

## Remove growth barriers

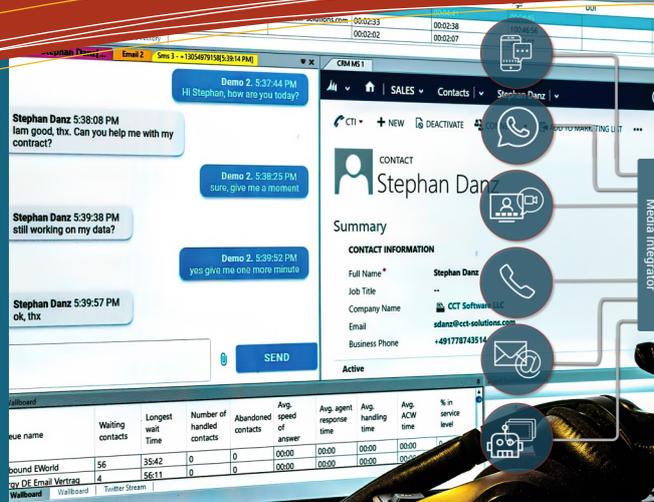
Globalisation and new automated customer interaction capabilities have changed the requirements for the agent and his work environment, the desktop application.

To satisfy clients the agent needs more information from more systems at a higher speed and the possibilities to communicate on different channels at the same time.

A specialised open and modular software application is the key to deliver this service, while increasing the agent productivity and parallel utilize the automation and information possibilities of today as well as in the future.

### CCT ContactPro<sup>®</sup>

CCT ContactPro<sup>®</sup> is exactly this single, coordinated interface for the agent. It streamlines information and guides the customer service representative through all inbound and outbound interactions.



## CCT ContactPro<sup>®</sup>

### WhatsApp Business



## Improve customer service and loyalty, optimize interactions with automation - "WhatsApp Business"

Ease of use and the integration in large social media networks drive more and more people to use modern messenger services as the preferred digital communication platform. A leader in this segment is WhatsApp with more than 1.5 billion users around the world. Therefore, it is a logical step to open the contact center for this digital channel in a controlled step-by-step approach. With the new plug-in for CCT ContactPro it is now possible to use WhatsApp Business for rich messaging interactions.

CCT ContactPro integrates WhatsApp just as an additional channel. All agent controls, like skills and priorities and all blending options work in the same way as we know them from CCT's intelligent desktop. The customer service representative may work parallel with multiple WhatsApp conversations or mix the social media chat with other channels like a chat from the company's website.

The universal channel handling of ContactPro integrates the WhatsApp conversation into the customer history so that the full dialog is also available in other interactions through different channels.

Of course, this works also the other way around and the agent gets all information from previous interactions when a WhatsApp chat is assigned to him.

Most activities in the contact center need a connection with CRM/ ERP systems or the access to other information resources like a knowledgebase. Based on the digital customer information ContactPro automatically opens those databases for information or for data input and update.

The Omni-Channel architecture of the desktop offers full use of WhatsApp's bidirectional multi-media capabilities. Beside the text activities the agent can receive or send pictures, videos or documents to increase the unified customer experience and to close a case in one session. Like in the SMS module, ContactPro can use WhatsApp for outbound information, status updates or alerts.

The CCT ContactPro implementation uses the cloud based Twilio WhatsApp business service. This service guarantees scalability and security. The commercial model fits perfectly to extend the service offering to get new customers and to improve interaction productivity.



## CCT ContactPro® - WhatsApp



### Fast and scalable implementation

Twilio's WhatsApp API is a scalable and certified cloud based service that handles all in – and outbound interactions on a pay per use model. CCT ContactPro uses the Twilio service to add one of the most used communication channels for your customer interactions.

### Holistic customer treatment

CCT's ContactPro WhatsApp module is completely integrated into the desktop Omni-channel handling.

- Customer history
- CRM /ERP support
- Reporting & Analytics

### Blending and multi-tasking

Multiple WhatsApp sessions or combinations with other channels like SMS, Web Chat etc. are configurable.

### Outbound notifications

CCT ContactPro supports the outbound function of WhatsApp business. It offers a simple way to send confirmations, alerts, status updates or general information to the client or a group of customers.

With the recently introduced "WhatsApp business" it is now possible for companies to use this reach media application for customer interactions. Only a view provider have the right to offer secure API access to the WhatsApp community. Twilio is one of those providers.

The service is charged on per use bases. That minimizes the risk to offer a new channel for the customer communication.

Since a long time CCT ContactPro offers the support for all media that can be used with the messenger application. Therefore, it was just natural to add a WhatsApp API plugin to the modular desktop architecture.

