

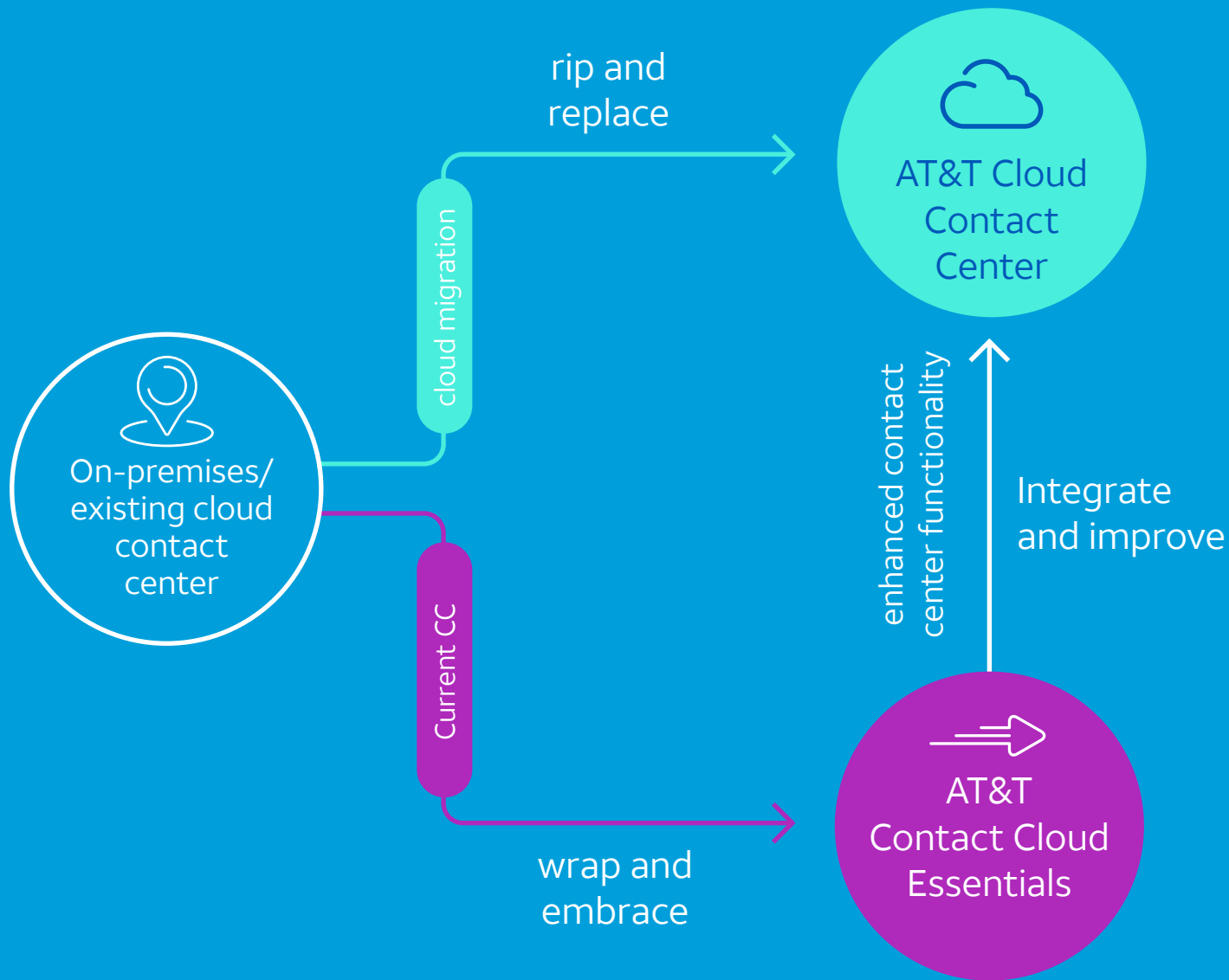
AT&T Cloud Contact Center and AT&T Contact Center Essentials overview

End-to-end services, solutions, and expertise
for contact center transformation.

