

Cloud Contact  
Center Platform

CCaaS 3.0

# Unified CX for the Smartphone Era

## Table of Contents

03	Evolution of the Cloud Contact Center
04	The Unrealized Promise of “Cloud Native Omnichannel”
05	Human Interaction Has Evolved
06	Introducing CCaaS 3.0
08	Embeddable Experience — Beyond Omnichannel
09	SmartActions
10	Purpose-Built for the CRM
11	Intelligence & Automation
12	UJET Virtual Agent
13	Ultra-Modern Enterprise Cloud
14	Customer Benefits
15	About UJET

# Evolution of the Cloud Contact Center

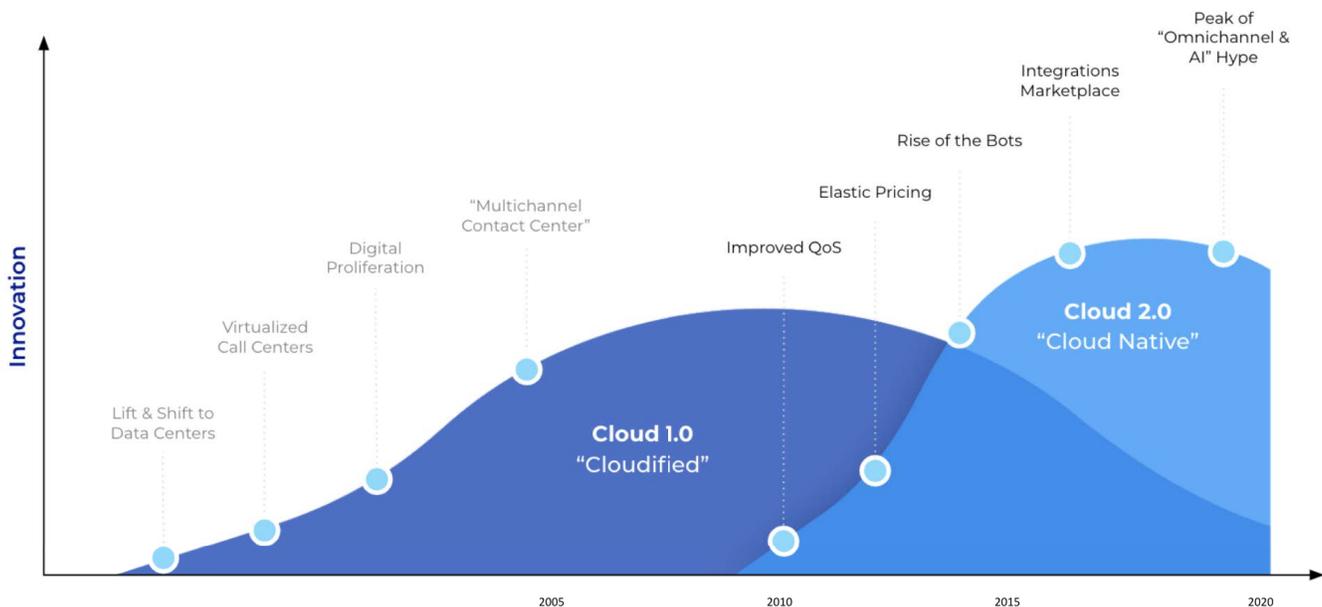
## CCaaS 1.0 – The ‘Cloudified’ Generation

The first iteration of CCaaS. Its goal was to move contact centers from using on-premise systems to the cloud. CCaaS 1.0 offered the traditional cloud benefits - reduced OPEX and deferring reliability, security, and upgrades to the vendor. With the sudden proliferation of digital channels, we transitioned from “call center” to “multi-channel contact center” and quickly realized the pain of the digital channel sprawl and consumers switching back and forth between channels. Despite claims of improved reliability, Cloud 1.0 has suffered from repeat downtime, outages, and challenges in scaling to support both the larger contact centers still on-premise as well as contact centers outside North America.

## CCaaS 2.0 – The ‘Native Cloud’ Generation

The second wave in the evolution of CCaaS. With the added benefits surrounding the breadth and scale of Infrastructure-as-a-Service, we saw improvements in scalability, security, reliability, and support for more regions around the world. The flexibility of the public cloud introduced true elastic pricing models that allowed customers to pay only for the services they were using. Microservices enabled more frequent access to software updates, and thanks to more vendors opening their API libraries, we saw the rapid integration of adjacent technologies, expanding the solution set, and eventually spawning integration marketplaces to shelve them all. Omnichannel was introduced as a strategy to combat the digital channel sprawl and subsequent channel switching. Most recently, AI and chatbots have become a dominant focus for both Product development and Marketing.

