Serenova

CXengage

Cloud Contact Center

Cloud is all we do. We have one focus: helping you take advantage of the cloud and achieving outstanding results by reducing costs, boosting efficiency, and improving the customer experience. Serenova's CxEngage is our highly secure, true multi-tenant, and instantly scalable multi-channel cloud Contact Center as a Service (CCaaS) platform that transforms the way businesses and individuals interact and perceive each other.

Designed to enable exceptional customer experiences anywhere anytime, CxEngage drastically reduces the complexity and frustration associated with multiple legacy tools and provides better insight into data and performance than ever before. And with the industry's most massively open API architecture, you can effortlessly integrate with existing systems and instantly scale to meet demand without sacrificing performance, reliability, or security.

Unified Architecture

One of our goals in building CxEngage was to develop a powerful, unified cloud architecture that breaks down silos while building up possibilities. A unified architecture eliminates juggling multiple, disparate systems that each have a different function. Instead, CxEngage unifies your various technologies, data, and processes to deliver insight-rich customer experiences.

Multi-Channel Routing & Universal Queue

Voice

Inbound and outbound calls can be made via webRTC, PSTN, or SIP. Use agent skills, real- time and historical event data, agent availability, messaging keywords, and CRM data to ensure each call is managed in a way that provides the best customer interaction and experience.

SMS

Engage with mobile consumers to maintain constant communication and quickly respond to inbound SMS requests, or send outbound SMS reminders and communications individually or in bulk to save time and costs.

3rd Party Work

Queue and route work items – such as CRM email, service requests, cases, faxes, and trouble tickets – to the best skilled and available agent. Fulfill front and back-office requests and realize a significant reduction in both response and resolution times.

Email

Increase email efficiency with email templates, transcripts, intelligent keyword routing, a rich text editor, integrated reporting, and zero setup needed by an agent.

Chat

Interactive web chat messaging experience deployed on your website without complex coding. Provides a robust and customizable chat option with logos, emojis, typing indica- tors, attachments, and read receipts. Instantly connect with customers, reduce call volumes, and improve customer satisfaction.

Facebook Messenger

Over 1 billion people are already using Facebook Messenger. Get in touch with your customers and chat one-on-one on a platform where consumers are most likely to share customer experiences with the rest of the world.

Global Voice

Serenova takes a very different approach to Global Voice than other vendors. Most cloud contact center vendors route voice calls through their data centers, which adds latency and cost. We rely on local providers to decide the best global routing path, which dramatically reduces latency and cost, while resulting in high voice quality.

Find out how to transform your customer experience at www.serenova.com/cxengage

Future Ready

Serenova's API-first architecture means that CxEngage not only supports both out-of-the-box and custom integrations with current third party applications, but also whatever comes next. You maintain flexibility and the ability to accommodate carriers and technologies that may be needed to scale your business in the future. RESTful APIs offer unmatched flexibility, composability, and integration quality.
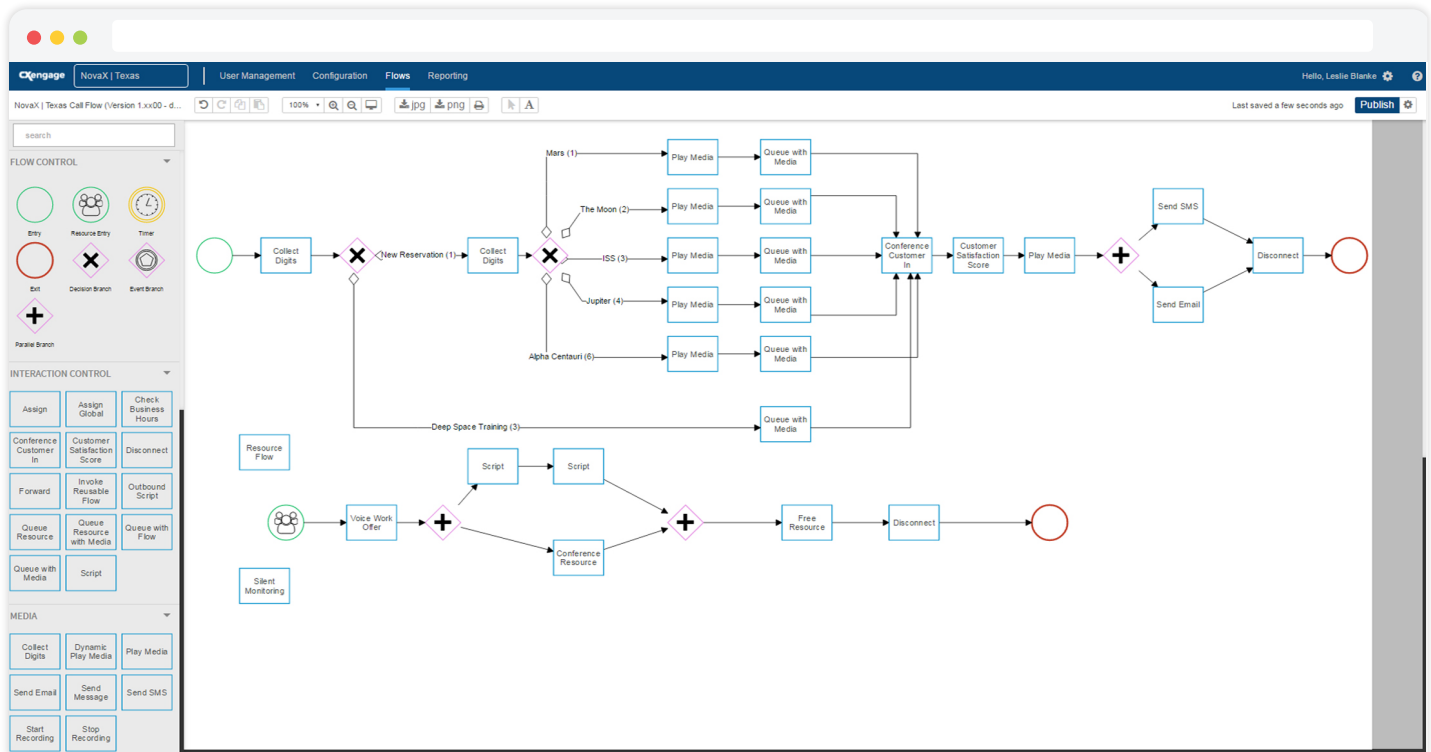

