

Worldline CX Suite

Deliver exceptional
customer experiences,
today

Functional brochure



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Worldline CX Suite global presentation

Worldline CX Suite is a customer experience platform (CXP) dedicated to the digital transformation of customer relations. Our solution centralises calls, written messages and essential data, and natively integrates AI to optimise key processes and enhance customer experience.



+100k

connected agents per year



+3B

interactions per year



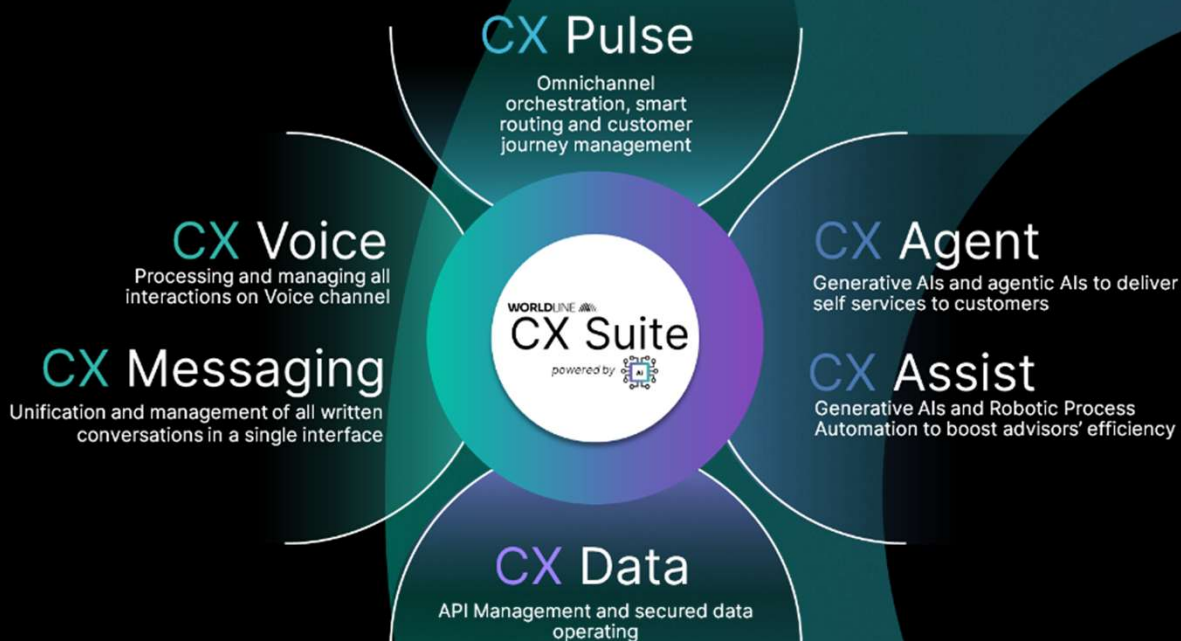
+73M

AI interactions per year



+150

clients



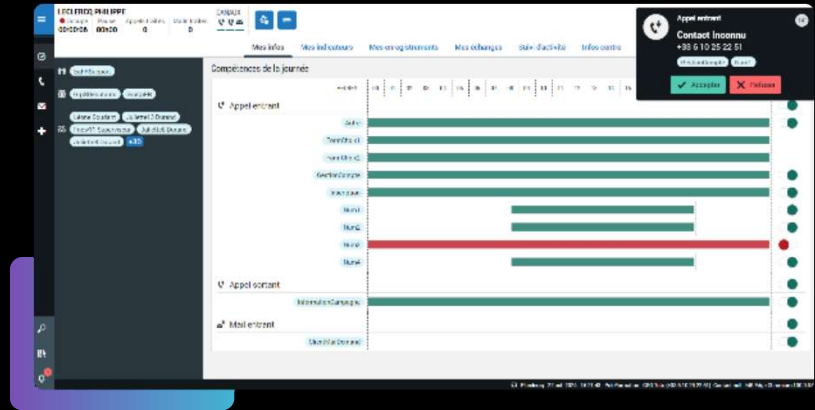
Interactions



Inbound and outbound call management

CX Voice enables management of inbound calls with intelligent routing based on agent skills, configurable queues and automatic distribution according to defined business rules.

Agents have access to a comprehensive telephone interface allowing call handling, hold, transfer, conference and consultation of contextualised customer records.



The system authorises individual outbound calls from the agent interface with manual or assisted dialling and callback list management.

All voice interactions are recorded and tracked with real-time reporting on volumes, waiting times, conversation durations and answer rates.

Outbound campaigns management

The outbound campaigns module offers three functional typologies: callback request management, appointment scheduling and planned proactive campaigns with CSV import for a comprehensive customer approach.

The technical architecture provides three dialling modes adapted to operational needs: Preview with agent validation, Progressive with automatic call generation according to availability, and Predictive with configurable resource anticipation. The system integrates a configurable cascade functionality in Sequential mode (exhausting attempts per number) or Sequential mode (rotating between numbers at each failure).

This flexibility enables optimisation of contact rates and agent productivity whilst respecting business and regulatory constraints. The entire system ensures efficient outbound campaign management with maximisation of commercial performance.



Phone number management

Worldline has been a telecommunications operator for over 20 years and offers its customers a complete end-to-end service for number management.

We also work in partnership with major operators to provide our customers with greater interconnection capacities with operators present in UK as well as internationally.

Short number collection

Worldline is experienced in carrying out collection, transferee change and migration procedures for its customers' short numbers.

Worldline handles migration and activates the relevant stakeholders at different stages of the process (sectoral associations, transferring operator, local loop operators...).

Long number portability

Worldline handles the administrative and technical management of long number migration to its own infrastructures, according to the inter-operator portability procedure.

New number creation

Worldline can offer its customers the creation of fixed numbers of all types defined in the national numbering plan: geographical numbers, long and short SVA numbers. These numbers can be offered as new allocations or in portability from an existing operator.