## Evolution of the Cloud Contact Center



# The Unrealized Promise of “Cloud Native Omnichannel”

For years we’ve heard claims about how AI, Omnichannel, and personalization would ‘transform our customer experience’ and improve the bottom line.

So why are our collective brand experiences still so fragmented, unintelligent, and robotic?

‘Cloud-native omnichannel’ has failed to deliver for modern consumers.

“ 70% of consumers say that connected processes, such as seamless handoffs or contextualized engagements based on earlier interactions, are important to winning their business.

Customer Expectations Hit All-Time Highs, Salesforce Research

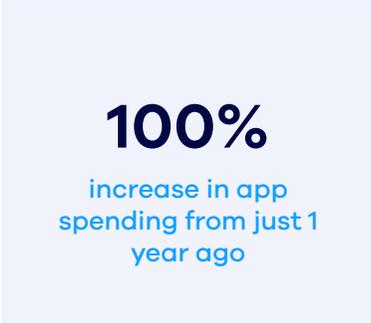
“ 50% of customers say most companies don’t satisfy their expectations for a great experience.

Customer Expectations Hit All-Time Highs, Salesforce Research

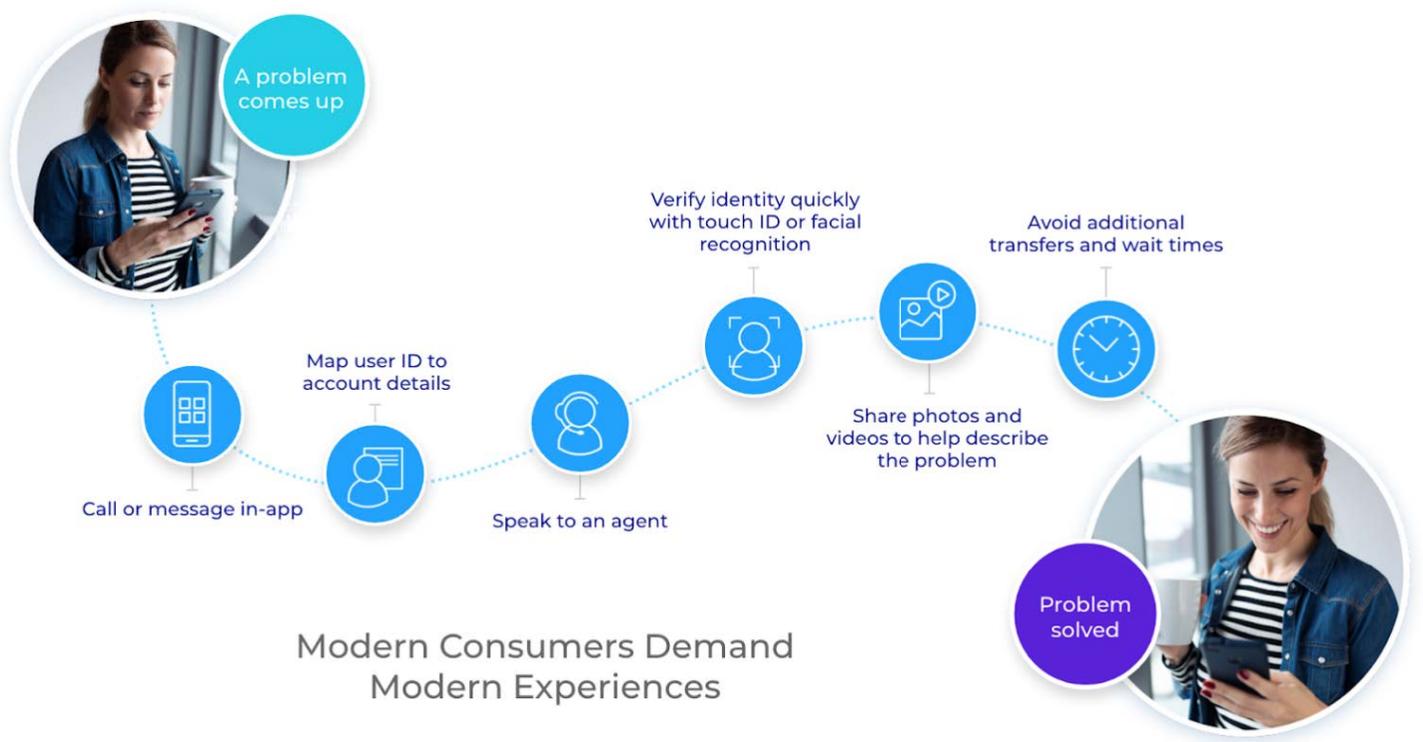
# Human Interaction Has Evolved

As customers adopt new ways of communicating in a smartphone-centric world, the old strategy of “meeting them where they are” and stacking more digital channels is simply not enough.