Figure 1: Easily change contact center interaction flows using CxEngage Flow Designer

Effortless Administration

Instant Provisioning

Provision and manage tenants, sub-tenants, and business units through the configuration console or API, reducing contact center deployment time from days to minutes - all without the need for IT involvement.

Advanced Flow Designer

Leverage an intuitive drag-and-drop interface to create sophisticated interaction flows without complex programming. Quickly develop interaction flows using re-usable templates provided by CxEngage or create flow templates unique to your business for copy and paste-like functionality.

Intelligent Routing

Create teams with specialized knowledge or skills to ensure customers are routed to agents best suited to address their needs and further improve service levels on every channel by using real-time and historical event data or messaging keywords to prioritize routing paths.

Global & Remote Workforce Ready

100% browser-based with no software or equipment to install, which makes it easy to support remote workers or a fully virtualized workforce. Compatible with PSTN, SIP, or webRTC technologies for ease of integration with existing infrastructure and rapid scalability.

Reduced IT Footprint

Integrate with your own CRM for data exchange and enhanced self-service capabilities or use our integrated customer contact management with interaction history for powerful CRM functionality, without the CRM cost.

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Informed Performance

A single data pipeline for both real-time and historical reporting across all tenants means a single source of truth, making it easy to use the system and understand your data.
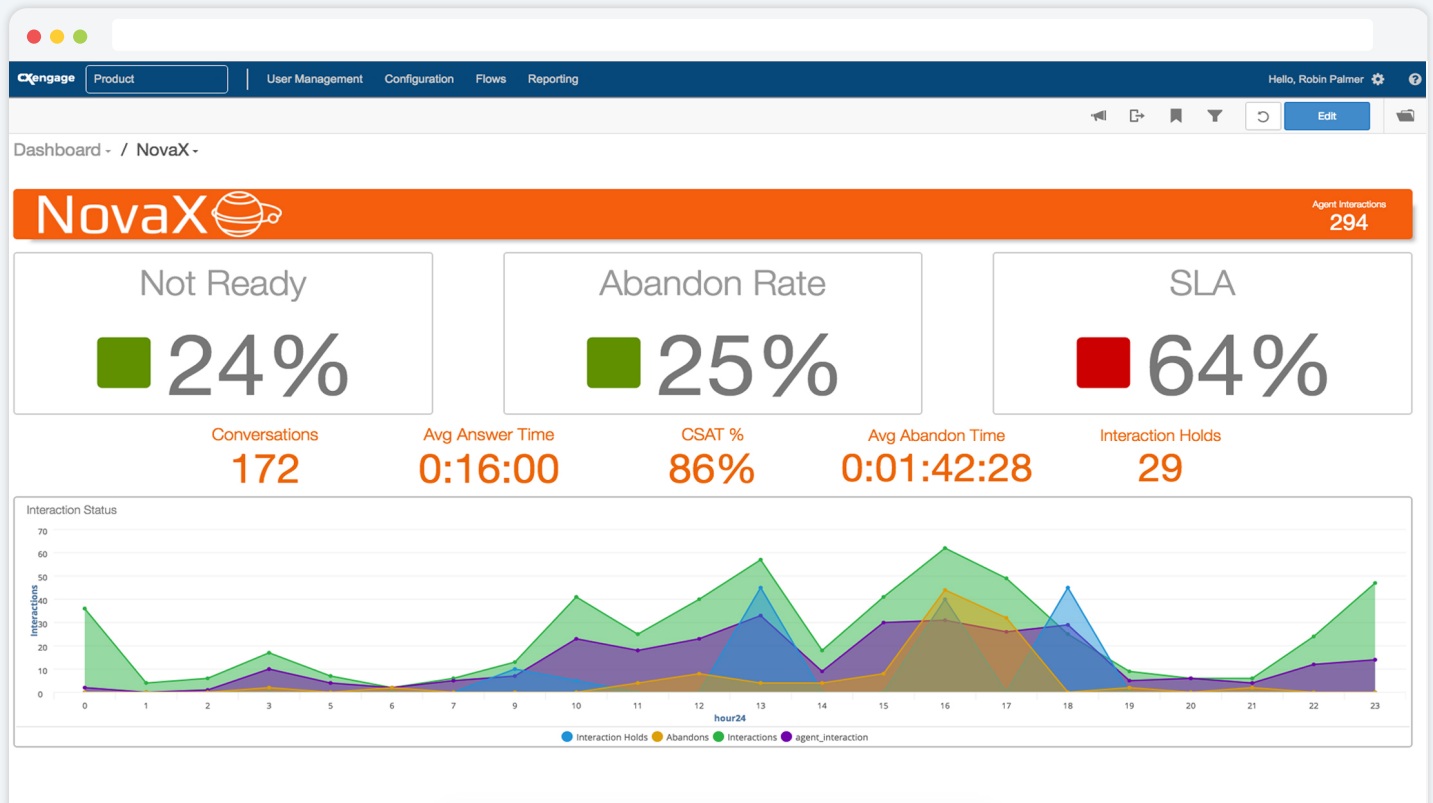

