



promero call center

powered by **Enghouse Interactive**

ALL-IN-ONE VIRTUAL CONTACT CENTER... IN THE CLOUD



Promero Call Center (PCC) is a multi-tenant enterprise-grade Cloud contact center solution offering multi-channel or multi-media routing, interactive voice response (IVR), outbound dialing, recording, real time monitoring and analytics, historical reporting, and advanced integration capabilities.

Organizations looking for a Cloud contact center software are generally interested in a robust solution that can handle mission critical applications. They are looking for a reliable solution that has a complete feature set where information and access is secure, has flexible deployment options, can scale up during

seasonal spikes, can grow with the business, and can be integrated with many 3rd party systems such as CRM and knowledge Management systems.

Promero Call Center (PCC) powered by Enghouse Interactive has been built from the ground up to address all these requirements and more, delivered in the Cloud. Due to economy of scale and based on the multi-tenant architecture, the platform can be configured to provide higher availability and security measures that would not normally be affordable in individual a-cart system, whether on-premise or in the Cloud.

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Why Contact Center in the Cloud

Over the last decade or so, Cloud computing has been, justifiably, one of the most hyped concepts in the IT sector. Over the past few years, due to its cost savings and flexible deployment options, Cloud contact centers have become a compelling alternative to the traditional approach of deploying on premise. Frost & Sullivan estimates that the hosted contact center market will grow at 21% CAGR by 2015. Companies need contact center solutions but don't necessarily want to invest capital in infrastructure required to purchase, operate and maintain one.

Why customers love a hosted contact center service from us:

- Ease of use—the intuitive browser-based interface gets agents and supervisors up to speed and productive fast.
- Location independence—agents deployed anywhere creates virtual contact centers with home and remote locations.
- Flexibility—contact centers can easily adapt to changes in their business.
- Cost control—customers eliminate capital expenditures and reduce IT overhead
- Quick time to market—contact centers are up and running faster than deploying on-premise solutions.
- Peace of mind—experts maintain the contact center technology and infrastructure so the customer focuses on their core business.

On-Premise Features in a Cloud-Based Service

- Inbound multi-channel communication
- Outbound dialing and communication
- Sophisticated ACD Routing and Queuing

- IVR and Voice Self-Service
- Easy-to-Use Agent Interface
- Recording and Quality Monitoring
- Real-time and Historical Reporting
- Web-based Administration Tools
- Integration Capabilities

Other Key Features

- Graphical IVR and Call Flow designer
- Multi-Chat mode with up to 9 simultaneous chats
- Native and integration-enabled scripting engine
- Virtual supervisor or virtual agent
- Outlook Web-Access integration (using Microsoft Exchange)
- Agent Raise Your Hand and agent location-independent Virtual Broadcast with 2-way chat

Multi-Channel ACD with Universal Queuing (UQ)

PCC provides queuing and routing for all communication channels including phone, video, email, chat and more. All customer communication channels are seamlessly blended into a single queuing and routing intelligence (the "UQ"), and all follow the same call flow and routing rules. Forms-based tools define routing rules, and simple GUI scripting tools enable advanced data-driven and skills-based routing plans. In addition, all channels are tracked and managed inside a single database. This enables PCC to offer a robust 360-degree business intelligence and analytics of all customer interactions.

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Self-Service via Interactive Voice Response (IVR)

The IVR subsystem has an XML-driven voice portal architecture for self-service dialogues including speech recognition (ASR) and text-to-speech (TTS). As a unified part of the call center, one simple GUI design tool is used for both the IVR and the routing parameters, providing seamless integration of the IVR scripts into the routing of the calls.

Outbound Dialing

PCC includes a state-of-the-art outbound dialer complete with campaign management tools. Dialing modes include preview, progressive, predictive, and IVR. Advanced algorithms based on real-time massive simulation are used to dynamically control the pacing, enabling compliance with abandoned call regulations without sacrificing agent productivity.

Integrated Self-Service

The PCC platform offers self-service using built-in Interactive Voice Response (IVR) to allow customers to automate their contact center interactions. The IVR scripts can be designed with the Designer scripting tool and can be fully integrated into the call routing procedures, offering a unique blended approach between self-service and agent assisted services. The IVR can be extended with natural speech recognition and text to speech engines.



Recording and Quality-Monitoring

Voice recording and screen recording capabilities are provided natively within the platform allowing manager to access recorded interaction for any channel and media. To comply with privacy and security regulations related to call quality monitoring, calls can be recorded and played back in their entirety or selectively based on a variety of factors.

Agent Interface

Contact center agents are provided with a customizable, unified interface for managing all customer interactions. The web based agent client can be easily integrated with CRM or other critical business applications; and, using the dynamic code injection, organization can add their own business logic and processes to the agent user interface. The agent client also includes a built-in soft phone that can be used as a stand-alone client, or the agents have an option to use either IP phone or traditional circuit phone.

Supervisor Interface

Supervisors are specialized-agents that, in addition to having full agent interface capabilities, have a real time view of all contact center activities and access to historical reports. Additionally, supervisors can monitor agents in silent mode on all communication channels and can whisper or barge-in on a telephone and a web call.

