INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Mike Murphy

PureCloud

INTERACTIVE INTELLIGENCE
PURECLOUD

- Multichannel contact center
- Criteria-based matching
- Social customer service
- Voice self-service
- Workforce optimization
- Automated outbound dialing
- CRM integrations
- Unified communications
- Mobility
- Content-rich directory

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1. New, innovative ways of matching customers with agents

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Linear Routing Not Designed for a Personal Experience

The old way.

Traditional linear routing.

- Linear in nature
- Next customer/agent
- Use of overflow
- Reporting challenges
- Tricked out systems
- Ordinary experiences

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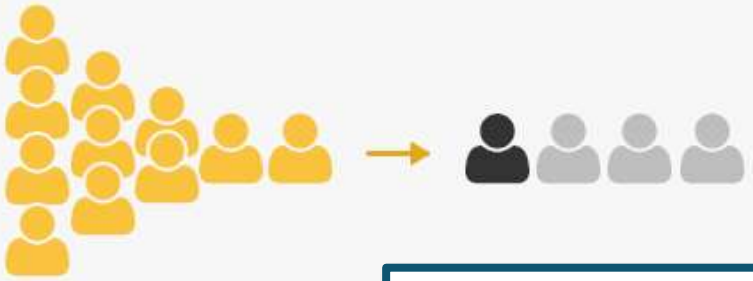
From Next to Best

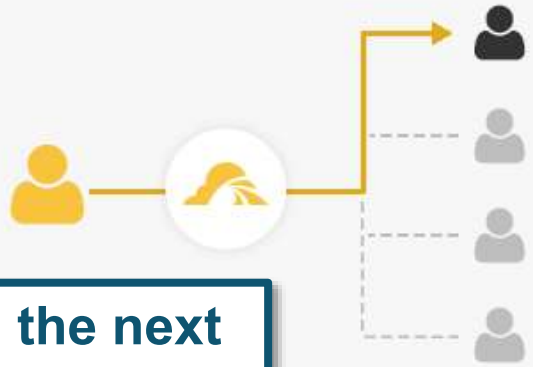
The old way.

Traditional linear routing.



The new way.

Criteria and user driven matching.



The idea isn't just routing the next contact in queue or assigning the next agent. It's all about making the best possible match.