Contact Center Solutions



With greater business and strategic value being placed on customer experience (CX) than ever before, contact centers are under increasing pressure to enhance their CX game while streamlining operations, reducing costs, and improving productivity.



AT&T Cloud Contact Center is a dedicated cloud-based platform, it delivers omnichannel functionality and deep integrations for organizations that are ready to migrate to a cloud environment.

For both existing on-premises and cloud contact centers, the AT&T Contact Center Essentials portfolio offers a suite of add-on services that can incrementally improve your ability to meet customer expectations - without the need for a rip and replace strategy.

Moving towards the customer experience era

Assess – Understand your current challenges and restrictions, identify CX opportunities, and plan a strategy to achieve them.

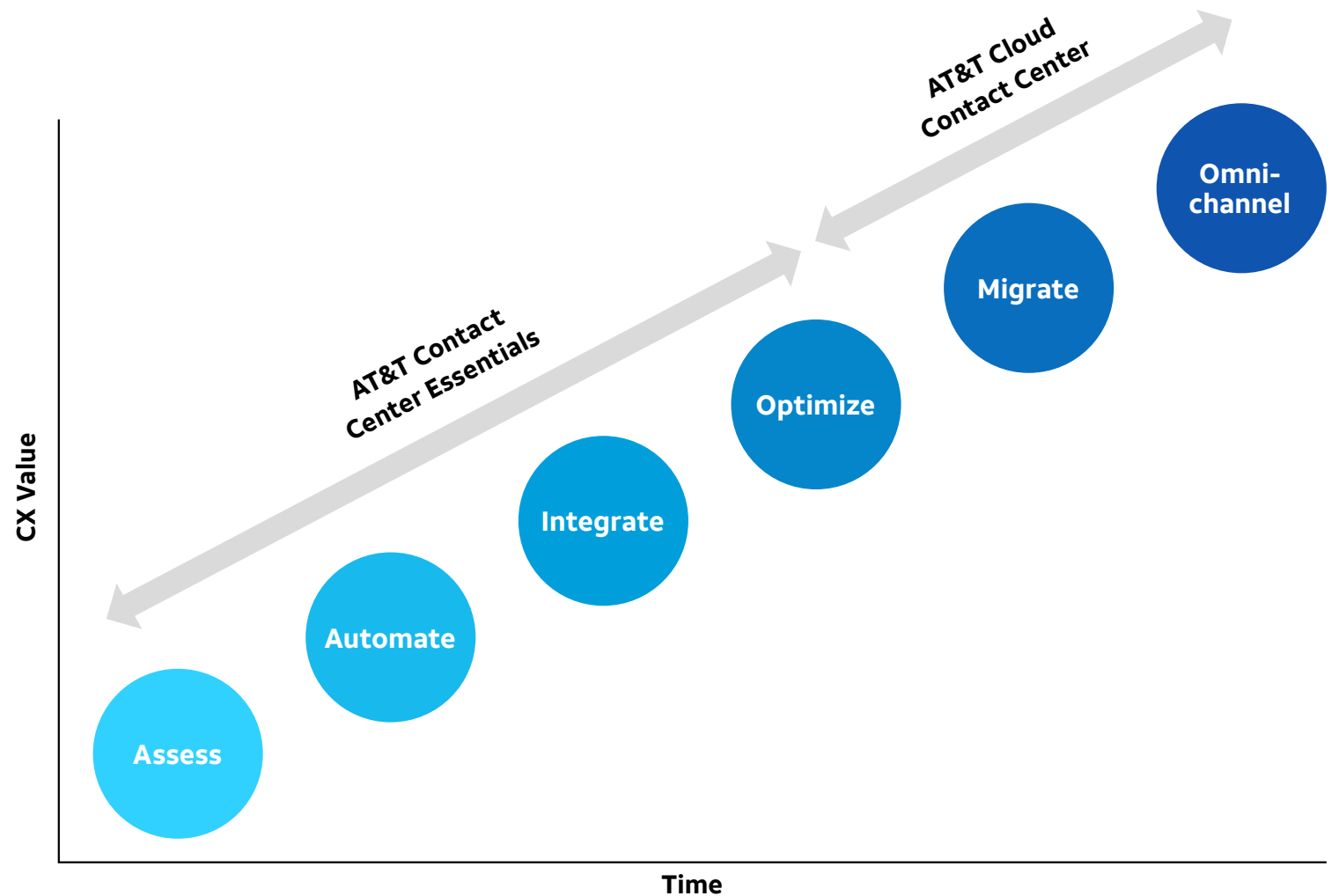
Automate – Utilize AI and self-service functionality to remove physical agents from handling simple and mundane tasks.

