



AT&T Cloud Contact Center

Enabling flexibility, intelligence,
and personalized engagements.

Let AT&T help you build the contact center your organization needs and to help deliver the experience your customers want.

With 'customer experience' being predicted to be the biggest differentiator by the end of 2020*, businesses need to significantly improve the level of service they deliver to keep pace with the competition.

AT&T Cloud Contact Center is a highly reliable, scalable, and highly secure cloud-based platform. It enables rapid deployment, mobile and remote working capability, and integrated communication channels that provides a true omnichannel experience. With the addition of in-built integration capabilities, company information systems can be accessed by agents which enables them to deliver more insightful, meaningful and personalized engagements.

Enhanced by AT&T's core connectivity services, which include AT&T IP Toll-Free and SIP trunking solutions, and underpinned by the AT&T global network, Cloud Contact Center provides your organization with a robust foundation on which to deliver a superior customer experience.

Industry leading integrations that maximize investment returns and customer intelligence

The AT&T Cloud Contact Center platform comes preconfigured with integration-ready capabilities that can interface with existing CRM systems, Unified

Communications and Collaboration platforms, and independent software vendors.

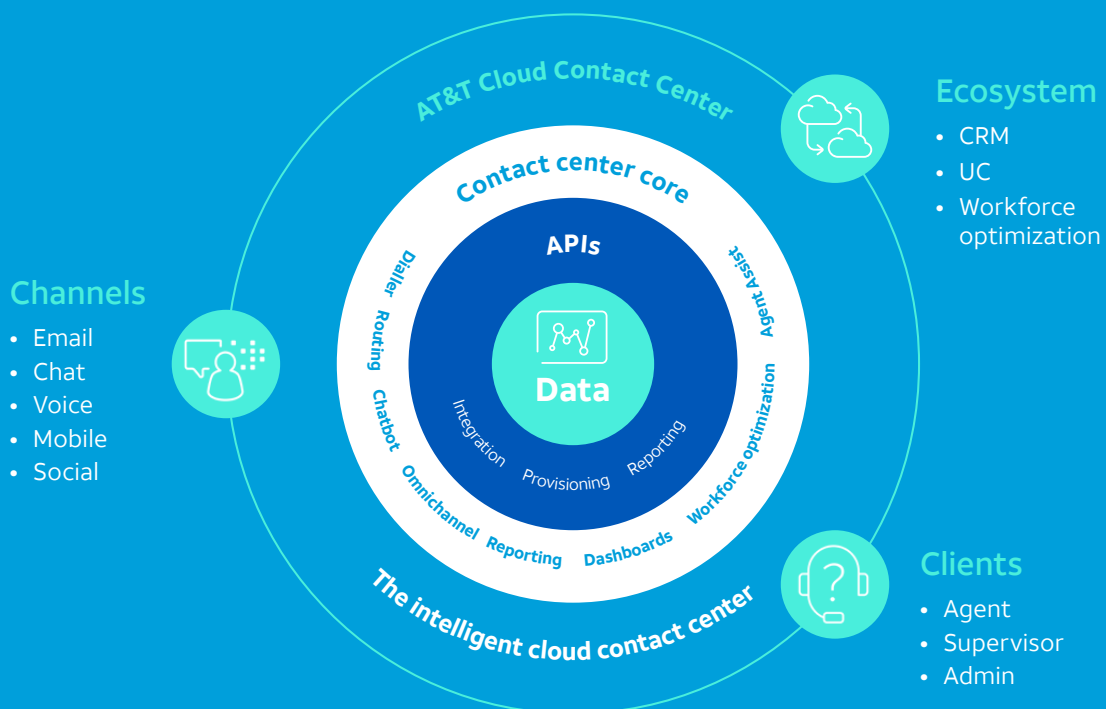
These integrations:

- Empower agents to deliver a more personalized experience through accessible customer insights.
- Allow businesses to rapidly respond to changing requirements in near-real time.
- Enable businesses to improve ROI through integrating cloud services and premises-based systems.
- Maximize investment value by connecting existing systems with the entire enterprise.
- Help ensure the organization keeps pace with customer expectations.

