facilitates the contact centre agents answer customer queries coming through from various channels more effectively. Currently Puzzel provides Agent Assist feature for queries coming from web chat, incoming phone call, SMS, and email channels only.

To be able to expertly resolve the issues, Agent Assist guides the agents by displaying all the customer information in one place so that the agent can relate them to provide the most definitive solution.

There are two key components that come as a default with the Agent Assist:

- **Contact Card** – full contact details including phone, email, organization, department, address information and all other fields that have value in them.
- **Interaction History** – a list of interactions from the customer via different channels with the latest interaction listed on top. You can then search or filter the list based on agent name and queue type.

There are further three components that come as a subscribed add-on:

- **Transcription with Natural Language Understanding** – records the conversation and provides suggestions to the agent as the conversation progresses.
- **Chatbot suggestions** – can either be automatic or manually searched by the agent.
- **Knowledgebase suggestions** – you can receive suggestions from the knowledgebase for a customer query. The query is automatically analysed to extract best matching suggestions from the knowledgebase content.

CoPilot and Live Summary

Co-pilot provides real-time AI support, empowering agents to work with confidence while delivering consistent service.

Co-Pilot gives your team a seamless way to improve productivity, quality, and customer experience, from the first second of the call to the last. It integrates directly into the Puzzel Contact Centre platform, so agents can see who's calling and why before they answer, access customer history instantly, and get real-time guidance on the best way to help. When the call ends, summaries are generated automatically through the Live Summary add-on, so nothing gets lost between interactions.

Real-time call summaries with hassle-free admin

Let your agents focus on conversations, not note-taking. Live Summary uses AI to instantly create real-time summaries of every call, cutting down on manual admin and giving agents more time to do what they do best: support customers.

Customer Insight

Puzzel Customer Insight is a feedback collection and analysis tool, accessible within the Puzzel Administration Portal. The Survey Designer empowers you to create different survey types quickly and easily, schedule them across channels and at the right interaction – and analyse them through powerful visualisations and filtering to gather actionable insight.

Customer Insight allows you to:

- Create surveys from a set of templates.
- Automatically send surveys after each customer interaction, across any channel.
- Gather feedback data from any channel, in one dashboard with user friendly visualisations.
- Get clear insights from all feedback data and filter data based on your specific questions and interests.
- Leverage valuable insights by linking them to the contact centre's performance.

Performance Management

Turn KPIs into real performance improvement with Puzzel's Performance Management gives you a clear, unified view of contact-centre performance, helping you track the KPIs that matter most and turn insight into action.

Easily define and monitor targeted KPIs across agents, teams, queues, and channels, all in one place. With clear visual scorecards and dashboards, performance becomes simple to understand, compare, and improve.

Real-time insights and trend views highlight what's working and where support is needed, enabling managers to coach more effectively, motivate teams, and continuously raise service quality.

The result: less time spent reporting, more time improving performance – and better outcomes for both customers and employees.

Transcriptions

Our Voice Transcription ability is a step forward into delivering a quality customer service by gaining insight into the past customer interactions happening on a voice channel. This is an important and powerful tool for any business who aim to elevate their service levels by providing accessibility to past customer conversations that facilitates improved understanding of the customer.

The Voice transcription feature will transcribe all recorded voice calls and create transcriptions automatically that will be made available to the agents within the Agent Assist via interaction history. Before being served to the agents, the transcriptions are subjected to analysis for the purposes of extracting relevant topics or keywords and then automatically tagged with conversations. These aids the Agent Assist to suggest relevant topics to the agents based on historical conversations. Transcribed voice calls are also made available in the media archive for viewing and searching within the Media Archive.

Additional Puzzel Software

Additional software from Puzzel can be combined and integrated to offer you further value in both your reactive and proactive ability to service customers.

Please contact Puzzel for more detail and pricing or see our separate G-Cloud entries.

Puzzel Case Management

Puzzel Case Management is a tool that provides your contact centre or helpdesk with the ability to manage written interactions in a secure and efficient way. Each e-mail in the queue is converted into a support ticket and assigned a unique case/ticket ID which is then filtered, categorised, and distributed to the right team or agent.