Integrate – Unify disconnected and siloed business applications, systems, and platforms to reduce duplication and increase knowledge share.

Optimize – Analyze customer journeys, identify bottlenecks, and apply additional functionality to improve the customer experience.

Migrate – Benefit from the flexibility, scalability, and functionality of a dedicated cloud environment.

Omnichannel – Converge communication channels, data, and processes into a single unified experience.





AT&T Cloud Contact Center

Overview

AT&T Cloud Contact Center provides a highly reliable, scalable and highly secure cloud contact center platform that enables agents to deliver a superior customer experience.

With the ability to integrate with business applications such as CRM systems, workforce management, and Unified Communications solutions the platform provides the fabric to deliver truly intelligent omnichannel engagements.

Channels

- Email
- Chat
- Voice
- Mobile
- Social



AT&T Cloud Contact Center

Contact center core

APIs

Data

Dialler
Routing

Chatbot
Omnichannel

Integration
Provisioning

Reporting
Dashboards

WFO
Agent Assist

The intelligent cloud contact center



Ecosystem

- CRM
- UC
- Workforce optimization



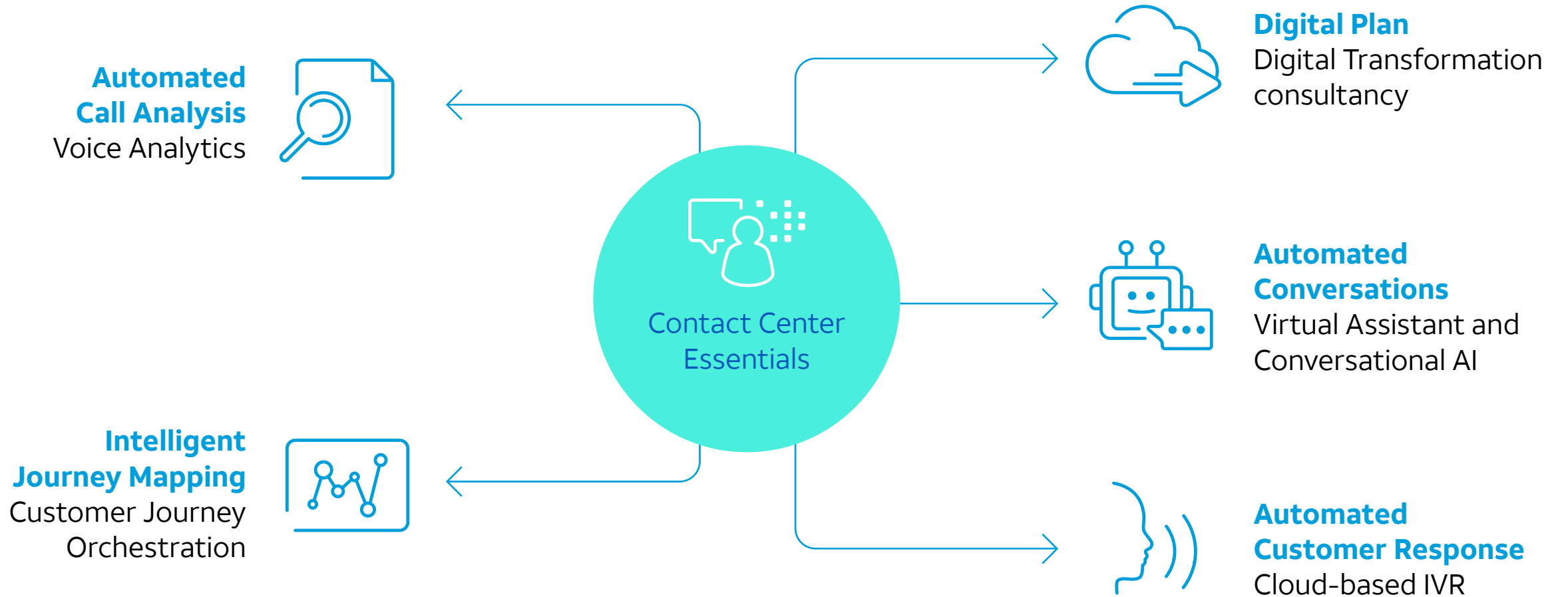
Clients

- Agent
- Supervisor
- Admin

Benefits:

- Delivers near seamless omnichannel experiences, improves customer satisfaction and brand loyalty.
- Enhanced integration capabilities enable unification of business applications, data, and insights.
- Empowers agents to provide an engaging and personalized customer experience.