According to Gartner, the Omnichannel approach has left a whopping 85% of organizations with fragmented customer engagement channels, creating an inconsistent customer experience.



# Modern Consumers Demand Modern Experiences



Modern Consumers Demand Modern Experiences

# Introducing CCaaS 3.0

CCaaS 3.0 represents a seismic shift in Contact Center operations, addressing long-standing design flaws and conventional thinking that have failed to evolve in parallel with the changing human interaction landscape.



### Purpose-Built for the CRM

Single source of truth for the customer journey



### Embeddable Experience

Modern CX for the smartphone era



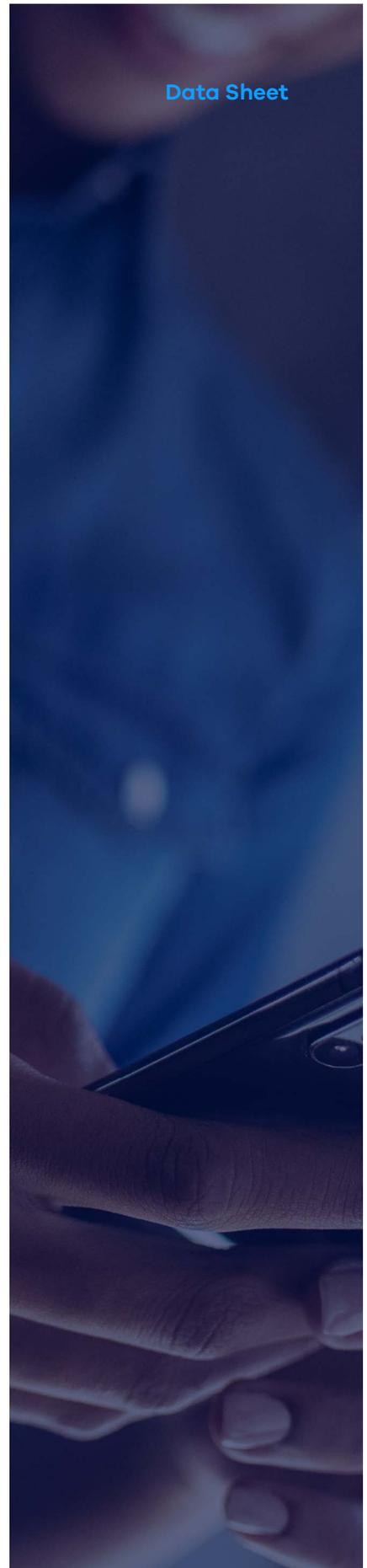
### Intelligence & Automation

Processes & tools to drive efficiency for all stakeholders



### Ultra-Modern Enterprise Cloud

Massive scale | Global reach | Privacy-by-design | Highly resilient



# Embeddable Experience — Beyond Omnichannel

The smartphone has not only enabled on-demand access to information, it's also given rise to consumer self-service for everything from buying and returning products, ordering groceries, calling a ride, checking a bank balance, and more. We've made significant investments in these self-service tools to help acquire and grow customers, but when it comes to customer service and retention, that is where the brand experience fragments and has the potential to break down.

As consumers continue to seek frictionless resolution of their issue on their smartphone and in app, it is critical to design and orchestrate the customer journey with this new modality in mind.

UJET provides the capabilities to not only embed voice and the digital channel suite into your app, but the entire customer journey - from visually navigating where they want to go, interacting with agents, sharing digital media, making secure payments, and rating their interaction - all without ever leaving the app for a more seamless, natural, and contextual experience.

