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Enabling Customer Experience Transformation
in the age of AI

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Executive Summary

In our connected world, we all expect near-instantaneous access to information. However your customers choose to contact you, they expect this same speed of service.

Contact Centre technology is no longer just the domain of the 'call centre'. Modern businesses today, large and small, are utilizing the business methodologies, processes and technologies pioneered by call centers', into their customer service teams and touch points throughout the business, to deliver a customer experience that differentiates their business from the competition.

Now more than ever the modern cloud contact centre solution is your key business asset to deliver the ability to respond, connect and service your customers no matter what. It is the business's differentiator of customer experience, key business health indicator and barometer of customer satisfaction, service agent competency and performance, yet:

- Contact centers have traditionally operated in a responsive and reactional role, almost always limited to the telephone as the contact mode.
- Lack of any useful business analysis from reports that are too complicated to use or understand and not customisable.
- Lack of fit to the unique business model because configuration is too complicated and customizations are too expensive, have 6 month lead times or are simply not possible.
- Integrations to other business applications and CRM's just not achievable or too expensive.
- On prem models leading to multi-site disparate operations with no central management, analysis, or cohesion and requiring complex PC and IT architecture and management,
- Cloud vendors (CCaaS) solutions only offering cattle class, massive multi-customer architectures that are tightly locked down or customizable to only minimal changes and display lack of technical skills outside the manufacturer itself.

Accomplish your goals via the Cytrack Cloud Contact Center Platform that delivers the ability to deploy quickly, address business risk and redundancy, tailor-fit your way of doing business and customer and agent workflows, with your applications, for customer experience differentiation that can be relied on no matter where your team is located.

Consider the CyCX solution in the following pages, to transform your business with Cytrack's AI powered CX Omni Channel Contact Centre solution.

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10 Reasons To Move To Cloud Contact Centre Technology

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In our connected world, we all expect near-instantaneous access to information. However your customers choose to contact you, they expect this same speed of service.

With legacy on-premise systems, the product lifecycle becomes ever shorter, which means agents can struggle to provide customers with quick answers because they have to fumble between different programs and screens to find information.

A frustrating experience for everyone involved.
With the sudden onslaught of COVID-19 lockdowns, 2020 proved that disaster recovery and business continuity is not just for major on-premise incidents.

The immediate need for the flexibility of remote working left many organisations reeling in chaos as they attempted to put new systems in place at lightning speeds.

To keep pace in today's hyperconnected world, your business must be able to connect agents with real-time knowledge sources about your products and customers wherever they work.

And you need a contact centre infrastructure that's flexible and agile enough to quickly respond to customer requests across all touchpoints, including voice, web, email, chat, mobile, and social channels.

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The Ability To Scale Quickly

Unlike legacy systems, a cloud solution allows you to instantly scale your team to meet the ebb and flow of customer demand.

Being able to add or reduce the number of agents as needed can be a business life-saver.

During lockdowns, some businesses needed to rapidly increase operations, while others needed to temporarily downsize.

Say goodbye to needing additional hardware, or adding additional IT personnel to support your growth. Or having to pay for infrastructure you can't use.

> *With the cloud, your company only pays for what it uses.*

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Outstanding Reliability And High Availability

In years gone by, it may have been the case that premise based contact centre systems offered greater reliability than hosted solutions.

But today's enterprise-class cloud contact centre solutions provide you with the highest levels of availability, reliability, and disaster recovery available.

Infrastructure is housed in geographically redundant data centres and guarantee uptime as high as 99.99%.

These data centres are staffed with highly trained experts who manage the system 24/7 and perform all the latest upgrades.

> *Your data centres are always up-to date.*

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Providing The Right Information At The Right Time

Customers often come to a call with frustrations stemming from previous poor service.

This makes your agent's job difficult even before they say hello. Combine this with agents being forced to repeatedly switch between numerous legacy backend systems and contact channels, it can lead to frustration, human error, duplicated effort, and higher average hold and response times.

Cloud-based platforms help alleviate these problems by delivering context-sensitive call scripts via pop-ups based on integrations with caller ID, CRM databases, or other systems.

Scoring and analytics capabilities can also positively impact the customer experience by allowing administrators to quickly spot and address common problems.

"

Your agents instantly have everything they need to service a customer.