- Provides a powerful, scalable, and highly secure cloud contact center platform for deployment of advanced services and features.

AT&T Contact Center Essentials



Digital Plan

Digital Plan gives your organization the insight, strategy, and execution plan that can help your contact center achieve immediate and long-term, transformational advantages from cloud services and automation.

Overview

Digital Plan is delivered as a series of 4 work packages:

- The first workshop defines your current customer service capabilities.
- The second investigates opportunities for modernization through cloud services and automation.
- The third provides a series of tailored recommendations that address your current business and CX challenges.
- The fourth focuses on implementation.

1

Define

Define scope & assess requirements



2

Assess

Review solutions, technologies and models



3

Recommend

Provide bespoke recommendations for your business



4

Deliver

Develop & deliver solution, monitor and adjust

Benefits:

- Provides recommendations for modernizing your customer experience provisions through cloud services and automation.
- Helps to streamline and reduce cost within your contact center environment.
- Benefit from a “wrap and embrace” vs “rip and replace” strategy. Utilize the value of AT&T Contact Center Essentials while retaining your current contact center architecture.
- Provides a fresh approach to deepen and extend customer engagement and interaction channels.
- Establishes a roadmap for change and transformation within your organization.
- Plan and enable migration of essential services when you move to a dedicated cloud contact center.