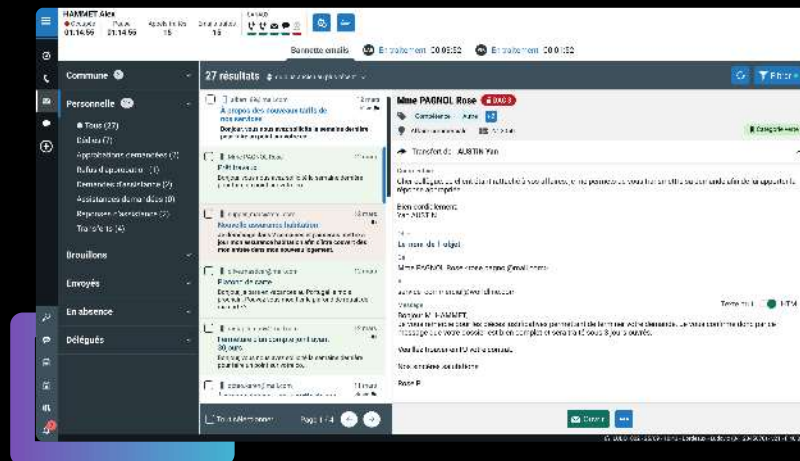
Inbound and outbound email management

CX Messaging enables email management with automatic reception, intelligent classification by keywords and routing to qualified agents according to configured business rules.

Incoming emails are distributed to appropriate queues with automatic prioritisation, whilst agents have a unified interface to process, respond and transfer messages with customer history tracking.

CX Messaging enables sending of outbound emails with customisable templates, automatic signatures, as well as creation of individual outbound emails.

All email interactions are tracked in real-time and enable detailed analysis of volumes, processing time and resolution rate to optimise performance.



Outbound SMS management

The feature authorises sending of individual outbound SMS from the agent interface for personalised messages, proactive notifications or customer follow-up campaigns with respect for opt-out rules.

From the advisor interface, four parameters are configurable:

- recipient number (auto-filled if already known in the system)
- sender number (selectable from a list predefined by the administrator with masking option compliant with local legislation)
- message template (optional selection from preformatted texts)
- message content (editable even after template selection)



Secure messaging

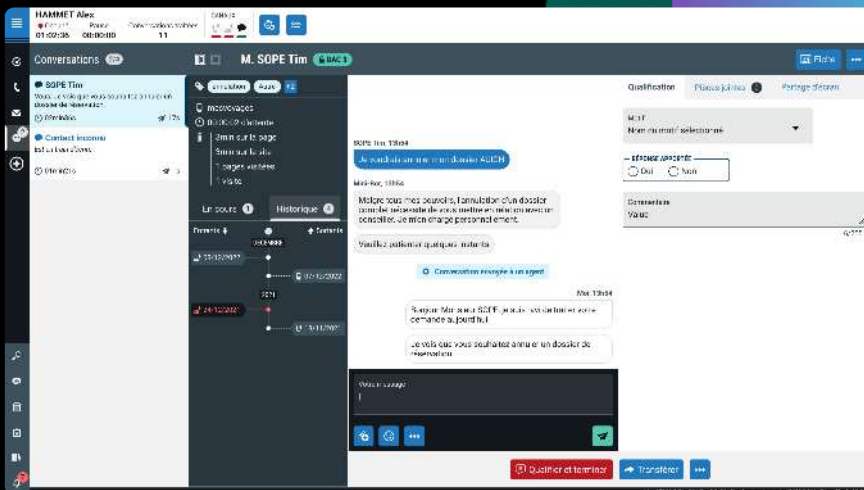
With our secure messaging solution, all messages and documents you request from your customers are protected and safe from interception. Our solution is fully compliant with GDPR requirements and PCI-DSS standards.

Data and messages are stored in our private datacentres, certified ISO27001, where they are systematically encrypted.



Live chat

Our Livechat solution integrates into your web and mobile interfaces and offers your customers easy access to their current and previous conversations. It also gives them the flexibility to connect instantly with an advisor, just as it can be configured with a welcome bot. In this case, a summary of the conversation history is sent to the advisor to enable them to handle the request easily.



Our solution ensures conversation distribution according to configured routing rules and offers advisors access to knowledge bases to standardise responses. The interface includes presence and activity indicators, supports rich content sharing and records complete conversation history.

Conversation interface integration can be configured so that advisors can manage one to several simultaneous interactions.

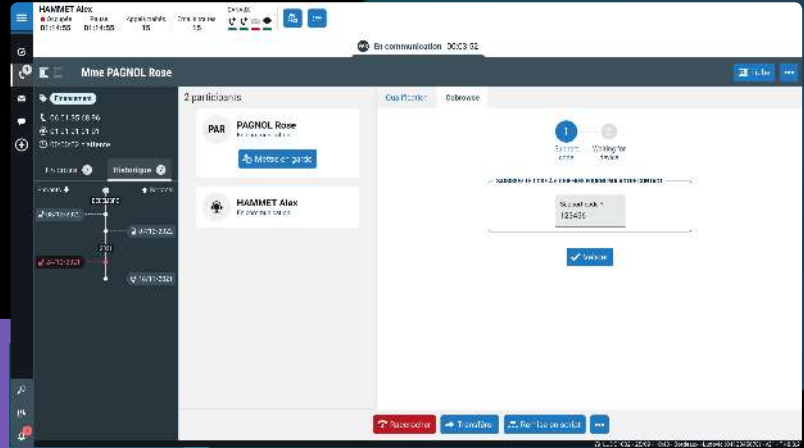
Cobrowsing

The Worldline CX Suite cobrowsing module enables authorised agents to establish a secure customer screen viewing session through a session token exchange mechanism.

The interface offers three non-invasive annotation tools without taking control of the customer workstation: virtual laser pointer, freehand drawing and annotation erasure. The system authorises session interruption and resumption at any time without complete reconnection, preserving conversational context throughout the interaction.

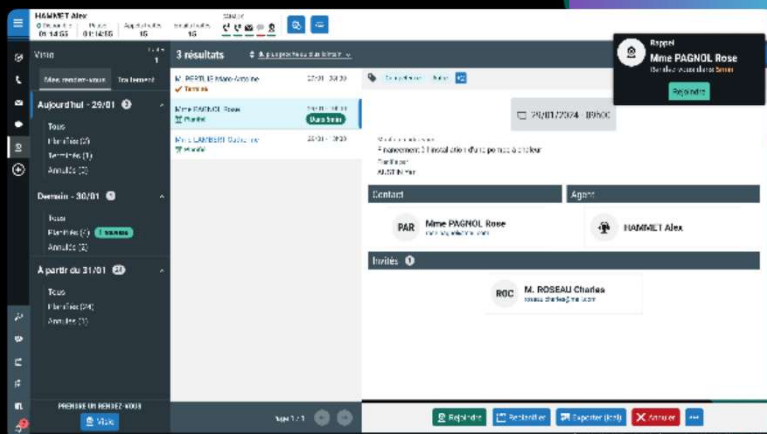
Our solution also enables filtering of customer information seen by the advisor to guarantee maximum confidentiality.