<b>Embeddable Voice, SMS &amp; Chat</b>	Leverage VoIP calling through WebRTC to reduce telephony costs while keeping the conversation and customer journey, regardless of channel, in the app
<b>Visual IVR &amp; Journey Orchestration</b>	Make menu selection effortless by providing visual and touch navigation capabilities
<b>Direct Access Point</b>	Intelligent routing based on user data or where they are on your website or in your app
<b>SMS Blending</b>	Blend voice and SMS channels to make hold times productive by gathering contextual data and setting up the call while customers wait
<b>SmartActions</b>	Tools and functions that enable customers to communicate visually and contextually
<b>Secure Payments</b>	Process payments quickly and securely through a PCI-compliant payment IVR
<b>Proactive Triggers</b>	Determine the ideal time to proactively present consumers with a chat or calling bubble
<b>Scheduled Callbacks</b>	Allow customers to schedule a time for agents to call back without first having to go into queue
<b>CSAT Ratings</b>	Build custom customer satisfaction surveys and get feedback on every interaction
<b>Mobile &amp; Web SDKs</b>	Complete developer toolkits to deploy widgets and orchestrate the customer journey - compatible with iOS and Android

# Cleanly Optimizes the Customer Experience with Mobile Support

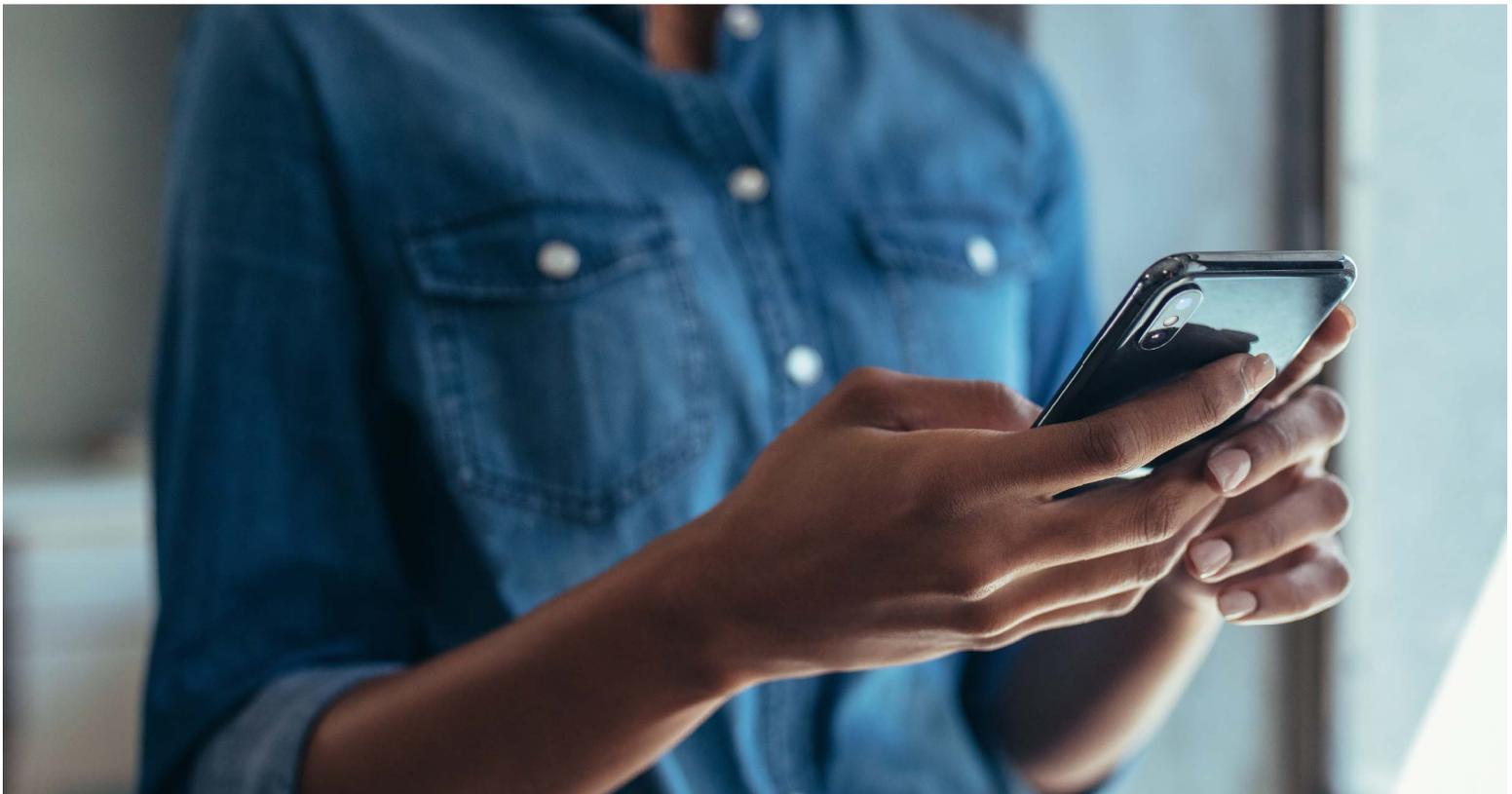
Cleanly is an on-demand pick-up-and-deliver laundry and dry-cleaning service. UJET developed a smart phone app, with chat and text options, that customers' common questions such as estimated delivery times.

