Optus Cloud Contact

The contemporary Cloud Contact Centre solution

OPTUS | NICE·inContact

Introducing Optus Cloud Contact

In today's demanding customer experience (CX) environment, business as usual is no longer an option. Organisations are expected to constantly evolve and transform themselves, adding new communication channels, new products and new business models, while delivering exceptional experiences that meet consumer demands. And yet most organisations are using legacy technologies that require complicated integration efforts and long upgrade cycles, preventing them from meeting the demands of the ever-changing market.

With Optus Cloud Contact, powered by NICE inContact CXone, organisations can now focus on customer experience innovations rather than on integrations. The Optus Cloud Contact platform allows them to dynamically adapt their CX programs, act smarter to deliver a personalised journey across channels and touch points, and respond faster using the agility of the platform's cloud foundation. These will be the key attributes of today's industry leaders.

10 Reasons why now is the time to migrate to a Cloud Contact Centre

1. A more comprehensive CX solution: Omnichannel Routing, WFO, Analytics and AI

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2. Unified Cloud capabilities for a more seamless employee experience

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3. Personalised customer experiences

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4. Single Cloud platform provides greater capability

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5. Pay-per-usage can lead to lower total cost of ownership with elasticity

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6. Automated software upgrades

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7. Greater availability with data recovery capabilities

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8. Extending your ecosystem

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10. Your end-to-end provider of an industry leading CX platform

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1. A powerful combination of features to meet your CX needs

Comprehensive CX Solution: omni channel routing, workforce optimisation, analytics and AI

The ideal CX solution is a unified integrated platform, providing the capabilities an organisation needs to manage the customer experience and provide exceptional service. Where employees can find the tools they need to do their job efficiently and successfully, creating exceptional experiences for customers. No more 'mix and match' of different tools, capabilities and solutions that don't really work together.

Optus Cloud Contact offers a powerful combination of Omnichannel Routing in the cloud with Workforce Optimsation, Analytics, Automation and Artificial Intelligence capabilities. This combination empowers organisations to act smarter and respond faster to ever-changing customer experience needs.

Optus Cloud Contact allows you to route customer requests to the best available employee across any communication channel, based on advanced employee and customer analytics. Manage the entire customer journey across all touchpoints, understanding the context of each step in that journey and taking the right action in real time. And provide Automation and Artificial Intelligence capabilities that improve and streamline your CX processes.

2. Let your employees focus on creating great experiences

Unified cloud capabilities that reduce fragmented processes

Today's organisations need solutions that keep their team productive and engaged. Solutions that allow them to spend time on innovation and not on integration and enable them to adapt to change in real-time.

Optus Cloud Contact gives your employees one powerful solution. A user friendly agent interface, along with Adaptive Workforce Optimisation capabilities create a unified and personalised workspace for maximum productivity and efficiency. The suite includes powerful analytics capabilities that empower your employees to deliver amazing customer experiences. Optus Cloud Contact helps improve how organisations generate insight – providing automated, consistent, easy-to-understand drivers and root-causes, and how organisations predict intent – taking a proactive approach based on the customer's next expected actions. And because the platform is based on an open cloud foundation, you can seamlessly add new capabilities as needed, ensuring your employees can meet the changing demands of your customer experience.

3. If you don't offer customers a truly personalised service, they'll get it somewhere else

Personalised customer experiences to help drive retention

Customers today expect truly personalised service. They expect you to know their individual journey, to have the answers to their questions and to have solutions to their problems. And they want it now, on their preferred communication channel. Delivering this kind of experience will help earn customer loyalty… but only as long as you continue to deliver this kind of experience with every interaction.

With Optus Cloud Contact, organisations can now transform the way they understand their customers and visualise their journey for an unprecedented level of personalisation. When a customer interacts with you on any available channel, Optus Cloud Contact begins collecting and connecting every available piece of structured and unstructured data. Optus Cloud Contact's powerful analytics will help you to understand:

- Who they are as a customer,
- Where they've been on their journey, and
- What their intent may be.

Armed with this information, you can take the right action based on intent insight in real time. The result? A consistent, exceptional and highly personalised customer experience.

4. A Cloud Platform that'll be as powerful tomorrow as it is today

Single cloud platform for all capabilities to give you agility

Technology gets outdated faster and faster these days. If you want to deliver improved customer experiences you need a flexible cloud-based solution that lets you add capability as needed, based on a single true native cloud architecture. No more forklift or replacements of on-premises antiquated technology. An easy-to-manage, flexible, and scalable solution is a must.

Optus Cloud Contact is a true open cloud platform, freeing you from the limitations of legacy on-premise solutions, providing extensibility that enhances your current and future ecosystem. Optus Cloud Contact delivers an enterprise-grade solution that will grow with your organisation. The scalable cloud foundation easily supports contact centres of most sizes and geographic locations – from small single sites, to distributed remote agents, and global enterprises. Additional features include easy integrations using a comprehensive set of open APIs, providing rapid setup that significantly reduces connectivity complexity.