On receiving interactions, it is possible to send an auto reply with a predefined template to the sender confirming reception of the email. Tickets can be tagged to help segregate them based on issues or requests. The agent dashboard will always display a comprehensive view of all communications on a ticket.

Custom reports can be created using the report builder and saved as standard. These reports can be automatically generated at a set time or frequency and emailed directly to you.

Puzzel Case Management is part of the Puzzel suite of customer service application and can be combined with the Puzzel Contact Centre to offer a unified platform for

ticketing and case management integrated into the contact centre solution. This eliminates the siloed way of operating on two disjoint applications and enhances agent productivity by offering agents new customers' requests in a controlled manner across all channels.

Voicebot

Puzzel's Voice Bot is an Intelligent Virtual Assistant (or IVA) that understands human speech and can extract meaningful intents as well as sentiments during a phone conversation and uses synthesised voice to respond to the queries. It can be programmed to respond to a wide range of queries in a personalised, engaging, and human-like support to achieve faster resolution times. The Puzzel Voice Bot can be used for routing a caller to an appropriate queue without the need for complex IVR menu options.

The Voice Bot transcribes the caller's speech in real-time and analyses the text for keywords and sentiments. It also identifies certain types of Personally Identifiable Information such as names, locations, and other sensitive information such as social security numbers etc, which can be used for the purposes of routing or used to lookup information from an external source such as a CRM. The Voice Bot can be designed to handle simple queries by replying to the caller using synthesised speech or gracefully transferred to a human agent for any complex issues. During the transfer to the agent all the necessary details gathered during the automated call will be presented to the agent in the call transfer widget so that the customer doesn't have to repeat himself.

Advantages of Puzzel Voice bot:

- Allows automation of mundane requests and call routing
- Uses text analytics to extract meaningful intents and sentiment
- Real time transcription support for more than 85 languages
- Provides faster resolution to customers
- In addition, build IVA for your voice channel using your own bot via Bot Gateway

Emailbot

Puzzel Email Agent keeps things organised by automatically categorising, prioritising, and responding to queries. Using Generative AI in a secure way, it answers requests in a human-like way, understanding context and misspellings, all while keeping you in full control of the AI. When more complex support is needed, the Email Agent smoothly passes the query to a human agent, along with a summary and reply to suggestions. This means faster resolutions for your customers and a more productive workforce in your contact centre.

Chatbot

Puzzel's intelligent chatbot can gauge a user's intent and proactively start a conversation by asking related common questions and dynamically providing a response to it. It can be treated as a first line support for resolving simple mundane queries saving agent's time for resolving more complex issues. If the query needs human intervention, it can seamlessly be transferred to a human agent with a full interaction history so that they are up to speed. Intelligent Chatbot comes with a Bot Trainer with an easy-to-use UI that allows you to create conversational flows and train the bot to understand user intent.

Live Share

Puzzel's Live Share provides agents a visual engagement capability fully integrated in the Puzzel Agent Application. This empowers the agents to assist their customers in their digital journey through a video call for a more satisfying and empathetic user experience like an in-store presence. Furthermore, the customer can share their browser with the agent by using Co-Browsing technology. Sensitive data like user id, password, or credit card details on the web page can be masked from the agent to be in-line with the security compliance regulations.

Whilst seeing the same browser page as the end customer, the agent can highlight areas of interest on the page to help the end customer focus and help them fill web forms, find a product of interest, or in other ways assist the end customer on your website. When the customer moves to another screen it is refreshed at the agent side as well so that the agent can follow the customer through his journey. This facilitates an agent to provide an effective service, first time round.

The co-browsing and video feature can be initiated on a voice call, chat conversation and social channels and require no software downloads. Puzzel provides all services including setup which enables the customers with the right script for their web pages.

Screen Share

This module provides Co-browsing. The customers can share their browser pages securely with the agent to seek assistance. By using Puzzel's Screen Share capabilities, the agents can effectively provide support and improve customer experience. It helps in building customer loyalty and meet their business metrics.

Co-browsing is seamlessly integrated into Puzzel Agent Application, and the agents can use this feature where necessary to assist the customers fill their forms by highlighting areas of interest or guiding them through their purchase. Screen Share requires no software download at either end or complicated setups. Puzzel provides a seamlessly integrated user experience for an unmatched customer service.