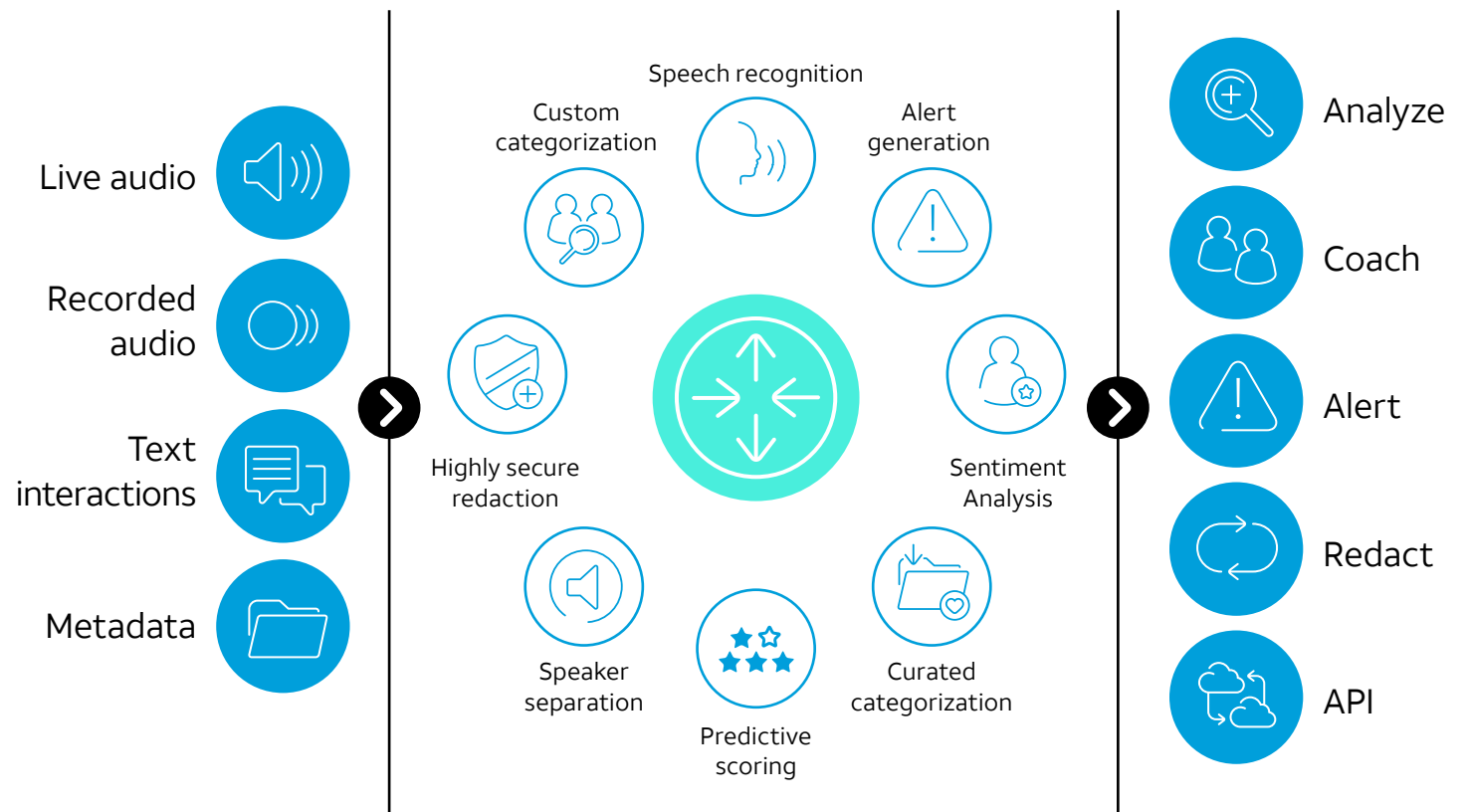


Automated Call Analysis

Overview

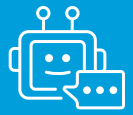
Automated Call Analysis is a cloud-based customer engagement and speech analytics platform that uses AI and machine learning to capture, transcribe, and reveal insight from all of your contact center interactions with your agents.

Automated Call Analysis gives your organization the insight to help contact center agents perform at their best, optimize customer satisfaction, and streamline interactions for maximum efficiency and productivity.



Benefits:

- Provides insights into agent performance and identifies areas that require additional coaching.
- Helps improve contact center performance through improved First Time Resolution & Interactive Voice Response optimization while reducing average call handling time and amount of call transfer actions.
- Highlights bottlenecks and poor user journeys which require excessive customer effort and damages the customer experience.
- Provides sales flow analysis and lead scoring for greater sales and marketing effectiveness.