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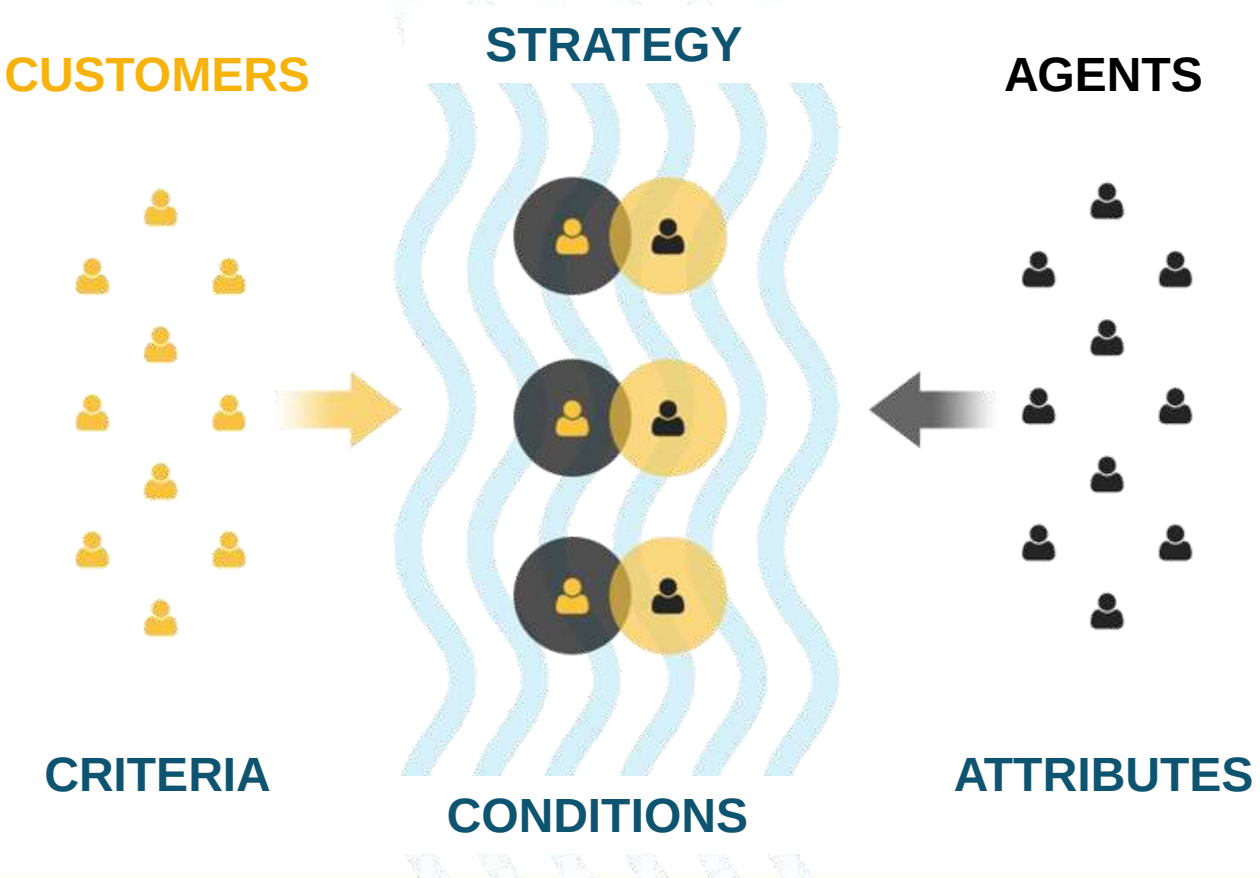
From Next to Best with PureMatch



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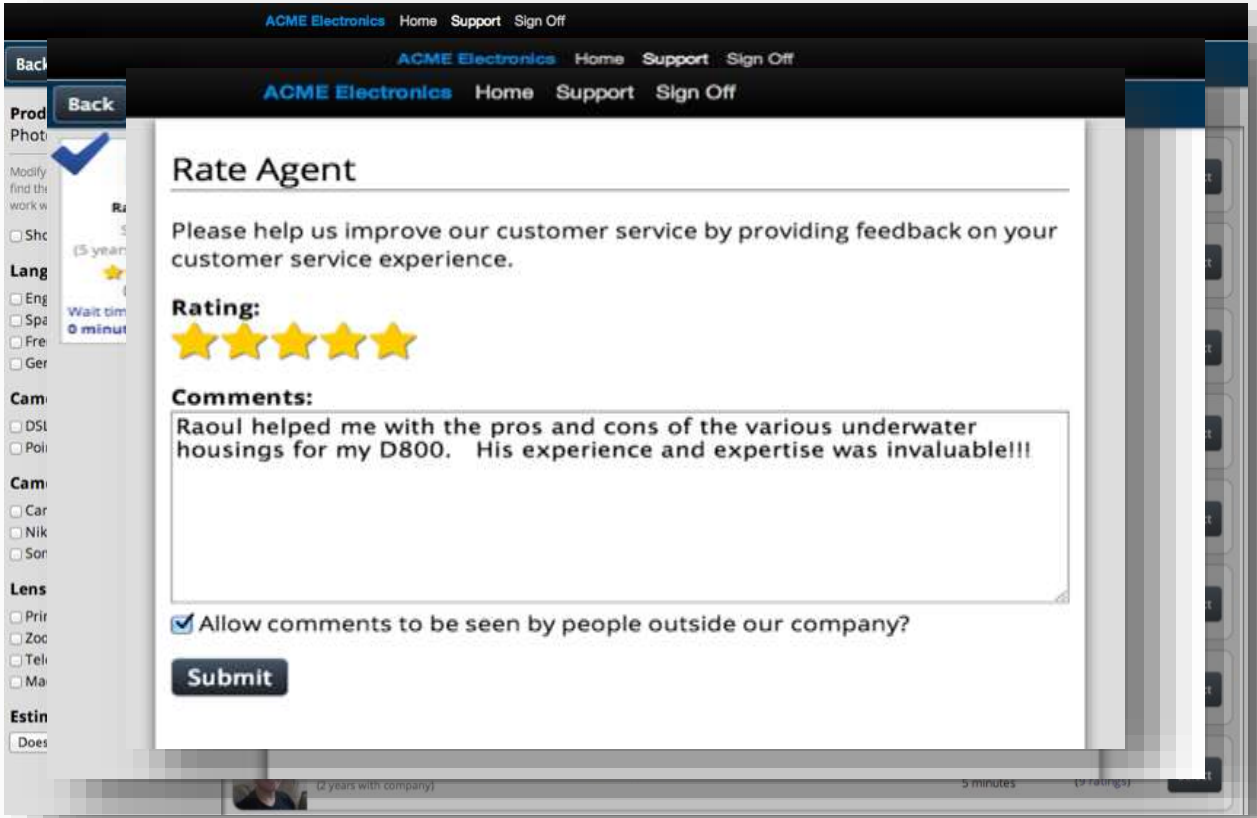
From Next to Best with Social Customer Service