Cleanly's customers are tech-savvy and use the app as their primary channel for contacting support. The company's focus on improving the customer experience led to a 13% increase in its customer satisfaction score (CSAT).

[Read full customer story](#)

“ All of the features and customizations of the UJET platform helped us become more responsive to our customer's needs.

Torva Williams, Customer Success Manager, Cleanly

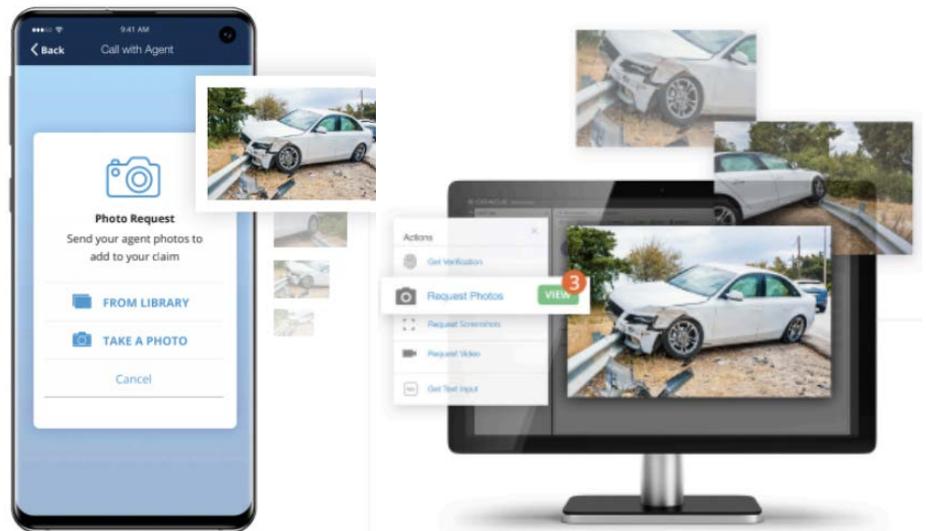


# SmartActions

Leverage modern technology from the Smartphone to communicate visually and contextually

<b>Get Verification</b>	Authenticate customers using the same biometric and pin security they use to unlock their smartphone
<b>Request Photos</b>	Prompt customers to take and share up to four photos using their smartphone camera or directly from their photo library
<b>Request Screenshots</b>	See what the customer is seeing when the issue has to do with something on a webpage, in the app, or on the phone
<b>Request Video</b>	Receive video clips with audio
<b>Get Text Input</b>	Validate spelling or allow customers to share information without speaking out loud
<b>Request Payment</b>	PCI-compliant payment tools that won't expose sensitive data to agents
<b>Redact</b>	Optionally allow agents to pause & resume audio recordings
<b>Share App</b>	Send customers an SMS with a deep link to install your app

- Reduce AHT by allowing customers to point directly to the problem, rather than describe it
- All events are automatically logged, creating a comprehensive map of the customer journey and providing an audit trail for compliance and QA
- Reduce ACW by automatically uploading all digitally shared media directly to the CRM record



# Purpose-Built for the CRM

Traditionally, Contact Center platforms were built as stand-alone applications and then integrated into the CRM. This approach has several limitations including data privacy, data residency, latency in presentation of critical data, and discrepancies between the data stored in the CRM vs data stored in the Contact Center application.

UJET takes a different approach: our solution is purpose-built to complement the CRM. No customer personally identifiable information (PII) is stored in the UJET platform which leads to three distinct advantages for building more seamless, personalized, and effortless experiences.

“ Customer-centric, continuous and contextual experiences will become the competitive differentiator for the future of customer experience.

In the Future, Your CRM Applications Will Need to Natively Support AI, IoT, Analytics and Integrations, Gartner, Feb. 13, 2020.