"

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Real-Time Contact Centre Support

Cloud-based contact centre solutions allow agents to follow the full thread of a customer's journey from one channel to the next.

This allows agents to service customers more efficiently and better solve issues in real-time— or even anticipate their needs.

"

Your agents always have The full picture.

"

Matching An Agent's Skills To The Customer's Needs

Customers now have the choice to communicate with your company in many ways—including web, mobile, chat, voice, IVR, email, and social channels.

This gives you access to huge pools of data that can reveal actionable insights. But single-function contact centre servers and old-school PBX and IP PBX hardware make it difficult to parse the huge quantities of customer information that are available across your enterprise.

A cloud-based contact centre platform acts as a universal hub to gather and funnel customer data for analysis. Cloud contact centres can use behavioural, demographic, and location-based customer information to properly match the right agent to the right customer.

This approach can help to increase customer satisfaction while also delivering improvements in upsell and cross-sell rates.

> "
> *Say hello to increased sales and happier customers.*
> "

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Faster Deployment Of New Capabilities

For companies using premise-based contact centre systems, it can take weeks—or even months or years—to deploy new sales tools and capabilities.

The cost is also significant and by the time the capabilities are rolled out, newer ones are available. This means a premise-based system is always behind a cloud-based one.

With a cloud contact centre, you can add new sales tools

and contact centre features on the fly, allowing agents to immediately act on new opportunities.

Plus, you can easily add or remove the features that work in your business without having to layout a small fortune.

You always have access to the latest technology.

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Assign Agents To Channels That Better Match Their Skills

Certain agents flourish with specific types of customer interactions.

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" *Your contact centre can be more efficient.* "

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Fielding The New "Connected Agent"

When critical customer, product, and other information is separated between different systems, agents can appear to be unknowledgeable or incompetent as they struggle to pull it all together.

This can lead to a disjointed experience for customers. A cloud platform synthesizes all of this information into a single screen, creating a new breed of "connected agent" that can deliver the kind of competent support that resonates with customers.

Agents suddenly have access to vast store houses of knowledge available in corporate systems, as well as third-party cloud services such as CRM and Support Desk systems.

Screen pop-ups can further help keep agents one step ahead of customers by providing information about previous purchases, billing history, and other personal preferences.

"

Your organization presents more professionally.

"

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Superior Disaster Recovery And Business Continuity

Without costly investments in redundant hardware and software licenses, typical premise-based call centre systems simply do not provide the flexibility and scalability needed to adequately handle disaster recovery

This can potentially leave your company offline for hours, days, or even weeks. You could even experience longer downtimes as you scramble to install new hardware and software, or source new vendors.

By housing all contact centre infrastructure and critical data in a remote data centre—situated far from potential disruptions—a properly architected cloud contact centre provides superior business continuity.

And because the cloud works wherever there's an internet connection, employees can use smartphones, laptops, tablets, or desktop computers to access the contact centre from virtually anywhere

In the event of a disaster, your agents can instantly failover to mobile devices or softphones on their home computers or at temporary work quarters.

" *No matter what happens your business can continue to flourish.* "

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Strong Security And Compliance

Few IT organizations can afford the resources or time to acquire the latest security measures that meet today's increasingly strict privacy regulations.

Maintaining strong physical security across many business locations—each with its own on-premise system—simply is not practical or cost effective.

With a hosted cloud solution, companies have access to greater security measures to protect customer information than with traditional premise based systems.

An enterprise-class cloud contact centre provider typically will house all customer data in secure tier 1 data centres with strong physical and network security, managed by highly trained, on-site engineering specialists.

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You provide better protection for your customers and your business.