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Why it Matters

New Ways of Matching Customers and Agents

An unprecedented and personalised customer experience.

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1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience

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Work That Feels Like Work

Yesterday's Interface

Today's User

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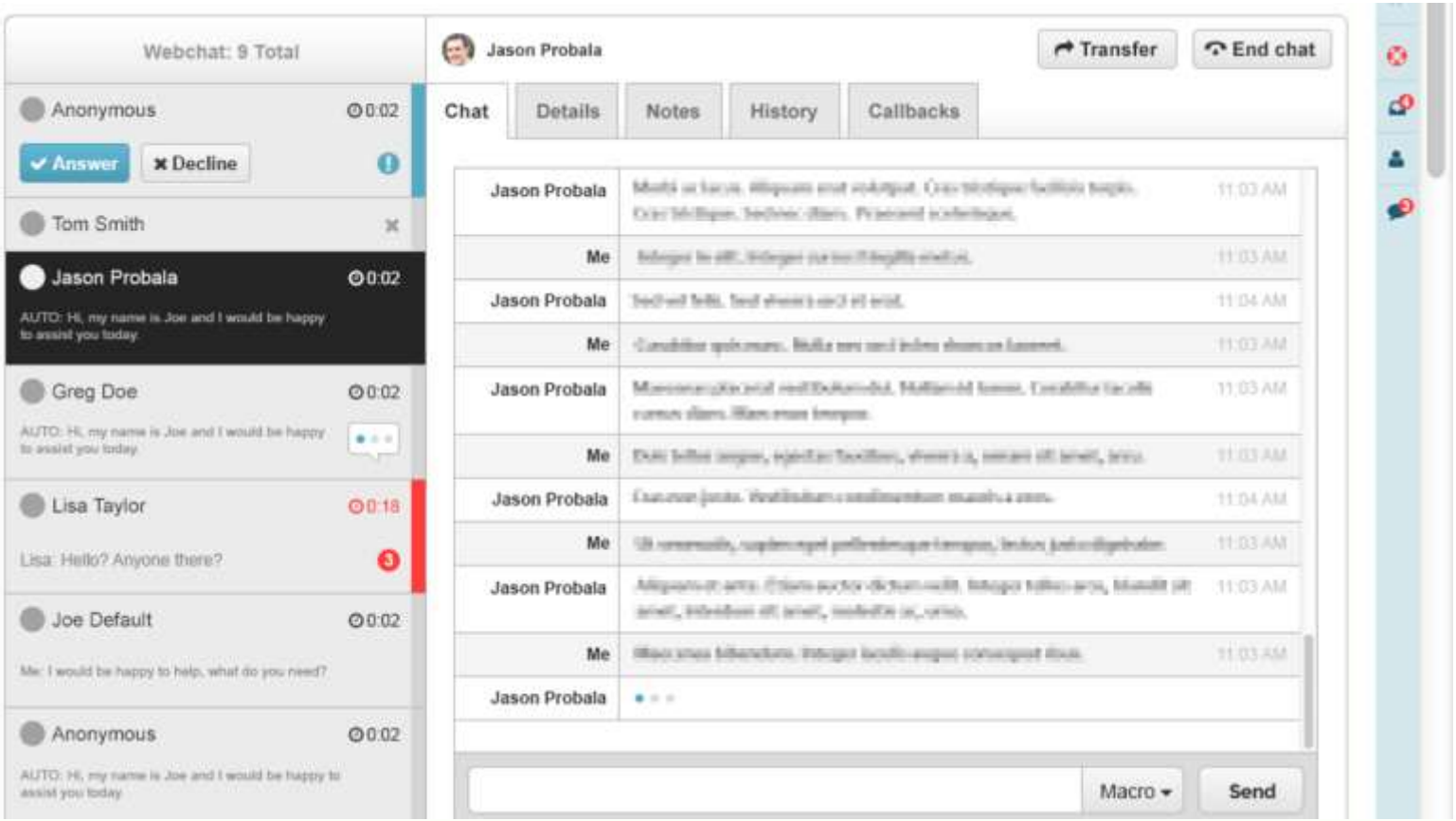
Latest in Web Design Methods