Puzzel Customer Insights

Unlock the full potential of every conversation. Use AI to get valuable insights to improve call handling, reduce average handling time, and boost team performance – giving your customers a better call experience, every time.

Perfect every conversation

Use conversational AI to uncover what works best in your customer dialogues, continuously refining your approach and improving every interaction for more meaningful outcomes.

More time for value-add tasks

Generative AI transcribes and summarises calls, reducing admin tasks and minimising stress, so agents can focus on customers with more confidence and efficiency.

Support agent development

Give managers the insights they need to coach agents more effectively identifying individual strengths, spotting areas for improvement, and sharing real examples of best practice.

Deliver better call experiences with conversational AI.

Get to know your customers better with automated, easy-to-use insights after every call. Use AI to pinpoint the causes of long calls, repeat contacts, and customer churn, so you can take action faster, optimise interactions, and improve outcomes. And with these insights at hand, your agents can continuously improve service quality and build stronger customer relationships with every conversation.

Use conversational AI to analyse customer interactions and sentiment and spot areas for improvement. Automatically identify patterns that explain long or repeat calls, knowledge gaps, and process inefficiencies – empowering your team to make quick adjustments and improve service.

Improve conversations through smarter coaching.

Conversational Intelligence removes the need to manually dig through data, giving managers easy access to the insights they need to support each agent's development. By analysing real customer interactions, the AI highlights key trends and performance gaps, enabling more focused feedback and tailored coaching – helping agents consistently deliver better conversations and stronger customer relationships.

Save time with smart call automation.

Say goodbye to manual call transcription analysis. Puzzel Conversational Intelligence uses Generative AI to quickly turn customer conversations into a simplified overview, cutting down on admin tasks. And with automated workflows, your agents can focus on what really matters—high-value, customer-facing interactions that build loyalty and boost satisfaction.

Puzzel Workforce Management

Puzzel WFM is our cloud-based Workforce Management solution that enables Contact Centre managers to accurately forecast and schedule staff requirements so that rightly skilled agents are available to serve the customers at the right time. While customer service is paramount for any business to grow, managing your staff is equally important to deliver best-in-class experience for customers.

From streamlining the processes involved with agent's performance (real-time adherence), to accurately forecasting and scheduling and improving the ability to make leave requests, Puzzel WFM comes bundles all in one intuitive, easy to understand solution that is great for businesses of all shapes and sizes. Some key features of WFM:

- **Accurate Forecasting:** You can forecast on auto captured historical trends direct from your contact centre.
- **Optimised Scheduling:** You can Schedule your agents to be in the best place possible to achieve the highest service level for your customers.
- **Real-Time Adherence (RTA):** You can gain immediate insight into agent performance to support real-time decision making.
- **Securely hosted within an enterprise-grade cloud infrastructure** makes the upgrades, security-patching, and version control seamlessly optimised.

Integrations

APIs

API access provides a gate way to almost all agent functionalities in the Agent Application, enabling organisations to integrate its functions into their CRM and software solutions. This service allows the business to develop its own applications using the Puzzel platform.

Key features of the Agent Application can be integrated into the organisation's solutions, CRM systems, Helpdesk applications, mobile, and ERP applications. This can be done by adding Agent Application features behind the buttons and menus of non-Puzzel systems, so that the agent does not need to switch between different interfaces to perform their most common tasks.

Puzzel provides access by setting up the solution, after which API access is available via a set of REST-operations. Puzzel also provides access to required online documentation, making it easy to configure any setting. Nevertheless, it is necessary that you have some knowledge of REST/JSON and the program/app to do the integration. Puzzel can also help with the integration process.

Ready Integrations

Puzzel has a range of key integrations ready for organisations including:

- Microsoft Dynamics Integration
- Microsoft Teams Integration
- Salesforce Integration
- Zendesk Integration

Support

Basic support is given to all Puzzel customers through written requests only. Customers can chat with our support engineers via web chat or by raising a ticket through help.puzzel.com and clicking on the Support tab on the right. Support is only available during business hours.

Customers can request further support however by subscribing to paid for packages. Please see our pricing file for details.