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In Summary
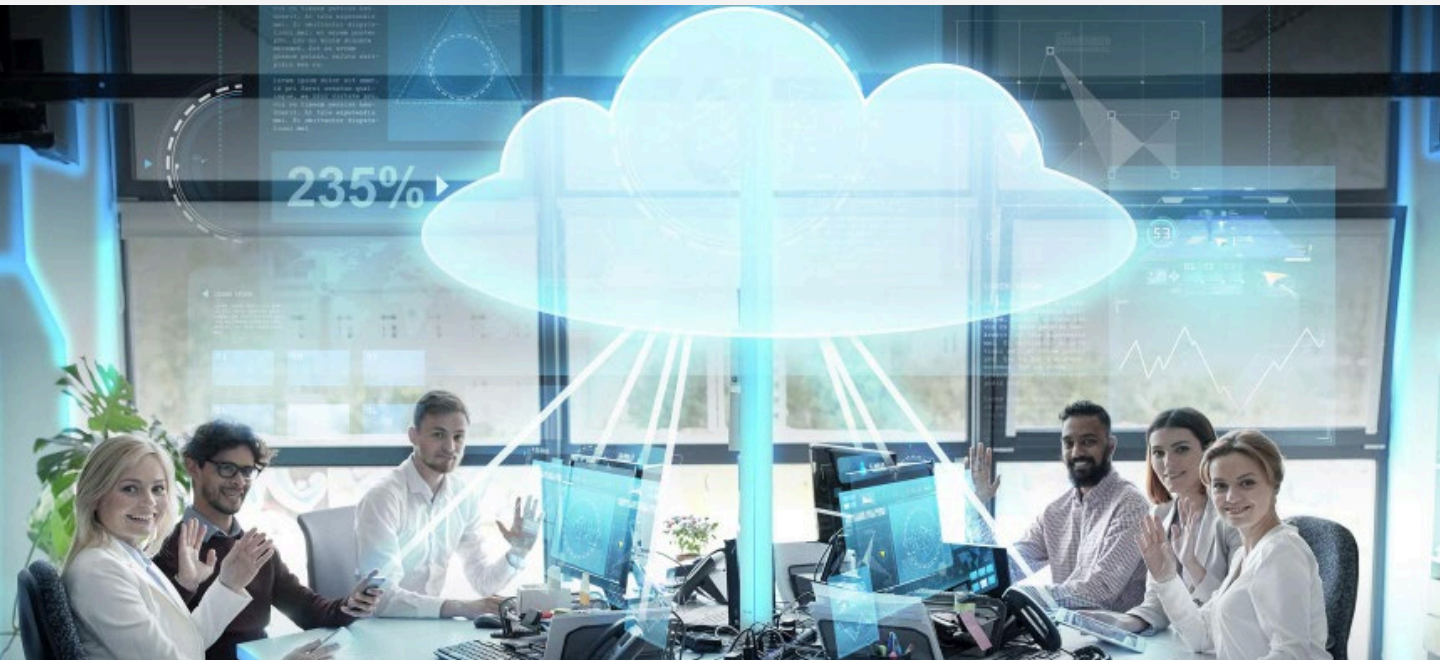
Contact centre managers and line-of-business leaders in charge of call centre functions recognize the critical importance of customer satisfaction and brand reputation.

But today's customers expect instant access to information, which can make them impatient with contact centre agents who cannot provide fast answers and rapid problem resolution.

The cloud allows businesses to dramatically improve the functionality of their contact centres. Connecting agents to an integrated desktop with seamless access to various sources of knowledge improves first-call resolution and other key aspects of customer satisfaction.

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Cycx AI Powered
CX Contact Centre

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CyCX Business Case

Customer Experience transformation in the age of AI
creating customer & employee experiences that make a difference

Why Invest in CyCX? Revolutionize Your Customer Relationships with AI-Powered Contact Center Technology

Transform your customer experience with the future of AI-driven contact centers.

In today's always-connected world, customer expectations are at an all-time high. Delivering exceptional service requires more than just responsiveness—it demands innovation. CyCX, powered by advanced AI and designed for omnichannel engagement, helps your business exceed customer expectations by transforming how you manage customer relationships and interactions.

AI: A Strategic Advantage in Customer Engagement
CyCX isn't just a contact center platform—it's a competitive advantage. By leveraging AI, your business can anticipate customer needs, resolve issues faster, and create deeper, more personalized connections. This combination of AI, omnichannel engagement, and advanced analytics positions your business to deliver exceptional service at scale, helping you stay ahead in a rapidly evolving marketplace.