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Why it Matters

Improved Agent and Business User Experience

Improved user satisfaction and efficiency to promote an increased focus on the customer experience.

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1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience
3. Better collaboration and an enhanced mobile experience

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Difficulty Finding and Connecting With Employees

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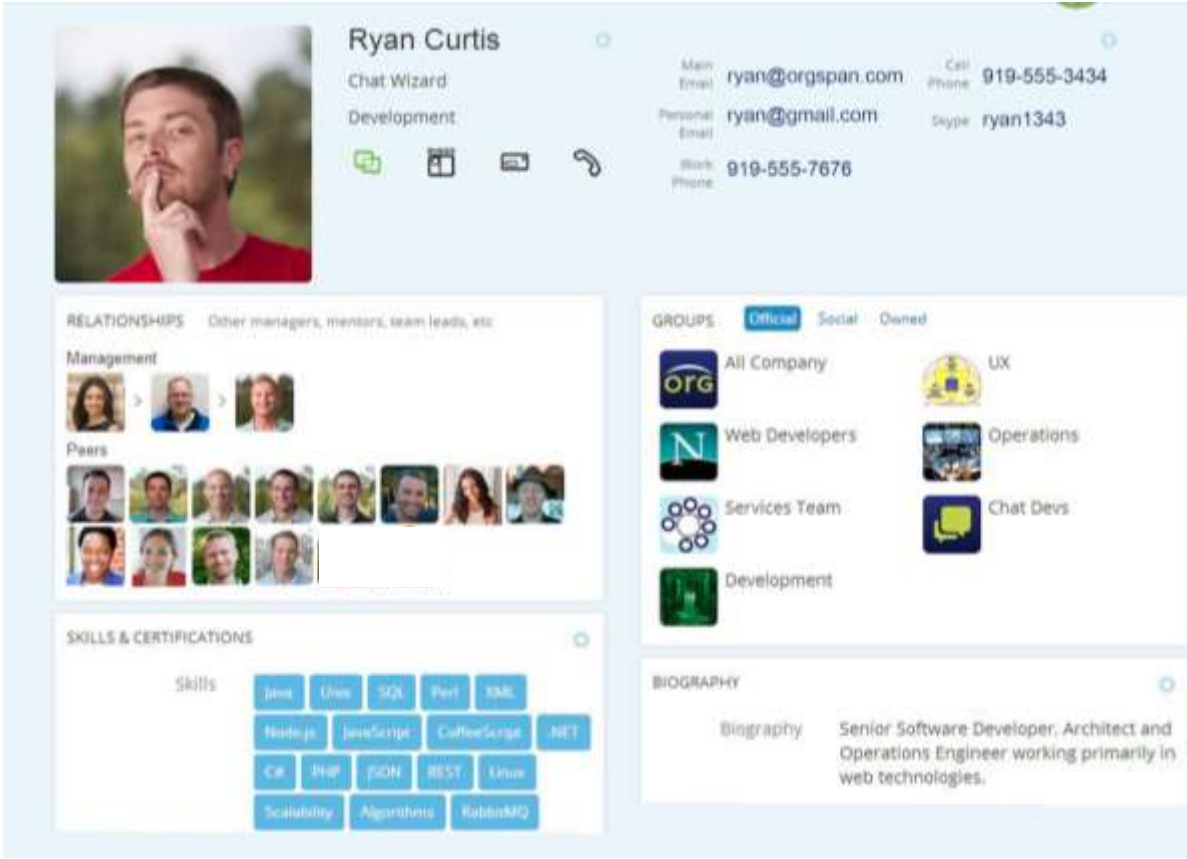
Deep User Profile Content