Help Site

We will provide all customers access to our online help portal where you can view constantly updated useful information regarding your chosen products and features. This includes:

- Knowledgebase and Documentation of your software
- Maintenance Schedule
- Software Status and Incident Notifications
- Release Notes
- Announcements
- Ability to Raise Tickets
- Support Webchat

Incident Management

When your issue is harder to solve, the Help portal is the centralised point where you can create incident tickets.

When your issue requires our support team, once triaged, we give you direct access to our technically proficient, in-region support engineers for rapid resolution of your ticket.

Tickets are triaged and assigned a P1 to P5 rating based upon the following matrix which measures Impact of incident versus the required Urgency.

Impact / Urgency	High	Medium	Low
High	P1 – Highest	P2 – High	P3 – Normal
Medium	P2 – High	P3 – Normal	P4 – Low
Low	P3 – Normal	P4 – Low	P5 – Lowest

Puzzel's committed initial response times to you are based upon the assigned incident rating.



- P5 – Respond within 8 business hours
- P4 – Respond within 4 business hours
- P3 – Respond within 2 business hours
- P1 or P2 – Respond within 1 hour

For our customers, your ability to self-support and take ownership of the software is matched with a responsive, technical support team based in-region and able to support you quickly and efficiently by connecting you with a proficient support engineer immediately.

Our full Service Level Agreement can be reviewed via [this Help Page](#).

Additional Service Details

Data Backup, Restore, Disaster Recovery

The Puzzel Cloud Services are built on secure best of breed components. All services are produced and delivered from Data Centres fully managed and operated by Puzzel. Data processing takes place in Europe (UK and EU/EEA) and follows all regulations and requirements regarding data protection and data privacy.

- Only well recognized co-location partners are used.
- All Puzzel infrastructure is isolated in separate rooms or cages with access only for personnel controlled by Puzzel.
- All Data Centres are locked and alarmed with 24/7/365 surveillance.
- External and internal video monitoring and traceability of access to the premises.
- Redundant climate control with environmental monitoring of gas, moisture, heat and water.
- Fire alarm with automatic firefighting equipment.
- Uninterruptible power supplies regularly tested against fictional power outages.

Technical and Organisational Measures

Organisation of Information Security

Puzzel has a security organisation that covers all relevant areas of the business. Puzzel has appointed one or more security officers responsible for coordinating and monitoring the security policies and procedures. Puzzel ensures that its Personnel are competent in information security.

- Puzzel employs Personnel with full-time responsibility for information security.
- Puzzel's CISO is assigned the Data Protection Officer role and is responsible for managing Puzzel's Information Security Management System (including Data Privacy) and is reporting directly to BoM independent to operational management.
- Puzzel has a comprehensive set of information security policies, approved by BoM and disseminated to all Personnel.
- Puzzel security policies are reviewed at least annually and updated whenever needed.
- All Puzzel Personnel have signed legally reviewed confidentiality agreements that apply during and post-engagement.
- Failure of Personnel to follow information security policies can be treated as a disciplinary matter and lead to sanctions, including dismissal.
- All Puzzel Personnel are given training in information security with focus on data protection.

- Data Protection by design and default is a basic principle for the Puzzel Contact Centre Services.
- Puzzel is committed to continual improvement of its security.

Information Security Management System

Puzzel has an ISMS (Information Security Management System) in place to evaluate risks to the security of Personal Data, to manage the assessment and treatment of these risks and to continually improve its information security.



Puzzel has deployed an Information Security Management System (ISMS) to manage security professionally and to support Puzzel's business objectives. The Information Security Policy is the foundation of Puzzel's ISMS and is supported by underlying policies and procedures detailing security related activities and controls. The Information Security Policy is revised and improved annually.

Puzzel and its ISMS has been and continues to be audited by an independent, external auditor and certified under ISO/IEC 27001:2013. We are also certified ISO/IEC 27701:2019 (Extension to ISO/IEC 27001 for privacy information management) and by Cyber Essentials.

Statement of Applicability

The applicability of all controls in ISO/IEC 27001:2013 Annex A have been evaluated against requirements from all interested parties. All controls listed in Annex A have been mapped to requirements and marked as applicable in the Statement of Applicability. This means that Puzzel must adhere to, and be audited towards, all parts of ISO/IEC 27001:2013.