This feature facilitates real-time visual assistance whilst maintaining security and customer autonomy on their equipment.



Video appointment booking

The videoconferencing system enables multi-participant connections between agents, customers and internal or external experts via virtual rooms accessible by web link transmitted by email or mobile.



The appointment scheduling function integrates availability management with two types of queues: personal inbox for assigned appointments and shared inbox for team sharing.

The module automatically transmits authenticated customer identification information to the agent interface, enriching the interaction context.

The integrated SDK facilitates video service implementation in external sites with complete interface customisation according to your needs.

Authentication

To protect customers, it is necessary to verify their identity. Solutions exist to make this moment an almost transparent step for the user:

- With your own authentication system
Worldline CX Suite can rely entirely on your methods through redirection to a voice authentication script, to a third-party voice biometrics solution during a call, or by transferring the authentication context from your website to available channels (such as chat for example).
- With Worldline's strong authentication module
This solution can be triggered by the advisor directly from their interface and enables the customer to be notified on their mobile to validate their identity or a transaction with complete simplicity.
- Whatever terminal the customer uses (mobile, computer), all use cases can be covered by this solution whilst guaranteeing a high level of security and compliance (GDPR, ISO 27001, strong authentication factors, eIDAS, PSD2).



Payment solutions

Different solutions enable the advisor to initiate and track a payment journey directly from their interface.



Customer callbacks

Through callback campaigns or following events such as click-to-call or appointment requests



Pay by Voice : payment IVR

In self-service or accompanied by an agent



Link to Pay : Secure payment link sent by email or SMS

Paielement 1

Paielement N° 1234567

Paielement par téléphone

Initié le 08/04/2022 à 10h23

- 1 Démarrage de la session
- 2 Saisie du PAN Essai 1/3
- 3 Saisie de la date
- 4 Saisie du code
- 5 Transaction

Customer history automatically integrates triggered payments to facilitate transactional tracking and commercial interaction analysis. The administration interface enables payment flow configuration, customisation of the payment window displayed to the contact and management of Worldline's Sips and GoPay PSP.

This solution guarantees a smooth and secure payment experience whilst maintaining customer relationship continuity during the interaction.

Orchestration



Whatever channel the customer chooses, it is possible to understand their request by offering manual or automatic interaction qualification, to build journeys enabling definition of the best resolution point.

A single routing engine to build journeys adapted to your customers, your business and your business challenges.



Call distribution

The routing engine automatically directs each call optimally to the most relevant service or agent to efficiently resolve the customer's request.

It analyses each interaction by cross-referencing identification data, temporal context and business rules to determine the best resolution point.

The system dynamically adapts to events (priority calls, abandonments, status changes) by applying configurable prioritisation rules. It also handles customer segmentation, required skills and operational constraints, including during scheduled or exceptional closures.

The administration interface centralises call flow configuration, number association with processing scripts and service calendar management.

Interactive Voice Response (IVR)

The system analyses customer interactions via different channels (reason expressed to callbot or via DTMF navigation) to identify their precise needs. By cross-referencing this data with customer history and your IS, it generates personalised journeys according to user choices to direct them to the right service or the right contact.

This qualification coupled with data from your IS or our call centre on previous journeys enables definition of scenarios including:

- Personalised message broadcasting
- Dynamic choice proposition
- Call prioritisation
- Particular routing choice (on agent attributes, skill, expertise levels, costs, last agent or preferred agent, by percentage, to an external centre...)

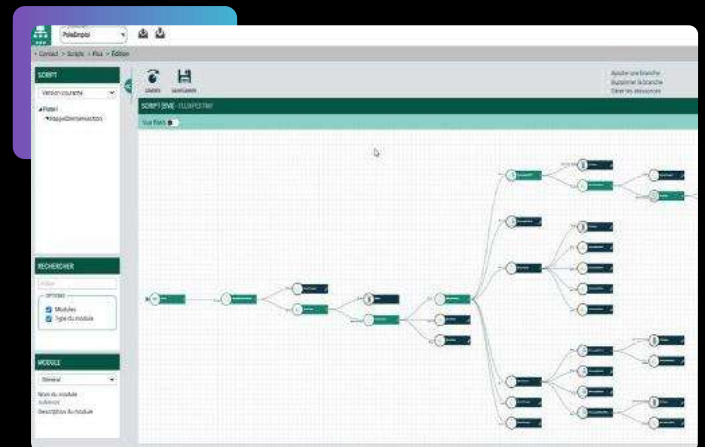
Unified written message distribution

The module centralises written message processing (emails, chat) automatically analyses message content (header, subject, body) and extracts keywords to categorise and qualify each email or chatbot request. Each conversation benefits from a unique case number enabling multi-message exchange tracking, whilst web forms enrich the process through their structured metadata.

The agent thus receives all necessary contextual information to efficiently handle the request from the moment they take charge.

Modelling your organisation

The administration interface enables visualisation and organisation of different users and their permission profiles, teams, groups, skills, schedules, sites...) individually or in bulk. The interface enables reflection of response organisation on different channels to be as close as possible to field reality.



Smart Routing

Smart Routing automatically directs each contact to the right service or optimal agent through AI, by analysing customer data and available skills in real-time.

Our Smart Routing solution significantly reduces time spent on complex configurations by automatically generating intelligent routing rules.

Addressing organisational challenges

- Orchestration rules and rigid customisations
- Visibility on context and real-time orchestration
- Breaking down silos between channels and data sources

A smart solution

- Analyses, orchestrates and makes AI-driven decisions
- Intuitive no-code interface – easy configuration and testing
- Experimentation and simulation with A/B testing capability
- Advanced data insights
- Seamless automation and integration

Our AI dynamically personalises each customer journey, for a tailor-made experience at every interaction.



Intent understanding for proactive qualification

Worldline CX Suite interprets customer intentions and reasons across all channels, to automatically or manually qualify the request. The analysis takes into account context and navigation signals (IVR, callback buttons, keywords) as well as qualification bots to guide routing and handling.