Key Benefits of Investing in CyCX

- Enhanced customer engagement across all communication channels
- Faster response times with AI-powered smart routing
- Increased agent productivity through automation of routine tasks
- Actionable insights and real-time data for better decision-making
- Ongoing performance improvements through AI-driven analytics and feedback tools
- Scalable and future-ready platform to grow with your business

By investing in CyCX, you're not just improving your contact center—you're transforming the way you engage with your customers, drive revenue, and stay ahead in a competitive landscape. Experience the future of customer service with CyCX, and ensure that your business delivers the exceptional service that today's customers demand.

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CyCX AI powered Features

Customer Experience transformation in the age of AI

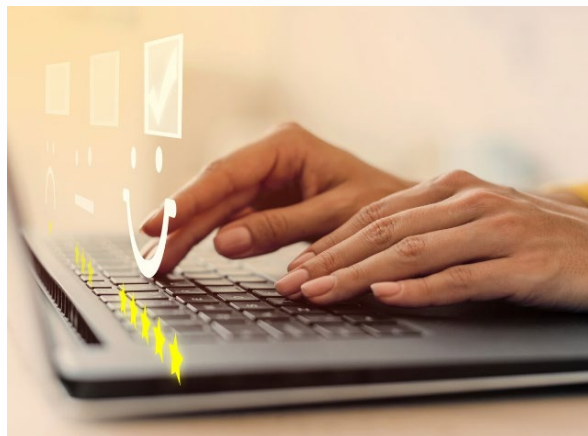creating customer & employee experiences that make a difference

CyCX Contact Centre Solution in the Age of AI by Cytrack

Transform your customer experience with the future of AI-driven contact centers.

Revolutionize Your Customer Experience with Cytrack

Cytrack's AI-powered CyCX Contact Centre redefines the way you connect with customers, your contact center is equipped to deliver faster, smarter, and more personalized customer experiences — setting a new standard for excellence

Customer Satisfaction Surveys & Agent QA

Stay ahead of customer expectations with CyCX's automated CSAT and QA surveys. Triggered after every customer interaction, these surveys provide immediate feedback and insights. AI-powered quality assurance reports streamline agent performance evaluations, using predefined criteria to ensure every interaction meets your high standards. Cytrack aligns your team with what matters most — customer satisfaction and service excellence.

CyCX AI powered Features

AI-Powered Voice Analytics

Boost your team's performance and recorded conversations with AI-driven voice analytics that transcribe every call, assess sentiment, and identify key discussion points. Effortlessly audit calls, resolve disputes, and ensure compliance while unlocking deeper insights. AI-generated call summaries and keyword searches make it easier than ever to spot trends and fine-tune your service quality, all while improving customer satisfaction.

AI-Powered Chatbots & Agent Assist

Supercharge your customer service with CyCX's AI-powered chatbots that handle customer inquiries 24/7. These intelligent bots provide instant, accurate responses, reducing wait times and freeing up your agents for more complex tasks. Seamlessly integrated with your CRM, they deliver personalized support and can escalate issues to a human agent when needed.

CyCX AI powered Features

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Agent Assist further empowers your team by providing real-time AI recommendations during live interactions. From suggesting answers to frequently asked questions to offering insights based on customer questions, Agent Assist ensures your team responds faster and more accurately. With AI on their side, your agents are equipped to handle even the toughest queries with confidence and precision.

AI Assistant as Your Front Desk

Introducing CyCX's AI Assistant — your virtual front desk that can answer and assist calls with the efficiency and professionalism of a human agent.

This intelligent AI-powered assistant greets customers, handles routine inquiries, directs calls to the right department or individual with ease and ca even send forms and documentation via SMS or WhatsApp . Whether it's scheduling appointments, answering FAQs, or providing important information, your AI front desk works 24/7 to ensure no call is missed.

This powerful virtual receptionist not only reduces wait times but also allows your human agents to focus on high-value tasks, ensuring a smoother, faster customer journey from the very first interaction. The AI Assistant can escalate more complex queries to a live agent whenever needed (ensuring via our Agent Assist that the agent has all the details of the conversation so far, ensuring every customer is handled with care and precision.

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Business Case

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Meet Your Customers Anywhere, Anytime

CyCX's omnichannel capabilities integrate AI, voice, chat, social media, and email, allowing you to connect with customers on their preferred platform. A unified interface and a holistic view of customer history enable your agents to build more meaningful, personalized relationships. CyCX ensures you're there for your customers when and where they need you, driving loyalty and satisfaction.