- Enterprise wide directory for improved collaboration
- Rich personal profile pages
- Highly customizable
- Hierarchical views and discovery tools
- Powerful dynamic groups feature
- Based on social media design
- Available on mobile devices



Why it Matters

Better Collaboration and Mobile Experience

Increases productivity and creates more intelligent connections between employees.

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1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience
3. Better collaboration and an enhanced mobile experience
4. The advantages of a distributed cloud architecture

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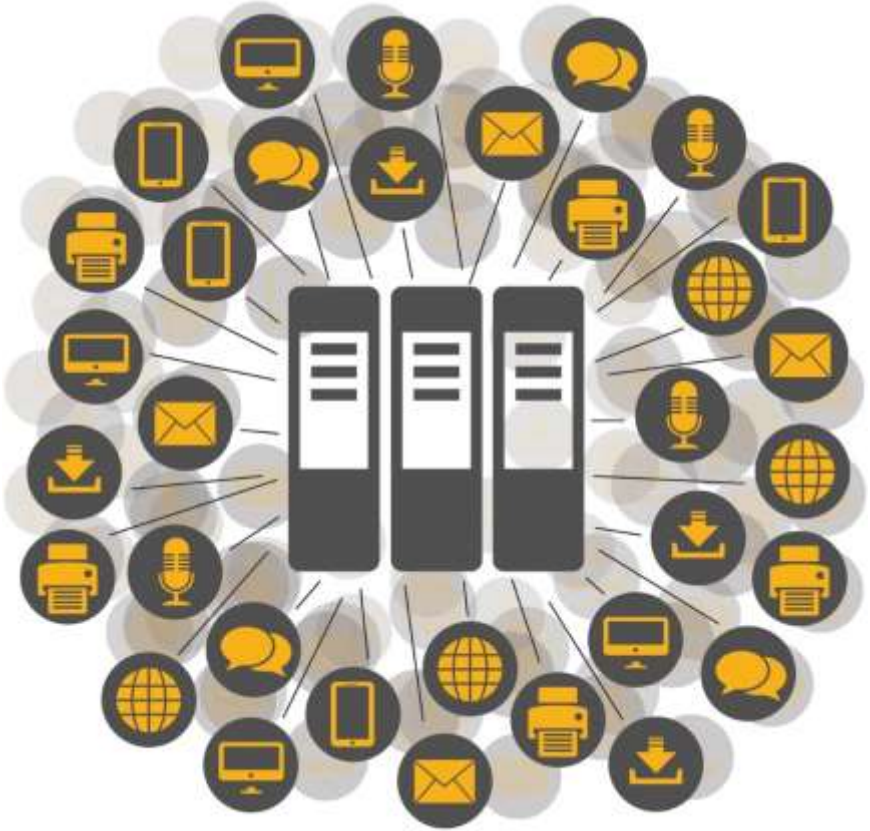
The Downside of Legacy Multitenant Offerings



- Provides a single point of failure
- Requires costly hardware (costs passed on to the customer)
- Reliance on one vendor (often a small vendor)
- Lack of customization options
- Challenging to integrate with other back-office applications