Natural language
recognition



Intent detection and
proposed reasons

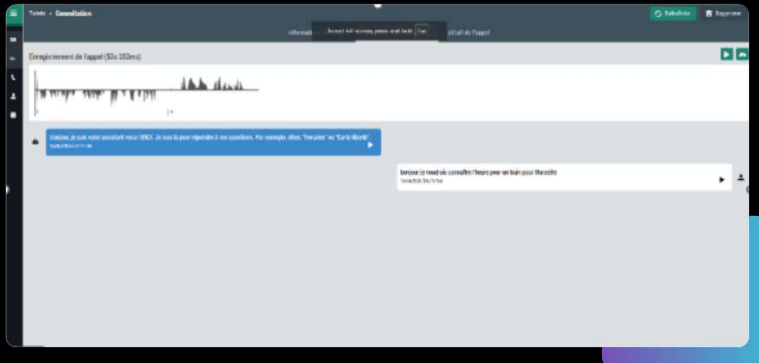


Semantic
analysis

The shared knowledge base enriches assistance for agents and customers whilst collected information automatically determines the best resolution point.

Our solutions direct each interaction to the most appropriate processing, whether automated or accompanied by an advisor.

The whole ensures precise qualification and smooth customer experience from the first exchanges.



Engagement & efficiency

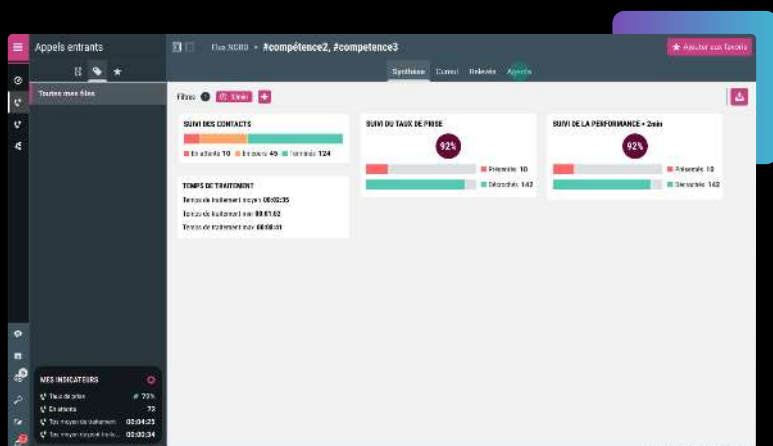
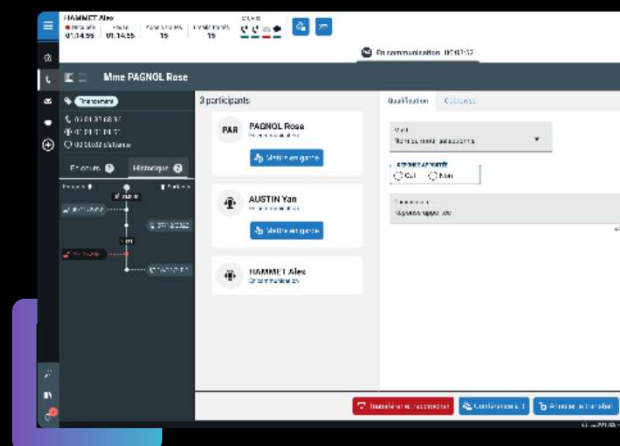


Agent interfaces

A 360° view for a personalised user experience

Your staff can quickly access contextual information on ongoing interactions and the tools necessary to efficiently manage engagements. Seamless CRM integration ensures complete customer information, reducing processing time, streamlining exchanges and improving your teams' efficiency.

Worldline CX Suite provides your advisors with an interface with optimised and personalised ergonomics to facilitate their daily work. Accessible in SaaS with the browser of your choice, or integrated into your advisors' workstation through our APIs, our interface adapts to any telephone device (physical or webRTC), whether in branch, contact centre, mobile or teleworking.



Worldline CX Suite also integrates with Microsoft Teams to simplify call handling by advisors and thus unify their business tools.

The solution's omnichannel interface enables advisors to:

- Access the majority of actions quickly to ensure the best possible responsiveness. Only the most relevant information is displayed to them at any given moment to enable efficient processing of inbound and outbound contacts.
- Respond to customers across all channels via facilitated mediablending management

Facilitate your staff authentication with secure connection: whether it's a local, remote database or SSO service, it's possible to couple Worldline CX Suite with your reference authentication sources (SAML v2 and OpenID Connect protocols).



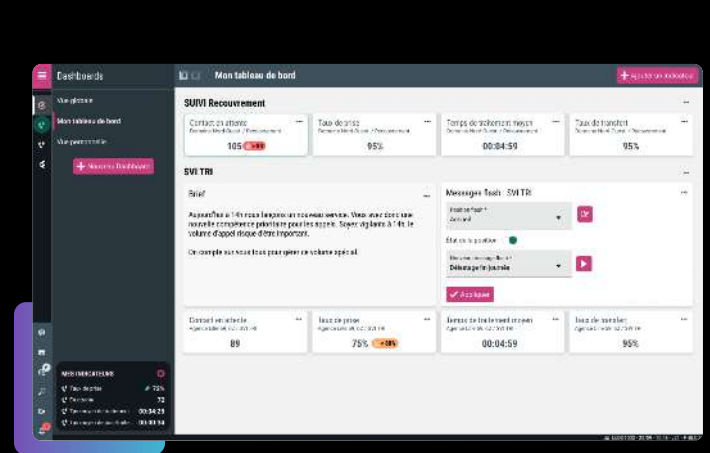
Supervision dashboard

Managing your staff activity relies on an effective combination of real-time operations and indicator supervision, statistical data analysis and maintaining a quality level compliant with company objectives.

The supervision interface offers each supervisor a personalised space for operations and indicator monitoring according to their scope and rights. It enables real-time or deferred activity analysis, with enhanced collaboration between agents and managers.

Real-time monitoring includes customer interaction tracking on flows and queues, call listening, global agent management and skills management.

Through customisable dashboards, supervisors can quickly identify improvement areas and maintain optimal service levels.



Real-time management

The supervision interface offers each supervisor a personalised space for operations and indicator monitoring according to their scope and rights. It enables real-time or deferred activity analysis, with enhanced collaboration between agents and managers.