## Content Unification

UJET was designed to complement the CRM by making it the single source of truth. All customer data and PII is stored natively in the CRM or your private data repository, rather than the UJET platform.

## Hyper-Personalized

Leverage data from the CRM such as the contact record, account status, device information, customer journey data, interaction notes, and recordings and transcripts to predict intent, make dynamic routing decisions, and contextualize each interaction before introducing an agent.

## End-to-End Automation

By enabling automation throughout the agent experience, UJET not only records granular detail of the customer and their journey within the CRM record, but significantly reduces average handle time and after call work for the agent by eliminating the manual effort to create and update records.

<b>Event logging &amp; Customer journey Mapping</b>	Create audit trail for QA & compliance directly in the customer record by logging interaction event data, media files, recordings, and transcripts
<b>Custom Data Storage</b>	Archive recordings, metadata, and media in your CRM, external S3 or Google Cloud Storage buckets, or SFTP
<b>Contextual Routing</b>	Leverage data from the CRM to prioritize routing decisions
<b>Agent Screen Pop with Contextual Data</b>	Present customer data immediately when agents accept interactions for greater contextual awareness
<b>Automatic Upload of Digitally Shared information via SmartActions</b>	Reduce agent after call work by eliminating the manual work to upload digitally shared media such as photos, videos, and interaction notes
<b>Automatic RecordLookup and Creation</b>	New cases and records are automatically created and appended where appropriate to reduce agent handle time in preparing, managing, and wrapping up interactions
<b>Click-to-Dial Outbound</b>	Reduce effort and error associated with manual dialing
<b>Single Sign-on</b>	Support for 3rd party identity management systems using SAML 2.0



# Intelligence & Automation

## AI-Powered Conversational CX

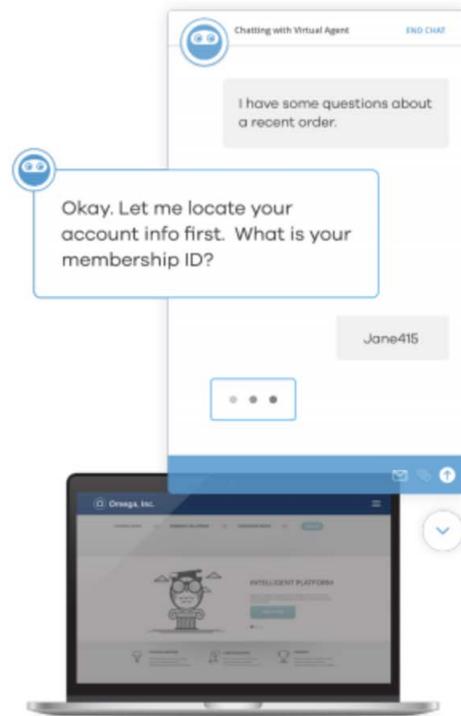
Many contact centers are turning to virtual AI tools to augment their agent workforce, manage fluctuating interaction volumes, offer customers immediate assistance and self-service capabilities on a 24x7 basis, and automate routine tasks so agents can focus on more complex support issues.

However, traditional AI support solutions can feel robotic, lack personalization, struggle to deviate from their pre-programmed vocabulary. As a result they're often viewed as an unwelcomed roadblock and point of frustration that consumers have to work around before reaching a live agent.

UJET's Virtual Agent was designed with a different approach. It supports intelligent conversational AI for more natural and human-like conversation and can offload a variety of simple and complex tasks traditionally supported by a live agent. It intelligently monitors consumer sentiment and can perform a warm handoff to an agent when appropriate.

The Virtual Agent is a native component within the UJET platform for a unified solution that eliminates the complexity and fragmented experience of integrating multiple systems together.

<b>Hyper-Personalized Routing</b>	Query your CRM and backend databases to predict intent and intelligently route for the best experience and outcome
<b>Journey Orchestration</b>	Seamlessly blend channels to provide agents with deep interaction context for faster customer resolution
<b>Automatic Ticket Management</b>	Reduce after-call-work (ACW) by automating backend agent tasks
<b>Virtual Agent</b>	Offer AI-powered conversational CX for 24/7 self-service
<b>Customer Journey Mapping</b>	Map all touchpoints as customers traverse the IVR and interact with agents to optimize and tune your workflows



# UJET Virtual Agent

## Predictive, Dynamic Routing

UJET’s intelligent and contextual routing for virtual agents is the first of its kind. Using real-time and historical data based on the customer’s record, their journey, or predicted intent, the UJET routing engine can dynamically determine if routing to a virtual agent or a live agent will yield the best overall outcome.