Physical Access

Physical access to Personal Data is protected.

- Puzzel runs the Puzzel Contact Centre Services from professional, third-party Data Centres with a defined and protected physical perimeter, strong physical controls including access control mechanisms, controlled delivery and loading areas, surveillance and 24x7x365 guards. Only authorized representatives have access to the data centre premises.
- Power and telecommunications cabling carrying Personal Data or supporting information services at the production data centre are protected from unauthorized access and damage.
- The production data centre and its equipment are physically protected against natural disasters, malicious attacks, and accidents.
- Equipment at the production data centre is protected from power failures and other disruptions caused by failures in supporting utilities and is correctly maintained.

- Equipment or disk media containing Personal Data (including faulty or end of life disks) are not physically removed from the production data centre unless securely erased prior to such removal or being transferred securely for destruction at a third-party site.
- When Personal Data is copied electronically by Puzzel outside the production data centre, appropriate physical security is maintained, and the data is encrypted at all times.

System Access

Puzzel data processing systems are used only by approved, authenticated users.

- Access to Puzzel internal systems is granted only to Puzzel Personnel and/or to permitted employees of Puzzel's Sub-Processors and access is strictly limited as required for those persons to fulfil their function.
- All users access Puzzel systems with a unique identifier (user ID).
- Puzzel has established a password policy that prohibits the sharing of passwords and requires passwords to be changed on a regular basis and default passwords to be altered. All passwords must fulfil defined minimum. Each computer has a password-protected screensaver.
- A second factor of authentication is required for access to online systems containing Personal Data.
- Only secure protocols are in use for remote administration (e.g., SSH v2, RDP and HTTPS).
- Remote administration of Puzzel systems use industry standard VPN technology.
- Puzzel has a thorough offboarding process to deactivate users, their access, and data when a user leaves the company or a function.
- An Intrusion Detection System (IDS) or Intrusion Prevention System (IPS) is deployed at the production data centre to help identify potential inappropriate access.
- For Customer access to the system, Puzzel provides a wide range of authentication capabilities including the ability for Customers to set their own password policies and support for two-factor authentication.
- Puzzel maintains a responsibility matrix linking assets and technology to responsibility owners.
- Puzzel maintains an asset register containing all parts of the Puzzel Contact Centre Services.

Data Access

Persons entitled to use data processing systems gain access only to the Personal Data that they are authorized to access.

- Puzzel restricts Personnel access to files and programs on a "need-to-know" basis.

- Personnel training covers access rights to and general guidelines on definition and use of Personal Data.
- Where appropriate and practical, Puzzel employs data minimization and pseudonymizing to reduce the likelihood of inappropriate access to Personal Data.
- The production environment for the Puzzel Contact Centre Services is separate from the development and testing environment, and development Personnel do not access to the production environment other than under troubleshooting scenarios.
- Puzzel uses up-to-date anti-malware software on all appropriate computers and servers.
- Puzzel uses well-configured firewalls for the Puzzel Contact Centre Services.
- The Puzzel Contact Centre Services contains versatile capabilities to set roles and permissions to let Customers manage authorizations so that Personal Data is only made available to appropriate users when needed.
- Puzzel ensures that appropriate Personnel receive alerts and notifications from system software vendors and other sources of security advisories and installs system software patches regularly and efficiently.

Data Transmission

Prevent Personal Data from being read, copied, altered, or deleted by unauthorized parties during transfer.

- Customer access to the Puzzel Contact Centre Services is protected by encrypted protocols.
- Puzzel configures TLS for security, for an up-to-date report on our configuration, see <https://www.ssllabs.com/ssldb/analyze.html?d=client.puzzel.com>.
- Puzzel uses encryptions for all other transmissions of Personal Data outside the production data centre.
- Puzzel web servers only use certificates issued from recognized 3rd party certificate vendors.
- Any Personal Data stored outside the production data centre is protected by encryption at rest.
- The Customer is responsible for the security of Personal Data once it has been transmitted from Puzzel to the Customer including when downloaded or accessed by Customer users.

Confidentiality and Integrity

Personal Data remains confidential throughout processing and remains intact, complete, and current during processing activities.