Voice channel

- Inbound and outbound call supervision / by flow, by queues and by skill
- Detailed description display for each indicator

Detailed agent view

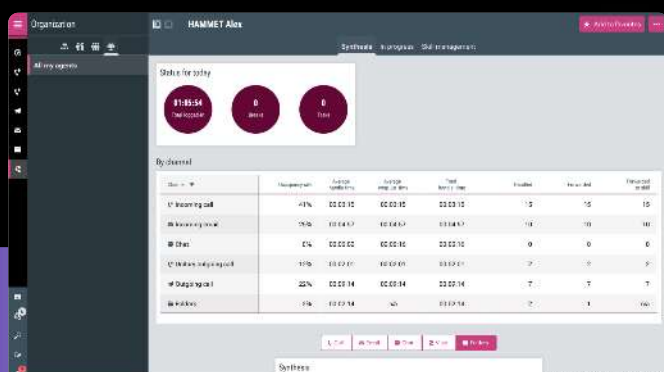
- Detailed view with ongoing interactions, breaks and tasks
- Team and group monitoring

Flow/agent skills management

- Agent skill scheduling display
- Skill activation – deactivation

Flash message generation on IVR script

- Flash message modification from quick action panel



Reporting

Worldline CX Suite reporting module provides management and analysts with:

- library of reports and standard dashboards across all channels
- intuitive web report designer that gives users with appropriate permissions the ability to create reports autonomously These so-called on-demand reports are fully configurable based on existing standard indicators
- report scheduling and distribution that makes selected analyses available in the configured email box(es) at the chosen time
- complete data exports in different formats such as PDF or XLSX

[illegible]

Recordings

Worldline CX Voice recording module offers flexible control to manually trigger recordings or configure automated strategies by defining targets, information modalities and personalised application criteria.

The advanced search function exploits multiple filters to quickly locate desired recordings, with access to listening, export and deletion functions according to user authorisations. Secure centralised storage preserves integrity and confidentiality of compressed files whilst respecting GDPR requirements.



Automatic transcription saves hours of manual recording analysis, freeing teams for higher value-added tasks.



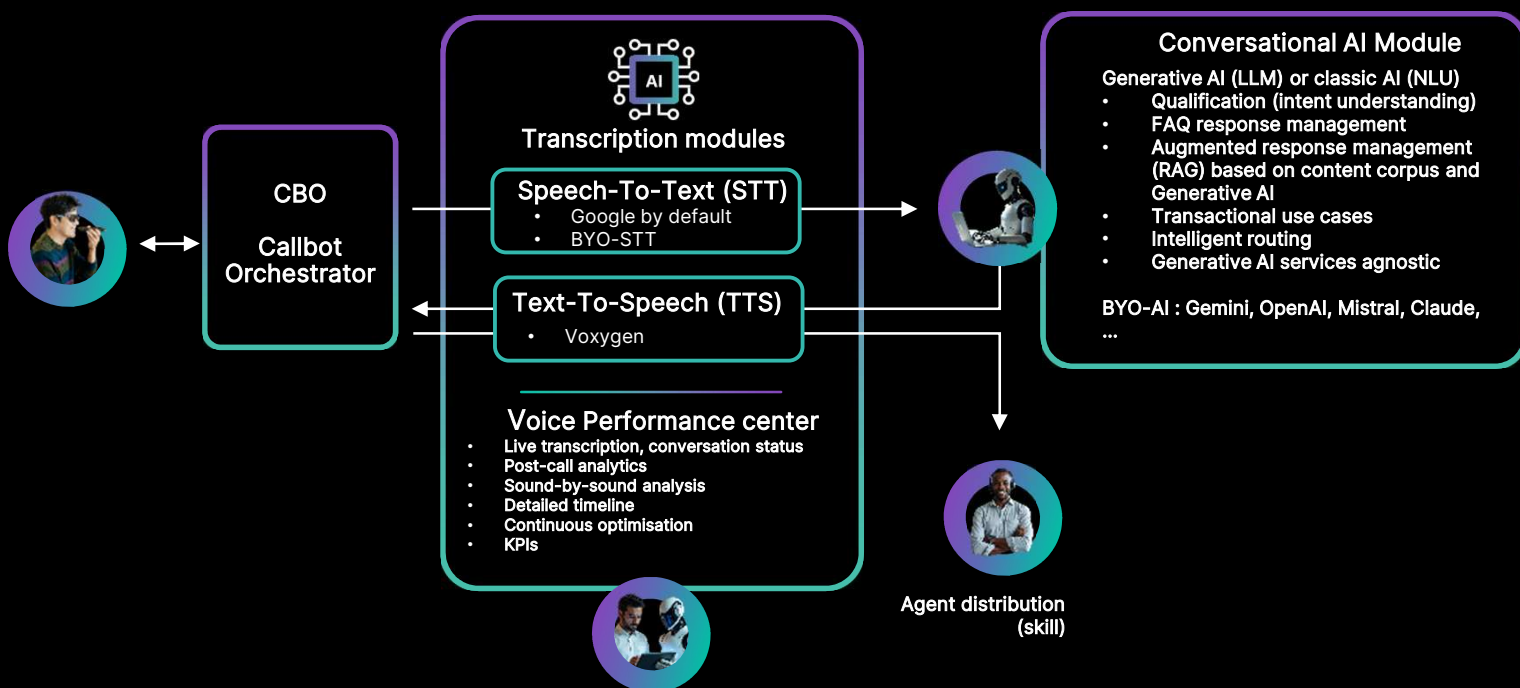
AI & automation



Callbot

Our callbot integrates an advanced natural language understanding engine, combining traditional AI and generative AI. It analyses intentions and conversational context in real-time to precisely interpret unstructured requests and direct them to the appropriate service.

Our solution supports different languages depending on the AI model you choose to use, and enables customers to benefit from instant support with intelligent escalation to your agents.