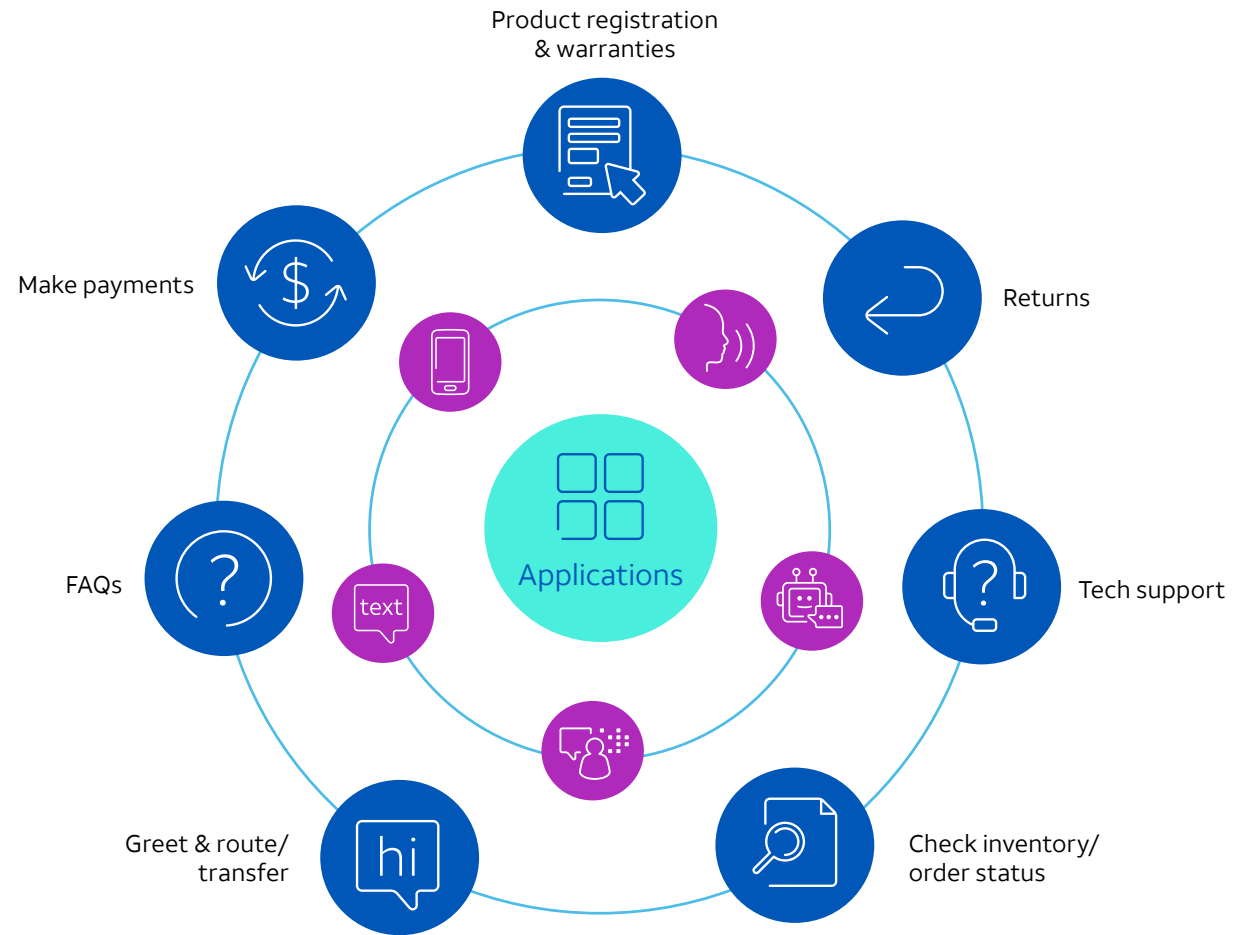


Automated Conversations

Overview

Automated Conversations uses AI-powered virtual agents/assistants to enhance or even remove the need for live agent involvement in mundane task automation, FAQ requests, natural language greeting, and routing as well as order management and payment collections.

Automated Conversations creates new self-service experiences for customers while freeing up live agents to focus on more business critical and rewarding tasks. The service is completely scalable depending upon client requirements, budget and deployment scenario.



Benefits:

- Provides a repeatable and consistent set of engagements regardless of volume or channel.
- Engages customer on their terms by using natural language across different platforms such as chat, IVR, SMS, social and smart home devices.
- Automatic learning identifies trends and proactively communicates with customers.
- Conversational interfaces allow for highly personalized customer experiences.