Puzzel has a defence in depth approach to ensuring confidentiality and integrity and many of the measures in other sections of this document safeguard confidentiality and integrity. Some other measures that contribute include:

- Puzzel has a formal background check procedure and carries out background checks on all new Personnel with access to Personal Data.
- All Puzzel Personnel are obligated to sign confidentiality agreements and must adhere to business & ethics conduct policies.
- Puzzel trains and tests its software engineers and quality assurance Personnel in application security practices and secure coding practices.
- Puzzel has a central, secured repository of product source code, which is accessible only to authorized Personnel.
- Puzzel has a formal product development security policy and uses a Secure Development Lifecycle (SDLC) that includes a wide range of security testing, flaw reporting, measures, and management procedures.
- Security testing includes code review and employing static code analysis tools on a periodic basis to identify flaws.
- All changes to software on the Puzzel Contact Centre Services are via a controlled, approved release mechanism within a formal change control program that tracks, documents, tests, and approves change requests prior to implementation (ITIL standard).
- Puzzel do not use Customer Data in training.
- Puzzel has a procedure for vulnerability management to ensure confidentiality, integrity, and availability.

Availability

Personal Data is protected from accidental destruction or loss, and there is timely access, restoration, or availability to Personal Data in the event of an incident.

- IT Operations On-call duty arrangement available 24x7x365.
- Puzzel uses a high level of redundancy at the production Data Centres so that an availability failure of a single system or component is unlikely to impact general availability.
- The production Data Centres has multiple power supplies, generators on-site and with battery backup to safeguard power availability to the Data Centres.
- The production Data Centres have multiple access points to the Internet to safeguard connectivity.
- The production Data Centres is monitored 24x7x365 for power, network, environmental and technical issues.
- Puzzel uses commercially reasonable efforts to create frequent backup copies of Personal Data, and these are duplicated (cross-site) between the production Data Centres.
- Puzzel has a system in place to ensure that any failures of backup to operate correctly are flagged and dealt with.
- Puzzel performs restore tests from those backups at least quarterly.

- Puzzel has a business continuity plan in place which is regularly updated.
- Puzzel tests elements of its business continuity plan regularly and learns from the results of such tests.
- DDoS protections are installed and protecting internet perimeters. DDoS protection from ISP's are in place to mitigate high-volume attacks and in the Puzzel perimeters to mitigate more advanced attacks.
- Patching, security upgrades, equipment replacements, capacity addons and other infrastructure changes are carefully planned and executed in regularly announced maintenance windows. Standard maintenance work will normally not disturb Puzzel Contact Centre Services.
- Current availability of the Puzzel Contact Centre Services can be seen at <https://status.puzzel.com>.

Job Control

Personal Data processed on a customer's behalf is processed solely in accordance with the relevant agreement and related instructions of the Customer including the use of Sub-Processors.

- Puzzel acts as a Processor with respect to Personal Data and stores and processes Personal Data to operate the Puzzel Contact Centre Services under the instructions of the Customer, who is the Controller.
- Puzzel does not access Customer Personal Data, except to provide services to the Customer which Puzzel is obligated to perform in support of the Customer experience including for general operation and monitoring of the Puzzel Contact Centre Services, troubleshooting and maintenance purposes, for security reasons, as required by law, or on request by the Customer.
- In some specific Customer setups Puzzel will use a limited number of Sub-Processors to help it provide the Puzzel Contact Centre Services. In this case this will be specified in the data processing agreement between the Customer and Puzzel.
- External parties such as Subcontractors and others with access to any of Puzzel's assets are required to sign Non-Disclosure Agreements.
- Puzzel has data protection agreements in place directly or via affiliates with all Sub-Processors that process Personal Data. Personal Data are not processed outside of the European Economic Area (EEA) other than if requested by a customer.

Data Separation

Personal Data collected for different purposes is processed separately.

- Puzzel uses a multi-tenant architecture to achieve logical separation of Personal Data originating from multiple Customers.
- In each step of the processing, Personal Data received from different Customers can be identified so data is always physically or logically separated.

- Customers have access only to their own Personal Data.
- Puzzel networks are segregated according to system use and data sensitivity.
- Production systems are physically and logically separated from development and test systems.
- Voice and data networks are physically or logically separated to ensure the best quality and security.