Reporting

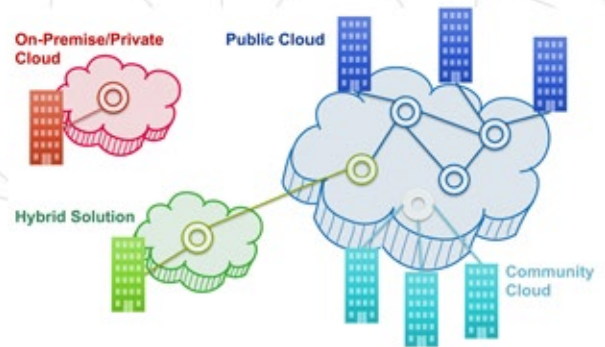
Highly customizable and widget-based Dashboard provides real time reports and comprehensive 360-degree view of customer interactions. Many standard reports are pre-configured out of the box. The platform also stores data on all call-related and agent-related events for historical reports. The optional Analyst module can be used to build instant ad hoc reports or to create new standard report layouts complete with OLAP operations including filters, drill downs, roll-up, and pivots. The interactive user interface enables supervisors and call center administrators to easily create, view and share reports from anywhere using a browser. Secure role-based permissions ensure users see only data they are authorized to see.

Integration Capabilities

PCC supports a wide range of capabilities for integration with the application environment such as CRM and ERP systems. Out of the box CRM integrations include Salesforce CRM, Microsoft Dynamics and Oracle Service Cloud. PCC is easily integrated with any popular CRM application that offers an open API. Promero Call Center's integrated with the Outbound Web-Access is ideal for customers using Microsoft Exchange. Other agent desktop integrations can be achieved quickly and inexpensively to address your business's particular needs.

Cloud: A Bold Approach to Deploying Contact Centers

There are many flavors to deploy applications in the Cloud. Whether your organization requires a public Cloud, a dedicated private Cloud, or even connecting a Cloud with your existing on premise enterprise applications infrastructure, Promero can offer a number of different Cloud deployment options to best address your business needs.



Public Cloud:

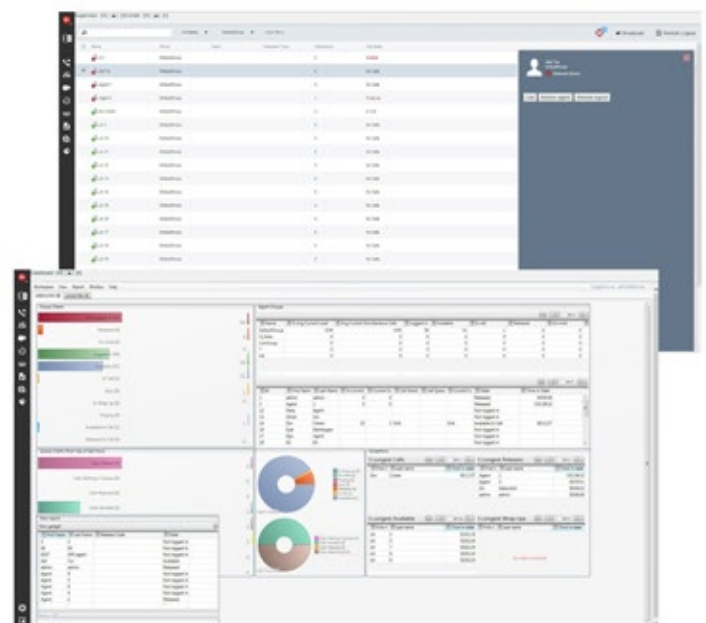
Helps to remove the hassle and expense of managing a system and at the same time gives you a fully featured, flexible, utility-based model that is future proofed. Promero offers global capabilities with access to flex agents' numbers up and down, enabling you to trial new strategies at a reduced risk - and speeding up time to market. Changes can be made immediately through powerful administration tools allowing visibility and control, connecting your customers.

Private Cloud:

If you prefer to own and manage your technology, host it yourself or have it hosted by a 3rd party, join a growing number of organizations who are creating their own Cloud environment to serve all their unique distributed operations with unmatched flexibility and scalability. With true multi tenancy a number of customers can reside on one single platform making sure you have a consolidated view of your operations and the security that your mission-critical applications are in-house.

Hybrid Cloud & On Premise:

A hybrid Cloud is a composition of some applications running in the Cloud (public or private) and other applications running on customer premise, behind their firewall. For example, an organization might use a public Cloud service, for new projects and new sites but continue to maintain an in-house system for operational customer data. The hybrid approach allows a business to take advantage of the scalability and cost-effectiveness that a public Cloud-computing environment offers without exposing mission-critical applications and data to third-party vulnerabilities.



About Promero

Promero pioneered cloud call center software in 1999. Promero is a highly experienced call center software hosting provider and professional services organization. Promero works closely with customers to clearly define their unique business requirement and creates a client tenant environment specifically tailored to the need.

Promero continually enhances its call center solution by working with industry leaders in call center software, customer relationship software, workforce management, speech analytics, customer self-service, mobile communications and complex business processes. A key differentiator with Promero services is its complete flexibility to rapidly scale services on an as needed basis. Customers with seasonal spikes in traffic are easily accommodated at Promero.

Promero's cloud call center datacenter is located in Verizon's NAP of the Americas and Signature Datacenters. These facilities are billion dollar infrastructures built to the highest security standards. Promero can provide a complete turn-key solution to fit the needs of any size call center or budget.

Together with its partners, Promero provides innovative hosted technology, strength, stability, comprehensive consultation, implementation and support. Promero is a Worldwide Oracle® Gold Partner, Oracle® Marketplace Solutions Partner, Enghouse Interactive Cloud Service Partner, CallMiner Cloud Service Partner, Salesforce AppExchange Partner, Pipkins Vantage Point, RiverStar CE Suite, Verizon Worldwide Partner and Peak10 data center services.

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