Unlike with other chat services WhatsApp can keep a customer request open for 24 hours. The ContactPro work-item-list is perfectly suited to keep several interactions open at the same time to enable a chat with long idle intervals.

All agent and communication statistics are captured in a configurable dataset. The flexible reporting of the CCT ContactPro analytics module helps to adjust the service and resources at the start with WhatsApp.

- Leverage Omni Channel investments – full multimedia support within the messenger or through additional channels
- Automation Support – Take over from conversational chatbot systems
- Improved agent support – content driven knowledge systems or advise from conversational chatbots
- Outbound notifications – use outbound option for status update and information
- Optimize resources - multiple open messenger dialogs or blending with other channels like Web Chat or SMS
- Customer-One-Click history view through all inbound and outbound channels including open items in queue
- CRM / ERP view and update - based on digital ID, or customer input
- Transfer option - rule based transfer to experts or supervisors
- Improved productivity - multi language support and searchable dialog templates
- Full control - configurable reporting, analytics and dashboard

# Integrated WhatsApp solution

## AI and bot services

Conversational AI based systems may be used for parts of the WhatsApp interaction or as support system for the agent.

## Channel transparent history

The call center representative and the supervisor have access to the full customer history and the open item in the queue.

## Timesaving with templates

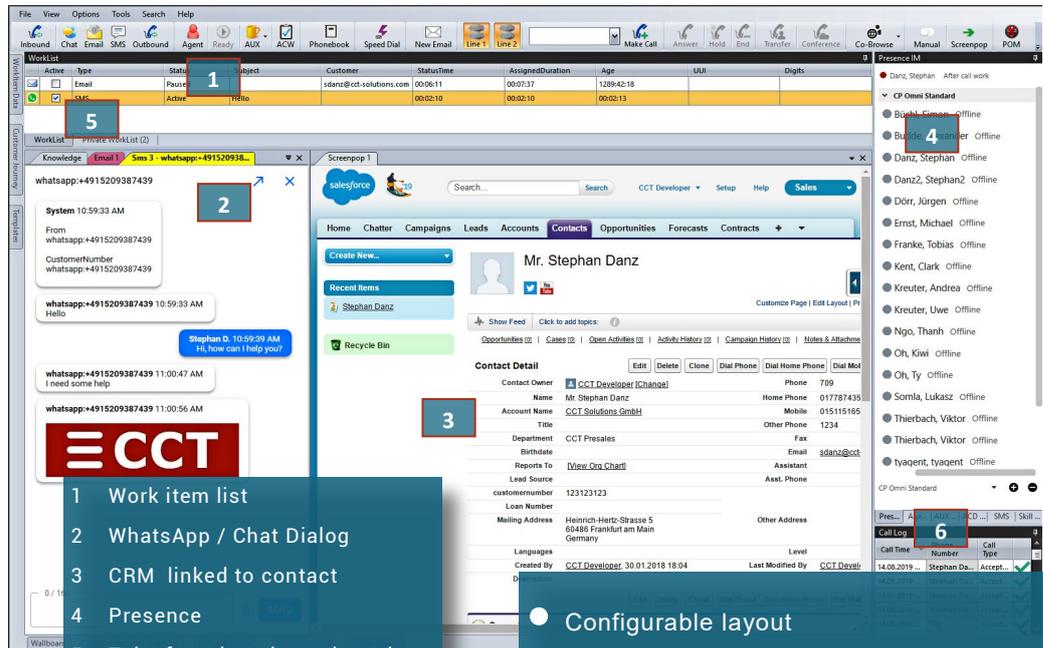
The agent may use a variety of searchable templates to fill in recurring phrases or approved wording.

## Transfer to the expert

Easy transfer of the dialog to a colleague, expert or supervisor. Transfers are part of the reporting and controlled by rules.

## Automatic database lookup

As configured, ContactPro will automatically open CRM information based on the embedded WhatsApp information or by the user input.



- 1 Work item list
- 2 WhatsApp / Chat Dialog
- 3 CRM linked to contact
- 4 Presence
- 5 Tabs for other channels and knowledgebase
- 6 Customer history

- Configurable layout
- Configurable CRM integration (can be multiple CRM / ERP links)
- Team collaboration / Presence to get assistance from experts or supervisor
- Full multimedia support
- Individual and personalized statistics
- Blending with other channels to resolve issue
- Multilanguage support with optional auto translation

CCT ContactPro work-list / work-item concept is perfectly tailored for services like WhatsApp. It allows to work on multiple chat streams or to switch back and forth between channels if a customer response is delayed.