5. Once a feature is switched on, you only pay for what you use

Pay-per-usage can lead to a lower total cost of ownership with full elasticity

Imagine delivering extraordinary customer experiences while also lowering your cost of ownership, easily scaling your business up and back, based on demand and market needs, eliminating the need to build everything to a maximum capacity, as in current legacy on-premise systems.

As Optus Cloud Contact is managed by Optus, organisations avoid the costs of hosting dedicated infrastructure, but still enjoy access to advanced features and dependability of an enterprise grade service. At Optus, we have created this solution so that after your service is switched on you only pay for the features, licences and services you use.

With Optus Cloud Contact, you can scale easily and cost-effectively:

- If your contact centre runs on premises-based technology, you may have had to purchase for maximum capacity, even though your centre may only experience that level of volume a few times a year. Optus Cloud Contact, on the other hand, effortlessly supports seasonal surges in call centre activity.

- If your contact centre is made up of different seniority levels, you may have to pay for one set of features for everyone. With Optus Cloud Contact, you will only pay for the features that contact centre personnel need at an individual level.

- If you have always wanted to test a new channel for customers to contact you, the Optus Cloud Contact platform supports agile work methodologies, allowing you to scale up and back, only paying for when you use it. This is considerably faster and more economical than an on-premise solution.

6. Always be on the "latest and greatest" to maintain your competitive edge

Automated software updates

To keep your competitive edge and provide your customers with the best customer experience in your industry, you want to have the latest technology and capabilities at your service. Always.

Keeping your technological edge is expensive with on-premises contact centres. Upgrades are often complicated, time-consuming and costly. So costly, in fact, that organisations often avoid the purchase of new hardware and software simply because they do not have the budget for the massive expense of an upgrade.

Optus Cloud Contact, an open cloud platform, offers automatic updates so you always have the latest and greatest technology for your needs. You won't face the problems of old versions of the software again. Instead you'll have cutting-edge technology and upgrades can be pushed to end users upon release with the push of a button.

7. Stay available to your customers at all times

Guaranteed 99.99% core component availability* with data recovery capabilities

Organisations today must be available to their customers at all times. They need a solution, with a high guaranteed uptime, to ensure they're always providing exceptional customer experiences.

Optus Cloud Contact offers world-class cloud operations with outstanding availability. It provides true data recovery and business continuity, so you can have someone responding to your customers armed with the right data. Optus Cloud Contact eliminates the costly and time-consuming process of building and maintaining back-up sites and provides immunity to disasters impacting a single site. It also easily extends superior support for mobile devices and remote agents.

*Guaranteed 99.99% core component availability refers to the amount of time that the core components of the contact centre do not experience a complete component failure.

The core components of the contact centre are:

- Automatic Call Distribution (i.e. the ability to deliver a contact);
- Interactive Voice Response (i.e. the ability to execute a script);
- The ability for an agent to login); and
- The Chat and Email Add-On (i.e. the ability of Voice Agents to accept and respond to incoming chat requests and emails from End Users).

If you notify us that you have experienced less than 99.99% core component availability, you will receive a credit for the recurring charge attributable to the complete failure of that component for the period of that failure.

8. Open and extensive eco-system

Extending your ecosystem for greater productivity

Adapting to ever-changing CX and market needs means being able to leverage additional partners and capabilities, through connectivity and integration to a variety of providers.