Customer Relationship Management (CRM)

Tight integration with the CRM enables access to customer information on purchase and service history, customer preferences, and customer value. It also delivers interaction-specific context and customer intent for agents to efficiently and effectively serve customers, increase first contact resolution, and decrease average handle time.

Source: walker study (<https://www.walkerinfo.com/knowledge-center/featured-research-reports/Customers-2020-A-Progress-Report-OLD>)



Workforce Optimization (WFO)

Integrated Workforce Optimization systems increase efficiency and quality. They include quality management to address customer experience issues, the ability to easily request training and coaching, and monitoring of call quality. Workforce management capabilities are important for accurate staffing, shift changes, PTO requests, and schedule adherence. Gamification helps to keep agents engaged through recognition and rewards.

Unified Communications (UC)

A critical component in boosting an agent's ability to properly manage even the most complex cases is your contact center's UC integration. This feature allows agents to easily escalate calls to subject matter experts (SMEs) as well as track agent-customer interactions, both of which can increase first call resolution and handle times.

Omnichannel

By providing a unified and truly omnichannel experience across all communication channels, customers can now benefit from an improved, more efficient, and relevant set of engagements. Empowered through powerful CRM integrations and a single pane of glass interface, agents are able to access interaction history, purchase data, and

insights that help them understand specific customer needs while delivering a more personal experience, regardless of channel.

Adaptable capabilities that empower your agents and your customers

The AT&T Cloud Contact Center provides an adaptable canvas that can be tailored for your individual needs and the needs of your customers. The solution is an open platform.

Other features include:

- Artificial Intelligence (AI) and emerging technologies to better service end users.
- Inbound/outbound calls utilizing AT&T TDM/IP Toll-Free and AT&T IP Flexible Reach.
- Out-of-the box integrations with leading CRM systems, plus 50+ application connectors.
- Visual application workflow tool optimized for contact centers
- Workforce management integration – helping ensure the right staff is in place at the right time.
- Reporting and analytics – near-real time and historical reports, dashboards, and alerts.

Utilize the power of the cloud contact center

Not only does moving to a cloud-based platform remove the cost, complexity, and latency in maintaining and deploying new services from legacy on-premises hardware, the inherent power of the AT&T Cloud Contact Center provides organizations with:



Informed agents that provide an engaging and personalized customer experience.



A flexible operational model that enables fast-track deployment of remote agents to address critical situations and shifts in demand.



Enhanced integration capabilities that enable unification of business applications, data, and customer insights.



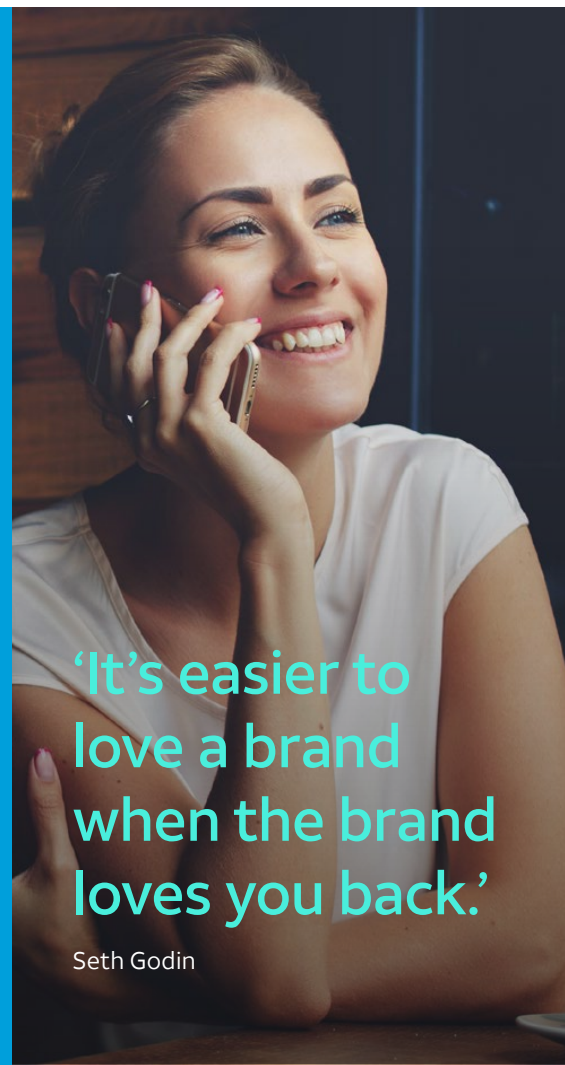
A future-ready environment that allows the roll-out of new services in days not months.



