

CIOReview

The Navigator for Enterprise Solutions

Contact Center Technology SPECIAL

JUNE, 2017

CIOREVIEW.COM

20 Most Promising Contact Center Technology Solution Providers - 2017

The role of contact center is undergoing a paradigm shift. It is no longer focused on sales and services alone, but working toward deepening customer engagement by offering differentiated experiences that integrate the human touch with digital channels—chat, mobile, video and social media. The contact centers are combining right channel strategy and proactive contact to guide customers for appropriate channels to get their queries addressed. They are also exploiting the cross-selling opportunities by providing personalized offers through the customer’s chosen channel.

The evolution of contact center is complemented by the technological innovations such as cloud, social, mobility, virtual agents, big data, video calling and more. Cloud-based contact centers offer round-the-clock support and provide scalability and the ability to integrate with other enterprise software such as CRMs and ERPs. On the other hand social media solutions for contact center help effectively manage queries originating from Facebook and Twitter to generate

positive discussions that will enhance the brand image. The contact centers are also leveraging analytics to gain better intelligence to explore cross and up sell opportunities on different channels.

It is no surprise that staying up-to-date on new technologies is the secret to better customer service. To aid businesses stay up-to-date on these technologies and select the best vendors from the bazillions that offer contact center solutions, CIOReview presents the “20 Most Promising Contact Center Technology Solution Providers - 2017”.

In order to help the CIOs find the best contact center solutions provider, a distinguished panel comprising of CEOs, CIOs, Analysts and the CIOReview’s editorial board, has reviewed companies with a proven record of expertise in assisting organizations with cost-effective and best-of-breed solutions. The panel has weighed the support for analytics, integration capabilities and robustness besides quality of service above all else, before cataloguing the finalists.



Company:
CCT Solutions

Description:
CCT Solutions provides total Unified Communications and Contact Center Integration Solutions for large and medium size Enterprises

Key Person:
Uwe Kreuter
CEO

Website:
cct-solutions.com

CCT Solutions

Omni-channel Customer Engagement Simplified

In wake of customers becoming more demanding and taking advantage of modern technologies to interact in ways that are convenient to them, contact centers need to build a dynamic operation environment to complement this shift. CCT, with the team made up of senior consultants, project managers, software engineers and technicians is leading the way in total customer experience solutions by offering an end-to-end approach to managing deeper customer relationships through modern omni-channel and unified communication solutions. Their platforms help companies communicate with existing contact channels and a new generation of customers, through web and mobile-based interactions, such as Web RTC, chat, co-browsing, and video. By ensuring their contact center agents adapt to the changing customer landscape, CCT clients are able to decrease contact center costs and provide efficient relationships with their customers.

The CCT solutions are focused on integrating all customer action channels into a unified contact center desktop environment. “We can unify the customer interaction in our environment and provide the customer service agent with a full view and template for all types of communication. Our goal is to create a simplified solution for allowing flexible interactions that are easily configurable,” explains Uwe Kreuter, CEO.

CCT offers consulting and integration services that can build upon existing infrastructures. With over 80 available modules, CCT works with their clients to analyze the customer environment and work process in order to provide the best and most encompassing solution that will automate and optimize the contact center operations. Kreuter elaborates,

“Our goal is to provide a step by step roadmap. Agility is the key word for contact centers, and we help them become more agile with our technology and omni-channel approach.”

Also, the company offers its own solution ContactPro for agent desktops in an Omni-Channel contact center environment to efficiently serve customers in today’s demanding world with multiple communication options. The solution integrates with the major partner vendors that include Avaya, Genesys, Salesforce.com, MS Dynamics & Skype for Business as well as SAP CRM, CafeX Communications and Moxtra.

“
We can unify the customer interaction in our environment and provide the customer service agent with a full view and template for all types of communication
 ”

One of CCT’s client success stories involves a utility software company based in Atlanta. The company had begun deployment of Microsoft Dynamics as a CRM tool for their help desk support team. During the process, they realized they needed a more integrated desktop approach to encompass phone calls and instant messaging. With over 300 agents providing phone and chat support for multiple products, the company needed a solution that could integrate the process and provide a view of the customer journey. CCT was able to build a solution using their ContactPro



Uwe Kreuter

platform to create a unified desktop, enabling connectivity with Microsoft Dynamics. The CCT solution allowed the company to save time during customer interactions by combining voice and data into an integrated workflow process. This unified approach increased call resolution while giving the company a more modern way of communicating with their customers.

CCT was founded in Germany in 1999 and expanded into the U.S. market five years ago. The company is to continue its growth map by extending its footprint throughout Canada and South America as well. From a technology standpoint, the company is focused on innovation and best practices to optimize and enhance existing infrastructures, while providing unique solutions for a perfect customer relationship. Kreuter shares, “Based on modern technology, CCT helps enterprises, to engage with the new generation of customers via mobile engagement solutions, chat, video and social media. This way contact center costs can be reduced, and better customer relations can be built.” 