OMNICHANNEL

# Contact Center as a Service (CCaaS)

## HOW CAN TELEFÓNICA TECH HELP?

## Empower your business by transforming customer services to deliver customer experiences that make a difference

In a market where competition is just a click away, **differentiation is no longer an option: it's a necessity.** Companies that aspire to grow must rely on a **Customer eXcellence strategy** that puts the customer at the center of their business. Cloud Contact Centers have therefore revolutionized the way we connect with users, becoming a key asset in any customer experience strategy.

At Telefónica Tech we help you drive this transformation. **We unify all your customer service channels into a single Omnichannel Contact Center platform**, equipped with the most advanced technologies –IA, automation, voice, text and multiple digital channels– to streamline every interaction. Visualize in real time what happens at every touchpoint, ensure traceability, generate truly personalized experiences and turn every piece of data into a decision.

## WHO IS THIS SERVICE FOR?

**Organizations that require an effective communication channel with their end customers** to process queries, incidents, and generate business opportunities, that can also interact with other systems such as CRM, UCC, and connectivity. Companies that require a predefined service package, with no customization.

**Businesses that want to offer more personalized and simplified customer service experiences.** Businesses that want to have channels that provide all the context they need to build stronger relationships with their customers.

**Companies looking to improve the efficiency of their teams, with an all-in-one application created to achieve greater involvement of their employees, increasing performance.** Small and medium sized companies that require packages that allow them to access closed functionalities and contracting facilities.

OUR VALUE PROPOSITION

## Our service

Telefónica Tech offers its customers all its knowledge and experience to turn your Omnichannel solution into a competitive advantage. Contact Center implementation is an excellent opportunity to redesign and improve customer service. We have engineers who are experts in these technologies, so you don't have to be. We help you configure and integrate the solution with your systems (CRM, ERP, web and mobile application) and of course perfectly integrated with Telefónica's communications services.

We can also provide your team with in-depth training through our Professional Services so that everyone is able to get the most out of the tool. Anything to achieve optimal engagement between customers and employees.

## What does it allow you to do?

This service will allow you to:

›   **Design and model an optimized customer service** through an intuitive, 100% cloud-like experience both at home and at work.

›   **Make it easy for your customers to contact your company,** whenever they want and through their preferred channel.

›   **Manage the Contact Center from an omnichannel communication platform, unified and optimized for your employees** in a single application. Improve your customers' experience and achieve a more profitable, versatile and scalable business.

›   **Automate services** using AI, predictive models and third-party integrations to streamline processes.

›   **Optimize the efficiency of daily operations, improve employee skills and knowledge, and** drive better performance, while respecting regulations.

## Benefits

**Robust and scalable architecture that relies on Telefónica's network**

Our cloud solution offers high availability. Agents will connect to the platform quickly and securely, enabling remote access.

**Dahsboards and analytics across all interactions**

Collect and analyze contextual journey data across all interactions for real-time insights and better forecasting and planning.

**Compatible with the main collaboration solutions on the market**

Ability to extend the capabilities of the service thanks to pre-built integrations and application marketplace.

**Automate every step of customer interaction thanks to AI**

We have advanced solutions based on artificial intelligence to improve automations with human intervention (customer service, agent assistance, authentication and anti-fraud).

## Telefónica Tech's differential value

**Thanks to more than 20 years of experience in the Contact Center market and the management of the largest contact center in Spain, we provide you with an expert team that supports you from start to finish.** We design with you the ideal solution, ensuring an agile and successful implementation. **We also offer a 24/7 support service that guarantees operational continuity and the correct functioning of the service.**

We collaborate with the leading manufacturers in the market, with a team of certified experts and our own development and testing laboratories.

We have the Elite level of partnership with Genesys, an exclusive category that only a few integrators reach in Spain. We are also among the European partners with the highest number of certifications.

EQUIPMENT, TEAMS, AND ACHIEVEMENTS

BUSINESS MODEL

### Our teams

› **+20** years of experience in Contact Center.

› **+60** certifications in different Contact Center technologies.

› **23** datacenters in our SOCs.

### Achievements

› **+350** contact center projects successfully managed.

› **+1.6M** km of optical fiber.

› **+354M** accesses..

› **+130,000** mobile sites.

› **+11,000** secure managed devices.

The business model is **variable depending on the functionality contracted.**

It is possible to choose a monthly fee depending on the package contracted or pay-per-use depending on the licenses consumed each month.

› **Fixed Payment:** fixed fee to enjoy the resources according to the customer's needs.

› **Pay-per-use:** it allows to adapt the consumption to the resources actually used.

PARTNERS RELACIONADOS

OUR SOLUTIONS

## Discover all our solutions

We believe in the transformative power of technology to improve processes, optimize resources and open new business opportunities.

Telefónica Tech

Intelligent Workplace

Contact us to start the digital transformation of your organization.