Figure 2: Easy to read, customizable dashboards

Custom Statistics

Create widgets to visualize your data in bar charts, bubbles, columns, stacked columns, donuts, gauges, lines, tables, or as a plain value.

Custom Dashboards

Drag and drop your widgets to design your own custom dashboard so key performance indicators are front and center without having to run individual reports.

Real -Time & Historical Reporting

Make sure every decision within your contact center is based on current and actionable data with real-time statistics, key performance indicators, and business analytics. Display contact center metrics such as call volume, service level, handle time, and wait time over any given time period for data-driven decision making.

Reporting APIs

Readily access real-time and historical data and stream relevant statistics to third-party applications.

Enhanced Agent Productivity & Improved Call Handling

Separate systems can negatively impact agents' productivity and call handling metrics by forcing them to switch between multiple screens during customer interactions. CxEngage integrates with your CRM, so agents can work from a single interface rather than constantly toggling between applications. It also helps personalize interactions – agents have the customer's most critical and current information at their fingertips. Customer experience is enhanced and call handle times are reduced.
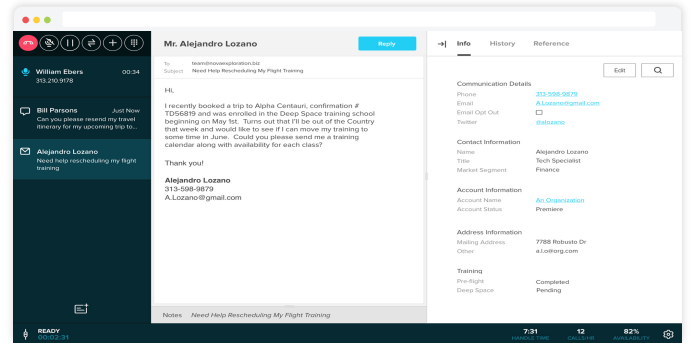
Figure 3: Delivers a true omnichannel strategy

⚑ Customer Journey Mapping

Full visibility into customer profiles and historical interactions including notes, call recordings, and chat / email transcripts that synchronize with each interaction so agents can focus on the customer rather than the tool.

💬 Guided Interactions

Increase customer retention and drive sales growth by guiding agents with real-time scripting and messaging templates for voice, chat, SMS, and email.

👁 Performance Monitoring

Customizable agent metrics and presence states integrated directly into the global footer for real-time feedback and self-management of daily goals.

📖 Reference Library

Link to a knowledge base, product catalog, or external website to draw from a limitless store of information while reducing the number of windows an agent must manage.

AWS Global Infrastructure & Availability

CxEngage is hosted on Amazon Web Services (AWS), the leading provider of secure cloud computing services, offering huge advantages to contact centers including rock-solid reliability, enormous global reach, and the ability to cost-effectively scale up or down on-demand. This partnership frees us up to concentrate on what Serenova does best: develop outstanding solutions for contact centers.

Ⓢ Corporate Offices

amazon web services

- Ⓢ **Austin, TX**
- Ⓢ **Dallas, TX**
- Ⓢ **Reading, United Kingdom**
- Ⓢ **Fredericton, New Brunswick**