Incident Management

In the event of a security incident or Personal Data breach, the effect of the breach is minimized, and the Customer is promptly informed

- Puzzel maintains an up-to-date incident response plan that includes responsibilities, how information security events are assessed and classified, and response plans and procedures.
- Puzzel logs administrator and user activities at the production Data Centres to provide evidence in the event of an incident.
- The clocks of all systems at the production Data Centres are synchronized to a single reference time source to aid investigation in the event of an incident.
- System administrator activities, exceptions, faults, and information security events are logged in a central monitoring tool 24/7/365.
- Puzzel regularly tests its incident response plan with “table-top” exercises and learns from tests and potential incidents to improve the plan.
- In the event of a security incident or data breach, Puzzel will notify Customers without undue delay after becoming aware of the security incident or data breach. Puzzel’s Data Protection Officer will be included in the event of a data breach to secure correct handling of the data breach.
- Puzzel maintains a record of security breaches with a description of the breach, the time period, the consequences of the breach, the name of the reporter, to whom the breach was reported and the procedure for recovering data.

Compliance

Puzzel tests, assesses, and evaluates the effectiveness of these technical and organizational measures. Puzzel is compliant with legal and contractual requirements.

- Puzzel has appointed a CISO to work with compliance fulltime and to ensure that Puzzel complies with relevant laws and regulations.
- Puzzel conducts regular internal and external audits of its security.
- Puzzel performs risk assessments to protect services and Customer Data.
- Puzzel has a formal policy for managing suppliers who have access to Personal Data, and this includes criteria for reviewing and approving suppliers and procedures for monitoring and reviewing their performance.

- Puzzel takes reasonable steps to ensure that Personnel are aware of and comply with the technical and organizational measures set forth in this document.
- Puzzel conducts at least annual 3rd party network and application vulnerability scanning's and or penetration tests on the Puzzel Contact Centre Services to identify vulnerabilities and to demonstrate security compliance.
- Puzzel uses industry standard processes to delete Customer Data when it is no longer needed.
- Audit rights given to Customers always exclude the right or ability to look at the data of other Puzzel Customers.
- Puzzel maintains a register of all Personal Data processing activities in the organization.

Systems

- **Carrier interconnections & Internet connections:** Operator connections and internet connections are redundant, and traffic are either load balanced or run in active/passive mode from ISPs or Carriers.
- **Network, Firewalls & Backbone:** Internal networks (core switches, firewalls, routers, MUX'es, panels, intercompany connections) are redundant by design
- **Operator Switches and Session Border Controllers:** Soft-switches and Session Border Controllers (SBC's) have component resilience and are redundant across the Data Centres. They connect to operator networks, enabling Puzzel's services to switch voice traffic to and from callers and agents.
- **Traffic modules:** Traffic modules hold the contact centre functionality (IVR, ACD, menus, queues etc). They are stacked and scale by adding more modules (servers).
- **Application and Web servers:** Application Servers provide the services and functionality for the Puzzel Contact Centre such as user management, configuration, SMS services, email channel, social media channel, billing, statistics etc. Application servers are load balanced and redundant across the Data Centres.
- **Database servers & File Storage:** The databases are the primary storage of the Application- and Customer Data. Examples of data are CDR information, users, statistics, configurations, billing information, recordings, and chat dialogues. Databases are either redundant across the Data Centres or run Active/Passive configurations with synchronous synchronization of data between the Data Centres.

Infrastructure and Resilience

All components in Puzzel's infrastructure are redundant by design. There are three levels of redundancy built into the infrastructure;

- **Component resilience:** Every component in the infrastructure has built in resilience within the unit. This might be redundant power adaptors, network cards, mirrored disks etc.
- **Load balancing & redundancy:** All critical infrastructure such as web servers and application servers are load balanced allowing operational systems even if components/ servers fail completely. For components not suited for load-balancing such as databases advanced synchronization mechanism is used between the active server and passive servers. This prevents data loss and minimal disruption during failover.
- **Geo redundancy:** All services are built so they can run with full capacity in all Data Centres that the services are hosted, allowing a full outage of either of the Data Centres.
- **Backup:** Separate backup systems do cross-site backup of Data Centres and are duplicated.