Intelligent routing not only eliminates the traditional back-and-forth questioning to determine where to route a customer, but it can eliminate the potentially frustrating experience of being forced to engage with the virtual agent as a first line of defense, when getting presented to a live agent is the best course of action.

If the virtual agent needs live agent support to resolve an issue, the live agent is first presented with the full context and a high-level summary of the customer’s journey for a seamless handoff, more personalized service, and quicker resolution.

## Natural Language Processing

The Virtual Agent understands both consumer intent and sentiment using advanced natural language models. When paired with data from the CRM, the Virtual Agent can provide a more personalized experience while efficiently resolving consumer issues and seamlessly handing off to live agents when appropriate. The virtual agent can support multiple languages and it will get better and more efficient over time as learns from the conversational data of each.

## General and Specialized Virtual Agents

The UJET Virtual Agent enhances the customer experience by supporting one or more generalist and specialized Virtual Agent types to complete specific tasks, close issues, address after-hours requests, and more.

Generalists can support a broader set of requests and are best utilized higher up in the customer journey to replace the traditional IVR experience or to perform simple lookup tasks like inquiring on an order status, hours of operation, or inventory levels. Specialized bots can be designed to support an array of more complex tasks such as processing a product return, changing a travel reservation or doctor’s appointment, or starting an insurance claim. Specialized bots learn faster and their ability to resolve complex issues improves with every conversation as they become exposed to relevant conversational input.

### Banking

- Replace lost or stolen card
- Set a travel alert
- Change address
- Check payment status
- Check balances

### Retail

- Check order status
- Check if item is in stock
- Cancel order
- Change shipping address

### Healthcare

- Reschedule appointments
- Cancel appointments
- Screen patients for symptoms

# Ultra-Modern Enterprise Cloud

## Global Scale

A historical limitation of Cloud Contact Center solutions has been their ability to support more than a few thousand agents or agents outside North America and Western Europe. UJET's infrastructure was designed to Powering the largest Cloud Contact Center at up to 22,000 concurrent agents on a single tenant, UJET has proven its ability to scale and support the world's largest Contact Centers without compromising real time reporting or the intelligent queuing.

## Privacy-by-Design

By never storing personally identifiable information and with an emphasis on data minimization, UJET enables customers to meet challenging data protection regulations across the globe. The flexibility to choose where your data is stored, be it in your CRM, a public cloud storage resource, or your own data warehouse on premise, can significantly reduce exposure and risk, storage costs, and efforts related to accessing, retaining, and deleting customer data.

## Local Voice at Global Scale

UJET's global voice platform provides customers around the world with a localized voice experience. Rather than routing voice calls back to data centers in North America, all call media on the UJET platform is kept in region using global low latency routing algorithms providing superior call quality with no latency. For customers with strict data residency requirements, voice calls can be locked to specific geographic regions, ensuring neither data nor voice media ever leave their country of residence.

## Multi-Cloud Deployments

Maximizing resiliency, global reach, and cost savings, UJET's services can be deployed across leading public cloud infrastructure-as-a-service providers. Through microservices and containerization, you can choose to consolidate and centralize your contact center instance alongside other technology investments, or diversify and deploy based on geographic reach and service availability.