With Optus Cloud Contact, custom integrations can be created to minimise agent inefficiencies and improve customer satisfaction. Optus Cloud Contact also has a growing accessibility to over 250 APIs, Web Services and development partner ecosystems via cloud architecture. You can quickly build an all-in-one solution integrating mobile, web, and other business systems, relying on the open cloud platform to be iterative and find the solution to fit your needs.
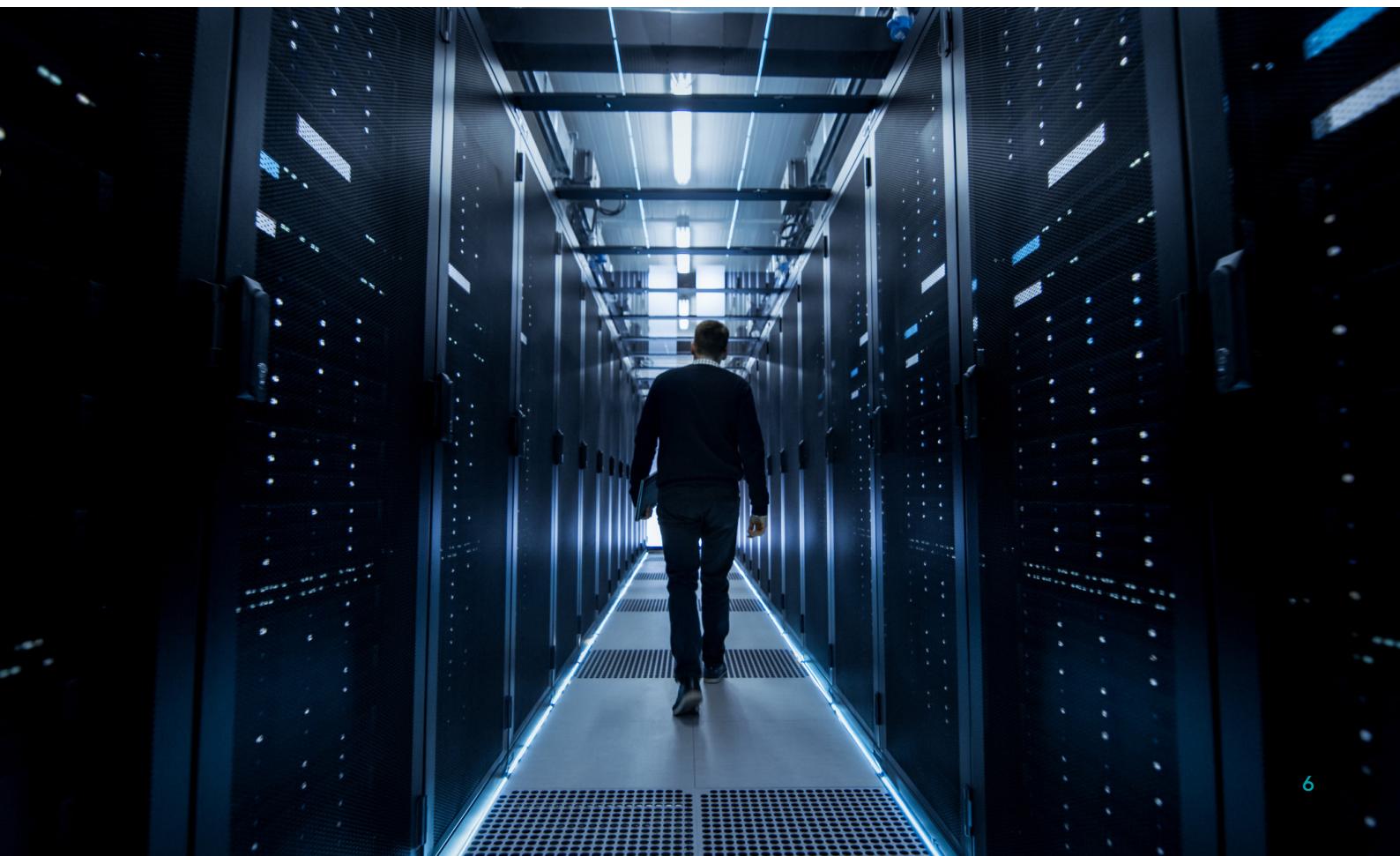
9. This way to the cloud and transformation

Migration path to native open cloud platform

Moving to a cloud platform requires a clear plan that takes into account your current investment, business and technology implications, organisational maturity and your specific business needs.

Optus Cloud Contact offers a flexible and easy way to migrate to a native open cloud CX platform. Our modular approach means you can keep your current investment as long as you need, by allowing your on-premise solution and new cloud applications to fully integrate and work together. Our simple migration path is based on three steps. First, keep your existing application and workforce optimisation infrastructure intact and move your omnichannel routing to the cloud. Then start using and adding any of the many Optus Cloud Contact applications. Finally, migrate your current workforce optimisation applications to the Optus Cloud Contact platform for a single, unified and integrated cloud solution. Set your own pace based on your business needs

10. Want to lead? Go with industry leading technology and a partner with pedigree

Your end-to-end provider of an industry leading CX platform

To provide exceptional customer experience in today's dynamic business environment you need the right technology, and you need the right partner. A real strategic partner that can provide you with the right solutions for today and the vision for tomorrow.

Optus Business created the Optus Cloud Contact solution, powered by industry leading NICE inContact, to help our customers migrate their contact centres to the Cloud and begin a digital transformation, organisations can provide a customer experience that can compete in today's experience economy and the unprecedented rate of disruption facing Australian organisations.

Our pedigree is based on over 20 years' experience in delivering contact centre services, supported by dedicated Consultants, Specialists, Professional Services and Operations resources, supporting over 10,000 agents under our management.

The NICE inContact CXone platform, is your safe choice for empowering your organisation to improve the Customer Experience, by doing things smarter and faster.

NICE inContact is a cloud contact centre software and customer experience platform leader. NICE inContact CXone combines best-in-class Omnichannel Routing, Workforce Optimisation, Analytics, Automation and Artificial Intelligence on an open cloud platform. Recognised as a market leader by industry analysts, NICE inContact supports over 275,000 contact centre agents in over 100 countries.

To help support you on this journey, Optus Business have one of the largest dedicated teams of contact centre specialists in Australia. We have the pedigree that organisations demand.

Give us a call

To discuss how Optus can help you with innovative Contact Centre solutions, contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937

Help you with...

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