Near seamless omnichannel experiences for customers.



Improved customer satisfaction and brand loyalty by an accelerated and personalized service.



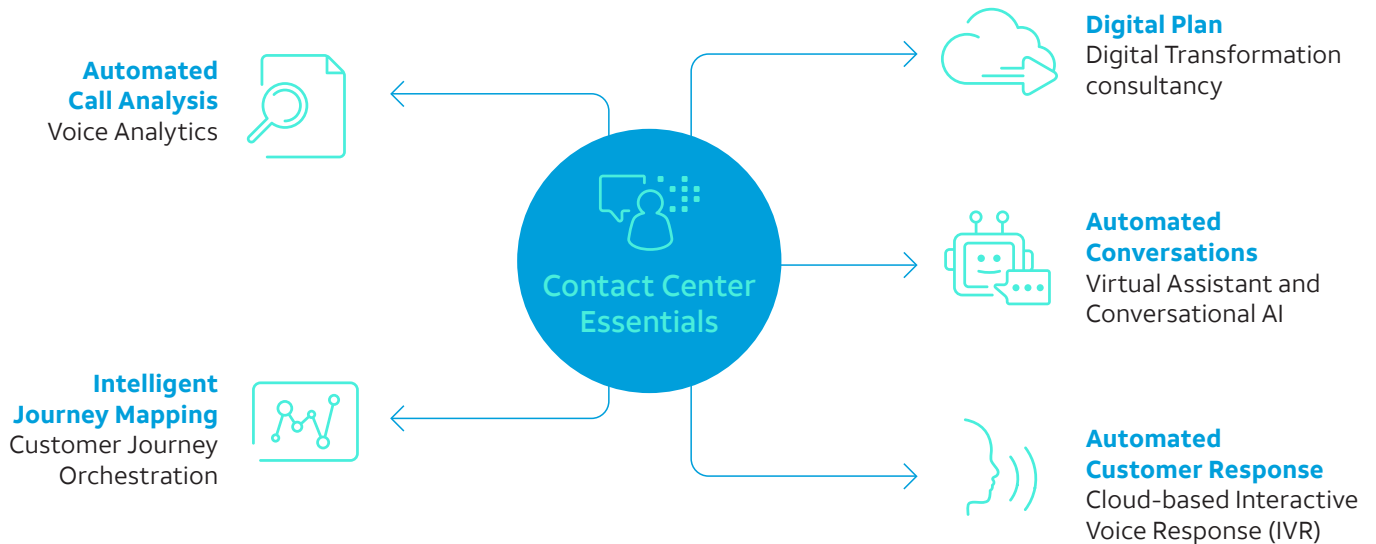
'It's easier to love a brand when the brand loves you back.'

Seth Godin

Analyze, map, automate, and improve the customer experience with AT&T Contact Center Essentials

AT&T understands every organization is different and has different customer expectations. The AT&T Cloud Contact

Center platform provides a robust foundation for greater service personalization that can be enhanced through the AT&T Contact Center Essentials portfolio. These cloud services are designed to meet new customer expectations and opportunities while enhancing contact center capabilities and performance without the need to rip and replace.



Why AT&T

We work with 7 of the top 50 companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions we can help you optimize your contact center with the right capabilities and technologies for your needs. These include:



Award-winning AT&T network



Global support footprint



Compliance for key industry standards



Extensive Mobility and Security solutions



Supporting services including AT&T IP Toll-Free, AT&T IP Flexible Reach, and AT&T VPN.



Proven methodologies in cloud migration of critical systems

Contact AT&T or visit www.att.com/cloudcontactcenter to find out how we can help you build the contact center of tomorrow, today.