Its advantages:

- Natural and personalised interaction
- Identification of all events (TTS, STT, Conversation Engine)
- Flexibility and adaptability through the Bring-Your-Own AI approach
- Voice selection (catalogue, or custom voice)
- Multi-language
- Multi-channel
- (sending SMS or email based on detected intent or workflow)
- Intelligent escalation (sending summary or transcribed reason to agent)
- Audio recording listening with possible export of each interaction
- Advanced reporting with KPIs:
 - Calls received
 - Hang-ups
 - Average Talk Time
 - Talk Time distribution
 - Session tracking with statuses and errors
 - Speech-to-Text confidence rate and duration



Chatbot

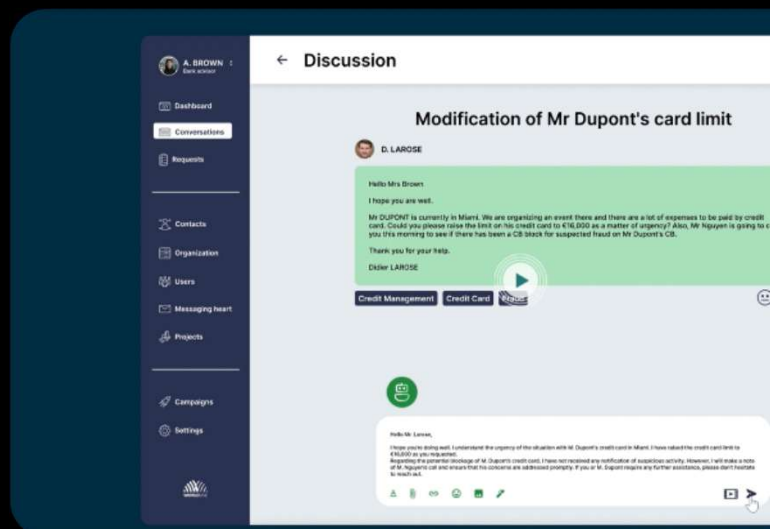
Our AI-powered tools enable our solution to provide optimal support to your customers.

Our AI solution offers advanced personalisation via a centralised administration interface connected to the augmented messaging tool. Thanks to its AI-agnostic architecture that adjusts models, prompts and indexes are used according to use cases. Knowledge enrichment is done via URLs (websites), documentation and knowledge base. The tool offers traceability of all queries and processing provided by AI. It is also possible to manage queries via APIs, and AI-driven actions (appointment scheduling, ticket management, transfers etc.).

Solution benefits:

- Fast and personalised customer experience
- Relevant and scalable responses
- Enhanced scalability and traceability
- Guaranteed security and compliance

Improve customer experience with AI-driven automatic responses that quickly guide users or direct them to self-service. This enables your advisors to focus exclusively on higher value-added tasks.



Email bot

Email processing by our artificial intelligence module saves time and reduces the mental load on advisors. Thanks to precise classification, messages are efficiently sorted according to their context and priority, thus enabling rapid handling of requests.

Suggestions, response generation, translations and contextualised reformulations facilitate interactions whilst respecting business rules. Moreover, the statistics provided offer an essential global view for high-level management, enabling optimisation of operational processes.

Efficiency

+1M

emails générés
avec l'IA par mois

Speed

3 weeks

weeks to set up a
POC

Evolutivity

Test & Learn
adjustments and
feedback

Management

Customised
statistics



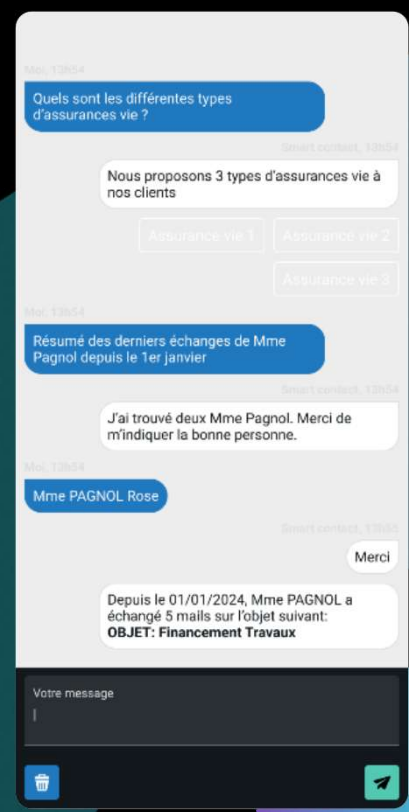
Q&A Assistant

Q&A Assistant is a conversational chatbot integrated directly into the advisor interface, enabling agents to obtain instant responses via a chat window.

The solution simultaneously queries multiple knowledge bases (FAQ, procedures, product catalogue, customer history) to provide contextualised and precise information.

The interaction takes place as a fluid exchange, where the agent can ask follow-up questions or request clarifications to refine their search.

This conversational approach eliminates complex navigation between multiple interfaces and significantly accelerates customer request resolution.

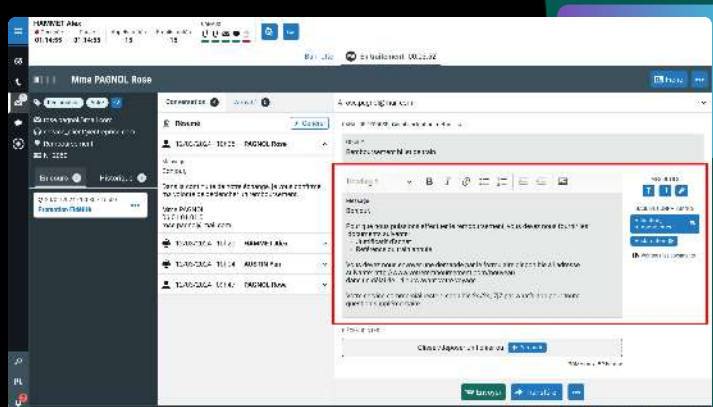


Standard response library

During customer interactions, our module directly proposes in the advisor interface standard responses based on a knowledge base, adapted according to conversation context.

Responses are personalised in real-time with customer data (name, history, products) and adjusted according to the nature of the request. The agent can select, modify or further personalise the response suggestion before sending.

This functionality guarantees consistent and quality responses whilst maintaining flexibility to adapt to specific context.



Writing coach

AI analyses content written by the agent and automatically proposes spelling, grammatical and stylistic corrections in real-time. The functionality can also completely reformulate the message to adapt it to the communication tone defined by the company (formal, commercial, empathetic).



The agent retains control by validating, modifying or refusing suggestions before sending. This assistance guarantees professional and coherent communications with brand image, whilst reducing errors and optimising writing efficiency.