Onboarding Support

Puzzel has extensive experience in delivering implementation projects for all contact centres of all sizes and we ensure a safe and thorough implementation process for all our customers.

We employ a mature and professionally accredited project methodology, which closely follows PRINCE2 and ITIL project best practice. Our approach has been engineered to foster close working relationships between you and your dedicated Puzzel project team who will be responsible for the delivery and onboarding of your new services.

At the start of the project, we will work closely with you to ensure we understand exactly how to complete a smooth, transparent, and truly collaborative partnership. A Project Manager and Key Account Manager will be provided during the implementation of the project. All parties will decide when the deployment is passed over to Puzzel support.

Quality assurance processes are embedded throughout the delivery lifecycle, underpinned by our ISO 9001 and 27001 certifications, and the process is supported by Puzzel's Services team which includes Project Managers, Implementation Engineers, and Solution Architects. Our project methodology is based on six core phases. Each phase provides the rigour of structured documentation and reporting, underpinned by robust delivery processes, all of which are managed from start to finish by our team.

Delivery Staff

Puzzel provides a Project Manager, Solution Architect, Software Engineer and Key Account Manager for all implementation projects.

Training and Adoption

During the Training phase Puzzel will schedule all enablement activities including in-person or virtual training sessions for your Administrators and Users to learn intimately the solution. Each customer will supply the names and email addresses of all attendees. Once conducted, further training sessions can be purchased at any time.

Offboarding Support incl access to data

The Customer shall be entitled to require the orderly transition of the Services from Puzzel to the Customer and/or any third-party supplier appointed by the Customer by sending Puzzel a notice to that effect (“Exit Assistance Notice”) at any time prior to termination.

The migration process will then commence where the customer and Puzzel will agree and define all items, data, and material that the customer may wish to transfer prior to deletion. Once agreed and actioned, the deletion process will occur to ensure the customer instance is deleted, in-line with data protection agreements such as GDPR.

Service Constraints

Scheduled maintenance may result in downtime; however, no downtime is ever expected during these periods.

Service Levels

The Availability target for the Puzzel Contact Centre service is 99.99% with Other Puzzel Services targeted to 99.9%.

(Puzzel Workforce Management, storage services, Voice Bot and Agent Assist are all included in Other Puzzel Services.)

Technical Requirements

Browser Requirements for Agent Application

The Agent Application should in general function in most updated Internet browsers, but we only test and support the versions listed below. Among these we recommend the Chrome browser since it supports our Softphone-related feature of Jabra headset integration.

- Google Chrome - 81
- Microsoft Edge (Chromium) - 81

Configuring Browsers

JavaScript must be enabled in the browser.

The Agent Application uses cookies; therefore, cookies should be enabled in the browser. By signing in to the Agent Application, the user accepts the use of cookies.

Softphone

A softphone is embedded in the Agent Application and enables agents to answer calls from the solutions queues using a phone build into the application, instead of using an external phone (usually with a landline or mobile phone). Softphone utilizes WebRTC-technology to transfer the conversations audio using the agent's internet browser and internet connection as a carrier.

Softphone has a cost and requires a setup by Puzzel. Softphone can be activated on some or all agents, based on your needs. Please contact your key account manager for further information regarding prices and cost.

It is recommended to start testing softphone with only one or two agents to begin with, and eventually extend the number of users. The agent is required to allow the Agent Application access to use the computers microphone device when answering a Softphone call for the first time, for Softphone to function correctly. This is requested through a popup in the browser but can also be accessed through the content settings in Chrome (<chrome://settings/content>).

Agents can toggle between logging on with a softphone or an external phone in the Agent Application, and calls can be answered manually or with auto answer (a setting in the applications menu).

Softphone requires that agents have a sufficient and stable internet access, preferably on a wired connection.

Our WebRTC implementations use G.711 (audio) codecs with the following specifications:

- 8 kHz sampling frequency.
- 64 kbit/s bitrate (8 kHz sampling frequency × 8 bits per sample).
- Typical algorithmic delay is 0.125 ms, with no look-ahead delay.
- G.711 is a waveform speech coder.
- G.711 Appendix I defines a packet loss concealment (PLC) algorithm to help hide transmission losses in a packetized network.