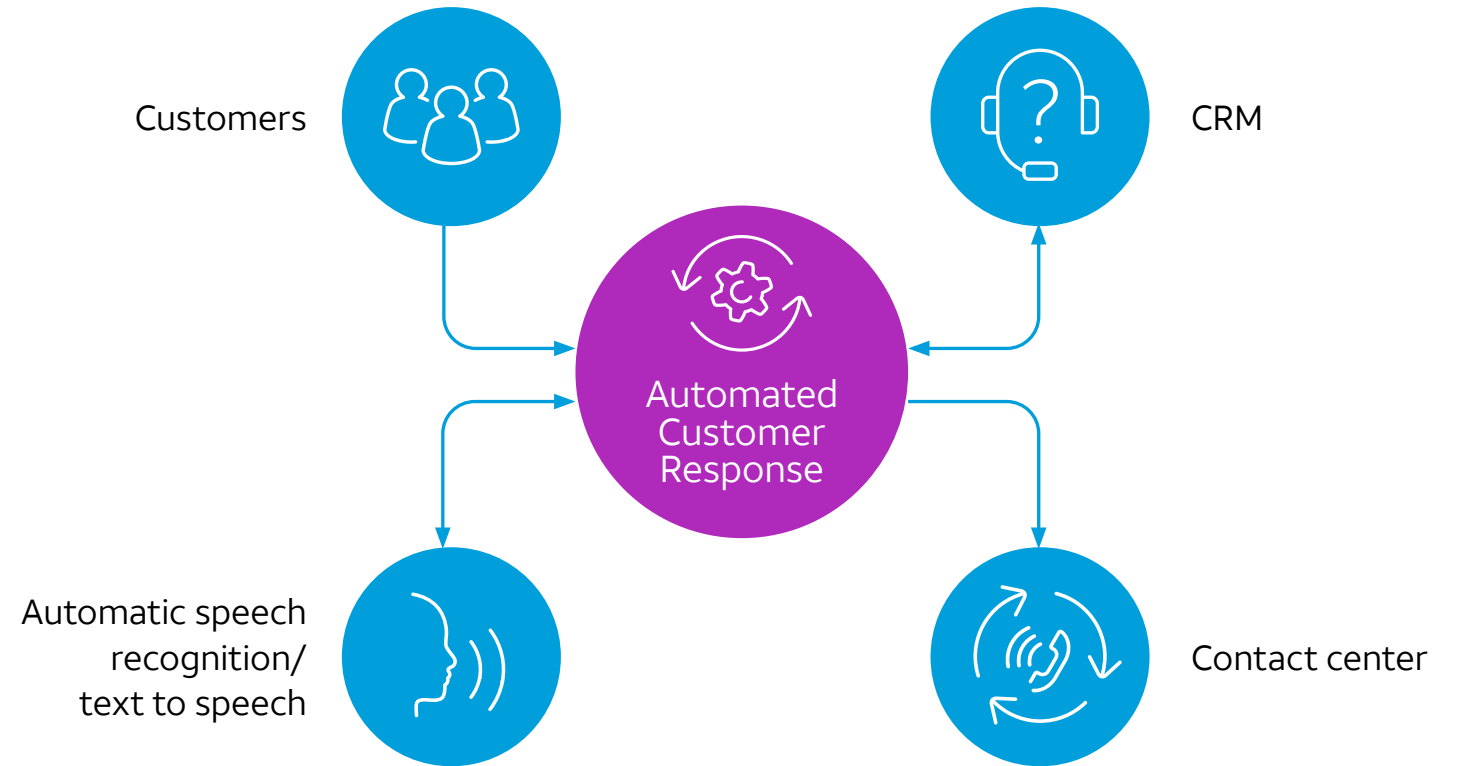


Automated Customer Response

Overview

Automated Customer Response is a completely automated, cloud-based IVR platform with call flows designed to be as near seamless and friction-free as possible. Customers simply say what they want and the solution understands their intent through Natural Language Processing (NLP).