Our solution enables:

- Generate automatic response based on email content
- Correct spelling and grammar of content written by agent
- Reformulate content written by agent
- Configure tone of automatically generated responses
- Configure tone of reformulations

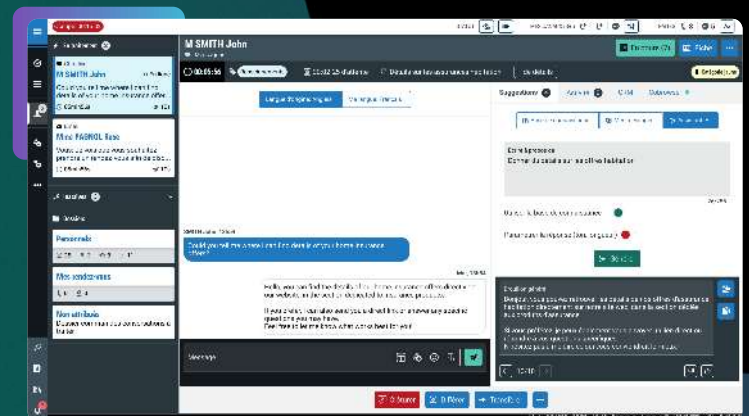
+ 680K emails
processed by AI per month

Translation

AI automatically translates incoming emails and chat messages into the agent's working language, enabling immediate understanding without interrupting the processing flow. The agent can write their response in their native language, then have it automatically translated into the customer's language with a simple click.

The quality and number of supported languages depends on the selected AI model (Gemini, specialised multilingual models,...).

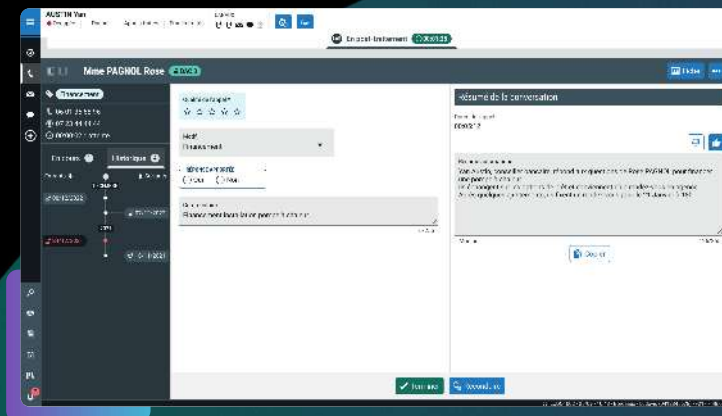
This functionality eliminates language barriers and significantly reduces processing times for requests in an international, multilingual context.



Automatic post-interaction summary

Worldline CX Suite integrates artificial intelligence to automate call summary writing, significantly improving advisor performance and reducing customer waiting times.

The functionality automatically analyses and summarises conversations by selecting the most relevant elements to facilitate follow-up and service continuity. This intelligent automation enables advisors to save valuable time on request processing whilst maintaining high service quality.



Our solution enables:

- Intelligent exchange summary
- Automatic summary generation across all channels
- Total control: editing, validation and relaunch/cancellation of generation
- Manual input possible if necessary; quick creation via copy-paste
- Complete traceability: interaction history, origin (automatic/manual) and associated transcription

Automated responses

By relying on callbots, chatbots and email bots, our solution covers all voice and written interactions to offer autonomous services to customers.

Our solution enables configuration according to your business rules (presence schedule, customer segmentation, company tone, etc.) and interconnection with your knowledge bases.

Our solution relies on conversational virtual agents to handle common requests, qualify customer needs and intelligently direct to human advisors according to request complexity, by relying on the most relevant technology for each context and each channel:

- Semantic analysis
- Speech-To-Text
- Text-To-Speech
- NLU
- Generative AI

Integration into the Worldline CX Suite agent interface ensures experience continuity and smooth transfer between automation and human intervention.

Interconnection & data management



Archiving

Worldline CX Suite guarantees GDPR compliance through European infrastructure (France) with secure centralised storage using compression and identification metadata for optimal restitution. The system automatically applies regulatory retention periods: 6 months for training, 1 year for complaints, 5 years for archiving, with purge rules adaptable to your business requirements.

Worldline also offers an NF461 certified legal archiving solution for long-term retention where integrity must be guaranteed.

The storage architecture ensures integrity, traceability and data confidentiality whilst facilitating searches through contextual information associated with each recording.

Automated lifecycle management scrupulously respects legal recommendations whilst offering the flexibility necessary to meet your specific needs. This secure approach protects your sensitive data whilst simplifying your organisation's regulatory compliance.

Data exposure

Worldline CX Suite enables bidirectional data exchange with your existing information systems. Automatically expose metrics, interactions and customer contexts to your analytical tools, CRM or decision-making platforms, whilst enriching agent sessions with updated external data.



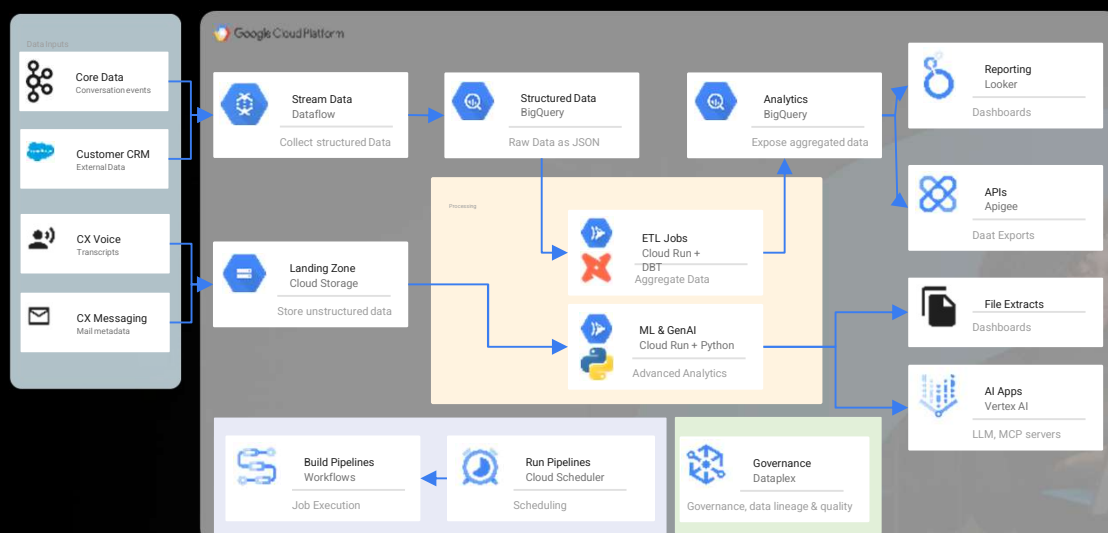
Marketing exploitation
& personalisation

Customer data unification
(360° agent view)

Statistical
reports

Data governance
& security

Data strategy and
valorisation



Example of architecture and data management implemented with Google Cloud Platform

API connectors

The modular architecture of Worldline CX Suite deploys a complete API ecosystem promoting integration with your existing systems (CRM, ERP, business applications, ...) through dedicated connectors and enhanced interoperability.