ContactPro collects the necessary statistics to give a comprehensive agent and channel activity report in the analytic module or to path the data to other systems. The transfer-function allows the agent to forward the actual chat together with the history information and the CRM link to an expert, supervisor or colleague.

The tight integration with conversational AI based systems like Cognigy provide further optimization in the customer interaction. The agent gets all historical data from the AI system or may use the AI system as an additional knowledge source.



**Assuring quality customer interactions**

Comprehensive agent support through quality monitoring, individual reporting with supervisor and team assist functions

**Individual reporting and analytics**

ContactPro Analytics is a web-based solution to provide customers with enhanced Omni-channel real-time and historical reporting comprehensive agent support through quality monitoring, individual reporting with supervisor and team assist functions

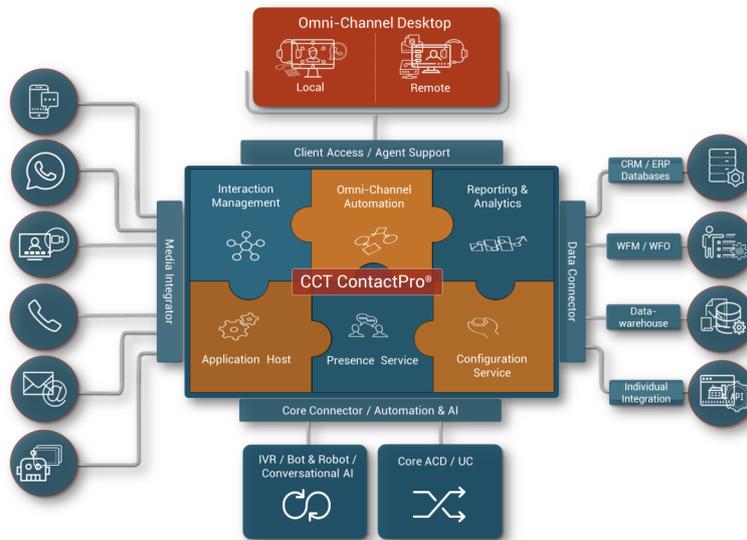
**Flexible integration with CRM / ERP**

The open connector concept of Contact Pro guarantees fast and flexible integration of different information and knowledge resources.

**Plug-In concept to work with leading automation tools**

Through plug-ins ContactPro can communicate with other intelligent systems like chat-bots, content driven machines, robots and social media applications like Apple chat or WhatsApp.

# Open desktop architecture



**Scalable**  
**Configurable**  
**Modular**



## Unified desktop—The central gear for automation

CCT ContactPro Omni-channel is a powerful and scalable Omni-channel contact center solution for agents, supervisor and customer service managers. ContactPro expands the Contact Center functions with a flexible and modular client server Omni-channel Interaction Management environment. By using modern web based customer-one-click functionality it provides integrated Omni-channel inbound and outbound functionality.

**“The flexible and adoptable desktop in combination with the experience of the CCT Omni-channel architects makes the difference”**

Both the ContactPro Supervisor and the ContactPro Web Reporter provide a flexible and modern contact and agent management.

The ContactPro Routing Engine is enhanced by universal queuing, enterprise work assignment and simplified agent management. This way the solution provides a perfect Omni-channel service level and customer experience management environment.

Those functionalities combined with the adoptable open interface-concept to connect with other information resources and applications assures high quality and efficient customer service.

ContactPro can be used as intelligent desktop in combination with a single routing system or it acts as a middleware layer to combine exiting channels with new services like chat-bots, social media- or SMS-services.



## Support Integration Information



Independent of the sales channel, our Omni-channel experts will assure that concept, design and a project driven implementation of ContactPro is executed against the high quality standards of CCT solutions. Our partnership with Avaya and specialized system integrators is based on a deep bi-directional knowledge transfer and aligned processes. This is also the base for an excellent 24x7 support without finger pointing.

Because our systems and solutions work in the hard of the customer communication infrastructure, CCT offers tailored support and managed service options. As the core systems like Avaya, ContactPro can be configured and implement as a high available solution.

**Call us to get your individual proposal!**

### Success with integrated solutions and automated services

As a leader in Omni Channel customer engagement solutions, CCT provides systems and services that help customers to offer flexible and scalable interaction capabilities to their clients. The modular design of CCT's ContactPro<sup>®</sup> allow a step by step implementation of new services, be it additional channels or automation- and bot-applications to increase productivity.

#### Profitability



#### Productivity



#### Flexibility



#### Reliability



#### Issued by:

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