Automated Customer Response helps your organization reduce operational costs and improve the customer experience while freeing up agents to focus on business critical customer interactions that add value and satisfaction.



Benefits:

- Automatically assign simple requests to self service applications.
- Accelerates development and deployment through API enabled integrations.
- Reduces volume of misrouted calls and a significant reduction in call duration.
- AI-powered predictive routing determines which questions are best handled by specialist subject-matter experts.



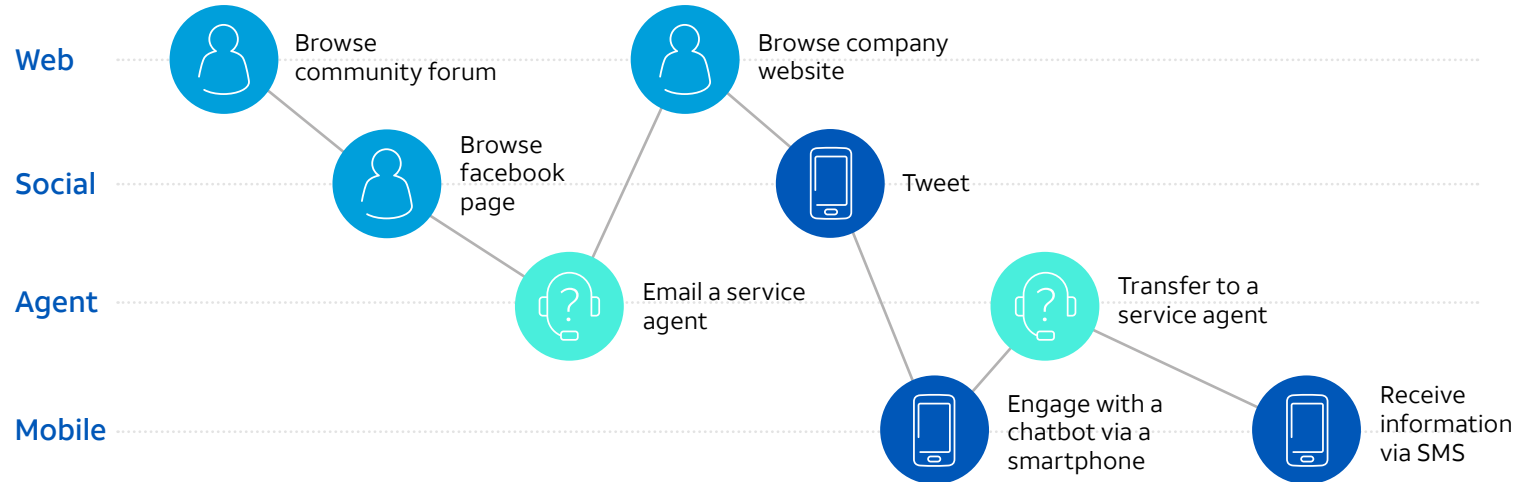
Intelligent Journey Mapping

Overview

Intelligent Journey Mapping is a centralized solution that automatically learns, understands, and orchestrates customer conversations and journeys in real-time across all customer interactions and organizational silos.

Intelligent Journey Mapping unifies and modifies the customer journey to deliver highly personalized and relevant engagements that enhance satisfaction and drive greater value with every interaction.

Customer journey



Benefits:

- View individual or groups of customer journeys in real time, identify bottlenecks, and amend to improve customer experience.
- Automate analysis of all customer interactions and modify journeys to optimize outcomes.
- Utilize state of the art modelling to predict customer behavior.
- Provide personalized and contextually relevant engagements.

www.att.com/contact-center

©2020 AT&T Intellectual Property. All rights reserved. AT&T, the Globe logo and other AT&T marks are trademarks and service marks of AT&T Intellectual Property. All other marks are the property of their respective owners. The information contained herein is not an offer, commitment, representation or warranty by AT&T and is subject to change.