Our API connectors notably enable:

- Feeding the contact and interaction base with events external to the solution
- Accessing conversation history to enrich your reporting
- Interconnecting a third-party channel to Worldline CX Suite (context or authentication information transfer when triggering a call from an external chatbot for example)

To enable you to have a 360° customer view, it's possible to define how to enrich your tools (market CRM or developed by your teams) with:

- Interaction triggering actions possible from your business tools (SMS, email, call)
- Feeding your tools with Worldline CX Suite interaction history
- Post-qualification information storage

It's also possible to add context to the Agent interface by defining:

- How to enrich customer interaction history with exchanges that took place outside the solution (physical appointments, paper mail...)
- What CRM file lifting cinematics to propose and its display for advisors
- What CRM to open according to advisor typologies

Integrated services

Worldline CX Suite combines data exposure and API connectors to offer you integrated third-party services :

Enhance customer interactions

Personalise your interactions with customers by integrating a range of CRM tools



Boost operational efficiency with AI

Integrate AI-based tools and exploit different advanced language models (LLMs)



Promote omnichannel engagement

Provide a seamless customer experience across various channels and touchpoints



Optimise workforce and quality management

Improve workforce management whilst maintaining high service quality standards



Below are examples of third-party service integration use cases in Worldline CX Suite:

Visual IVR

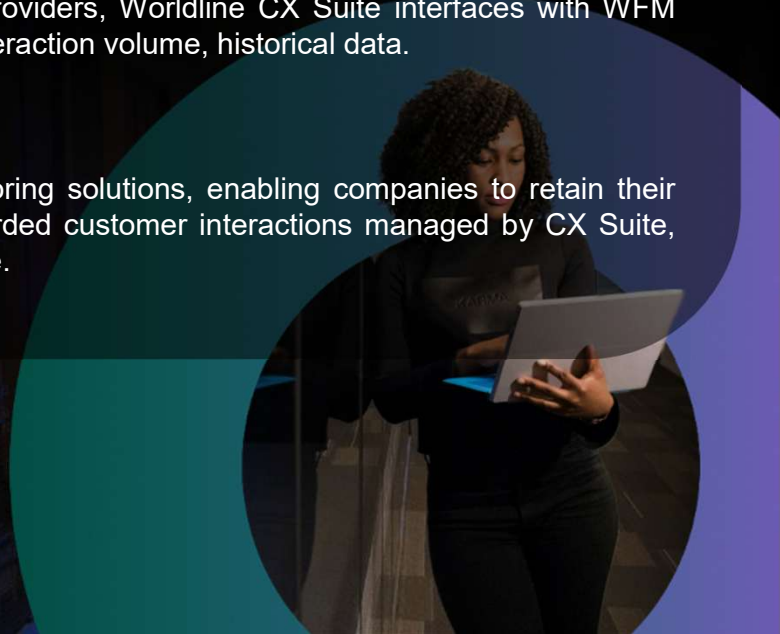
Digitalise the voice journey and streamline customer experience through an omnichannel approach supported by APIs and partners. Context synchronisation with mobile applications and websites guarantees homogeneous experience across all digital touchpoints. Without imposing a visual IVR, the solution shares customer context and navigation data via APIs and partners, to optimise handling. Usage examples: click-to-call and real-time availability exchanges, context transmission to call centre, and mobile authentication integrated in call frame triggered from application to avoid IVR authentication.

Workforce management (WFM)

Through solid partnerships with main WFM solution providers, Worldline CX Suite interfaces with WFM tools for activity forecasting and planning. It provides interaction volume, historical data.

Quality Monitoring

Worldline CX Suite integrates with main quality monitoring solutions, enabling companies to retain their evaluation tools. This integration offers access to recorded customer interactions managed by CX Suite, single sign-on (SSO) and unified administration interface.



Hosting solutions

Worldline CX Suite platform hybrid hosting solutions offer optimal flexibility by combining private cloud advantages (enhanced security, data control) and public cloud (scalability, cost reduction).

This modular approach enables companies to progressively adapt their infrastructure according to their regulatory and budgetary constraints, thus guaranteeing controlled and scalable cloud migration.

CX Suite Cloud Edition

CX Suite Cloud Edition offers a public cloud hosting solution providing flexibility, scalability and infrastructure cost reduction for organisations of 100 to 500 advisors. The standard product approach guarantees accelerated time-to-market of approximately 3 months with packaged ready-to-use functionalities. The solution prioritises installation speed and ease of use for rapid and efficient deployment.

This edition is perfectly suited to companies seeking agile implementation with proven functionalities and progressive scaling of their contact centre activity.



Our hosting and data management solutions comply with the General Data Protection Regulation (GDPR) and the Digital Operational Resilience Act (DORA) regulation of the European Union.

This includes implementing database updates and nominal survival mechanisms for our Worldline CX Suite platform

CX Suite Private Cloud Edition

CX Suite Private Cloud Edition deploys a secure private cloud hosting solution, designed for companies with specific needs and high compliance requirements. The solution approach combines standard product and customised integrations to respond to large volumes (500+ advisors) with a time-to-market of 6 to 12 months. The platform offers advanced business API interconnectivity, specific developments and robust industrialisable infrastructure.

Our Private Cloud Edition solution includes a degree of data management security certified SecNumCloud.

This edition addresses large organisations requiring bespoke architecture, enhanced security and deep integration with their existing technological ecosystem.



[Schedule a meeting now](#)

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