

From Call Center to *Unified Customer Communications: Consolidation 2.0*

The enterprise call center landscape is evolving rapidly, fueled by:

- the Internet and the proliferation of new communication channels
- rising customer communication expectations
- a trend toward call center consolidation and virtualization to fit global distributed enterprises

To meet your ROI objectives, your contact center technology has to address today's business needs and tomorrow's. You need the unprecedented flexibility of Consolidation 2.0.

Enterprises have to make a diverse collection of call center technologies work together, to broaden the scope of the call center to include the new Internet, e-mail and video channels, and to expand the boundaries of the call center to encompass all of their knowledge workers.

Customers want to choose where, when and how they interact with companies. They don't want to waste time being transferred around to find the right person to help them, repeating the same information over and over at each step along the way.

Consolidation 2.0 makes it possible for you to meet and exceed your customers' communications expectations in a way that makes economic sense for you. Whether your company is at a single location or is highly distributed, a Unified Customer Communications (UCC) platform will gracefully route any and all customer interactions to the right person, whether that is a formal call center representative, an at home agent, or a knowledge worker anywhere in your organization.



A single UCC platform consolidates multiple business units, each enjoying a virtual call center staffed by agents across multiple locations, anywhere within your enterprise or within outsourced facilities.

And through its multi-tenant architecture with tenant self-administration, CosmoCom's UCC consolidates any number of virtual call centers, each with its own unified administration and reporting. You can deploy this technology yourself, or work with one of the service providers who offer UCC On-Demand.

Whatever your contact center needs, CosmoCom has a solution to unify your customer communications. Inbound or outbound, single-site or multi-location, any media - CosmoCom provides the technology to consolidate your call centers in an on-demand world.

CosmoCom's Unified Customer Communications platform, CosmoCall Universe, enables you to communicate with your customers via ALL channels, in the contact center or across your entire enterprise.

CosmoCall Universe™ for Enterprises

Enterprises of every size and shape can benefit from Consolidation 2.0 as enabled by CosmoCall Universe. Both the traditional premise-based deployments and the hosted offerings of service providers bring the same advantages.

- ▶ **Unified Contact Center Technology**

Designed from the ground up to unify all communication channels and all contact center functions.

- ▶ **All-IP Architecture - One Connection**

One IP Network is all it takes. CosmoCall Universe's all-IP platform means that no additional connections are required—even for accepting traditional telephone calls.

- ▶ **Multiple Locations, One System - Virtual by Design**

CosmoCall Universe's all-IP solution means you can locate your CSRs wherever it makes the most sense—in multiple centers, at home, or even on the go—AND consolidate them all with one network, one set of business rules, and one set of reports.

VIRTUAL BY DESIGN

- ▶ **Scalable High-Capacity, High-Availability Architecture**

Provide the reliable service your users demand. Near linear scaling to thousands of agents, telephone callers, Internet callers, and messages.

- ▶ **Multi-Tenant Call Center Platform with Tenant Self-Administration**

Maximize the economies of scale of shared resources and a consistent application development and deployment methodology. Work with an external service provider or an internal one. Support multiple business units on one CosmoCall system, with each business unit securely managing and controlling its own virtual call center.

- ▶ **Browser-Based Clients**

Browser-based clients for agents, supervisors, and administration allow any PC with an IP connection to serve any system function at any time.

- ▶ **Rapid Implementation**

With a high level of pre-unified functions, a standard application development environment, and APIs that simplify external integrations, even with complex IT environments, CosmoCall Universe reduces the costs and risks associated with contact center projects and, most important, brings them in on time and in less time than any other approach would allow.