# UJET Drives Real ROI



**30%**

Shorter  
resolution times



**17%**

Improvement in  
SLA for in-app voice



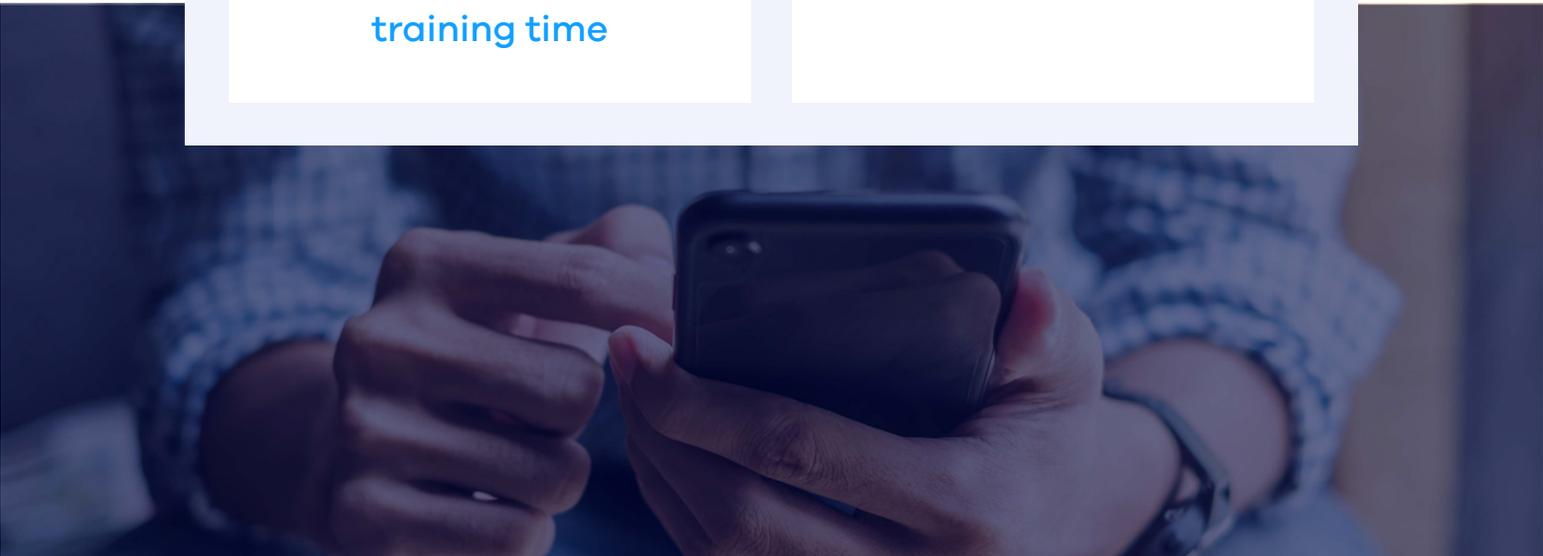
**50%**

Reduction in  
training time



**13%**

Increase in CSAT



# Case Study



### Challenges

Needed to provide customers with a seamless shopping experience. Shoppers need to receive orders easily, access shopping lists, and support. Instacart needed a partner focused on same key areas: mobile and modern customer service technology.

### UJET Solutions

- In-App voice and chat capability on UJET customer service platform
- Personalized segmentation and routing
- UJET Mobile SDK

### UJET Results

- Agents reduced shopper repeat customer contact by 5.6% voice, 4.6% for in-app chat
- Highlight on efficient and expedient customer support drove higher customer traffic
- Support resolution times 30% shorter
- SLAs improved 18% for in-app voice, 23% for in-app chat
- Optimized reporting



# Case Study

## CLEANLY

### Challenges

Saw legacy as best solution when starting customer service strategy. As company grew, customer service needed to scale, but platform wasn't versatile enough. It supplied voice and IVR, but didn't have needed features. Had discussions about new features, but wasn't successful. Cleanly needed tools to scale agents during holidays and onboard new agents quickly.

### UJET Solutions

- Add chat to voice and IVR
- Queue prioritization
- Establish set business hours
- Create separate and unique IVR trees
- Whisper call feature

### UJET Results

- Previous average of 46 voice calls per day decreased to an average of 17
- Voice call wait times decreased from 6-13 minutes to 1-2 minutes (aligned with push towards chat support in-app)
- Support emails decreased by 64%
- 13% increase in CSAT



# Case Study



## Challenges

- Offering quality support
- Support team entirely remote - easy-to-use and intuitive platform

## UJET Solutions

- Platform features like real-time reporting (queues/agent)
- Intelligent routing of voice and chat

## UJET Solutions

- Less than half a day to add agents into platform
- Intelligent routing based on customized rules
- Optimized operational flexibility



# Awards & Recognitions



# Unified CX for the Smartphone Era

UJET is the world's first and only cloud contact center platform for smartphone era CX. By modernizing digital and in-app experiences, UJET unifies the enterprise brand experience across sales, marketing, and support, eliminating the frustration of channel switching between voice, digital, and self-service for consumers. Offering unsurpassed resiliency and the flexibility to deploy across leading public cloud infrastructures, UJET powers the world's largest elastic CCaaS tenant at up to 22,000 agents globally, and is trusted by innovative, customer-centric enterprises like Instacart, Turo, Wag!, and Atom Tickets to intelligently orchestrate predictive, contextual, conversational customer experiences.

Learn more at [www.ujet.cx](http://www.ujet.cx)