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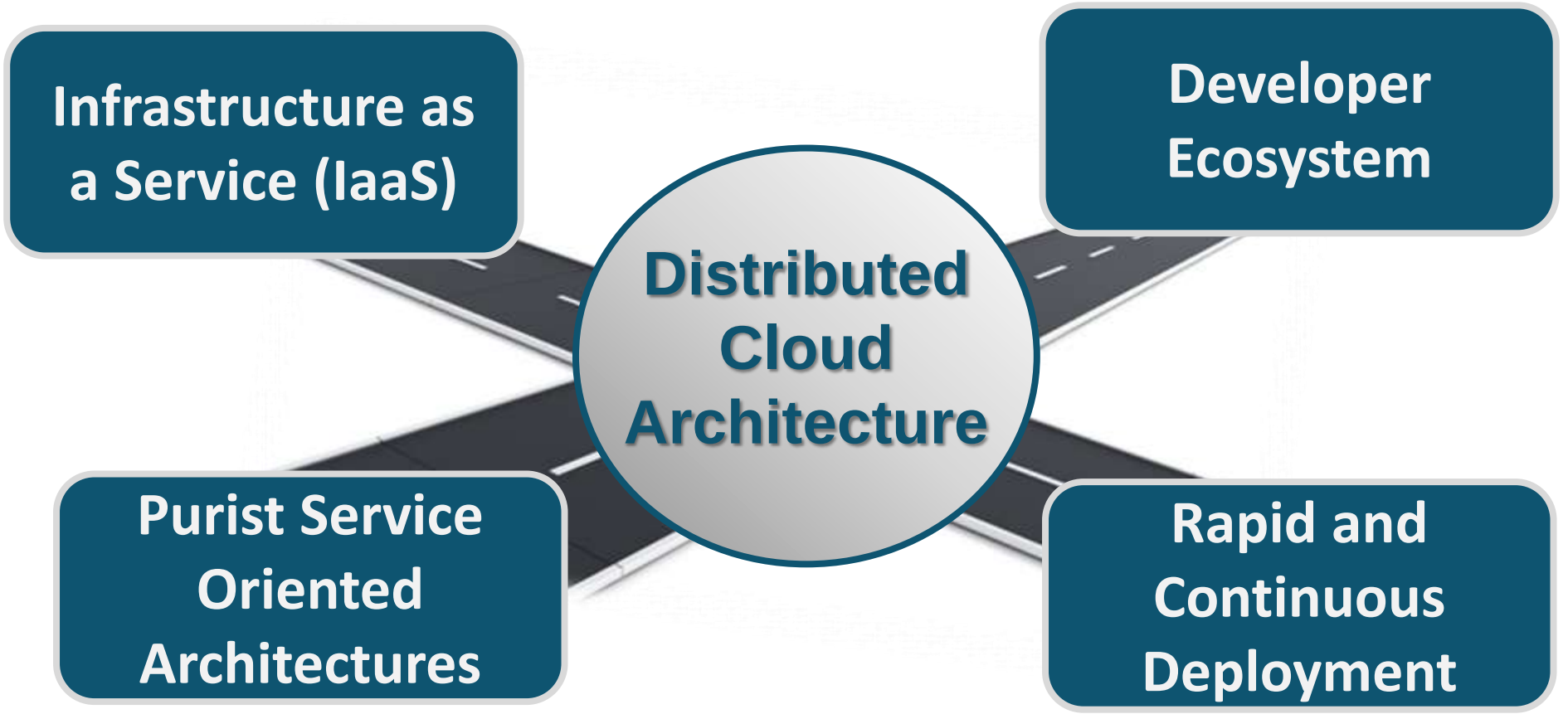
Technology of 2020



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Why it Matters

A Distributed Cloud Architecture

Unlimited scalability, maximum reliability, a highly secure environment, faster deployment and continuous access to new functionality.

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What to expect from PureCloud

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3. Better collaboration and an enhanced mobile experience
4. The advantages of a distributed cloud architecture

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