Boost Efficiency and Eliminate Waiting Times

Don't let your customers wait. With powerful workflow tools, AI-assisted & CRM enabled smart routing, CyCX instantly directs customers to the best-suited agent, improving first-contact resolution and reducing wait times. The platform's workflow and CRM integration further optimize the customer journey, allowing your agents to be more responsive and effective.

Enhance Customer service with AI-Powered Automation

AI isn't just a tool—it's a catalyst for growth. By automating routine tasks, CyCX allows agents to handle multiple calls and interactions simultaneously, eliminating delays and awkward pauses. This efficiency gives your agents more time to focus on high-value tasks, such as nurturing customer relationships and driving revenue. Automated workflows also ensure consistent follow-ups and proactive service, leading to increased conversion rates.

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Business Case

Leverage Real-Time Data to Make Smarter Decisions

CyCX's AI-powered insights and real-time data allow you to monitor performance and adjust your strategy instantly.

With customizable dashboards that display key metrics such as service levels, customer satisfaction, and agent performance, you'll have all the information you need to make data-driven decisions. Intelligent bots work behind the scenes, tracking service quality and alerting you to issues before they impact customer satisfaction.
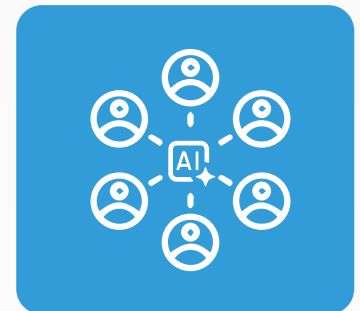
Continuous Improvement Through Insightful Analytics

Sustained success comes from ongoing optimization. CyCX's actionable analytics and KPI monitoring ensure that your contact center continuously improves. Tools like CySurvey AI agent QA, provides agents with self-evaluation features, delivering real-time feedback and performance insights that help your team members refine their skills. This not only increases agent productivity but also elevates the customer experience as your team gets better with every interaction.

AI: A Strategic Advantage in Customer Engagement

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Key Benefits of Investing in CyCX

- Enhanced customer engagement across all communication channels
- Faster response times with AI-powered smart routing
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- Actionable insights and real-time data for better decision-making
- Ongoing performance improvements through AI-driven analytics and feedback tools
- Scalable and future-ready platform to grow with your business

By investing in CyCX, you're not just improving your contact center—you're transforming the way you engage with your customers, drive revenue, and stay ahead in a competitive landscape. Experience the future of customer service with CyCX, and ensure that your business delivers the exceptional service that today's customers demand.

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CyCX Contact Centre Solution in the Age of AI

**Transform your customer experience with the future of AI-driven contact centers.**

Revolutionize Your Customer Experience with Cytrack

Cytrack's AI-powered CyCX Contact Centre redefines the way you connect with customers. Our state-of-the-art technology boosts engagement, automates workflows, and maximizes performance. Empower your team with real-time insights, effortless automation, and advanced reporting tools. With Cytrack, your customer service team doesn't just get smarter – they become unstoppable with features designed for excellence:

Smart Contact Center Agent Interface

Streamline your customer service and empower your agents with CyDesk, running in a browser or optionally integrated with Microsoft Teams, the powerful agent interface for the CyCX AI-powered contact center. CyDesk unifies communications, integrates CRM, and provides AI agent assistance to enhance efficiency and personalise every customer connection. With presence tracking and our awesome interactions view giving a centralised view of all customer touchpoints, your agents are empowered to deliver seamless, responsive service that improves satisfaction and operational flow.
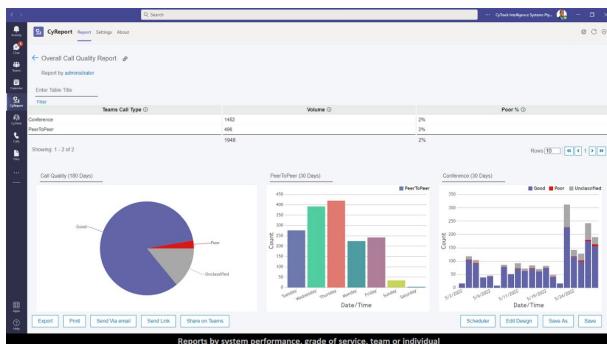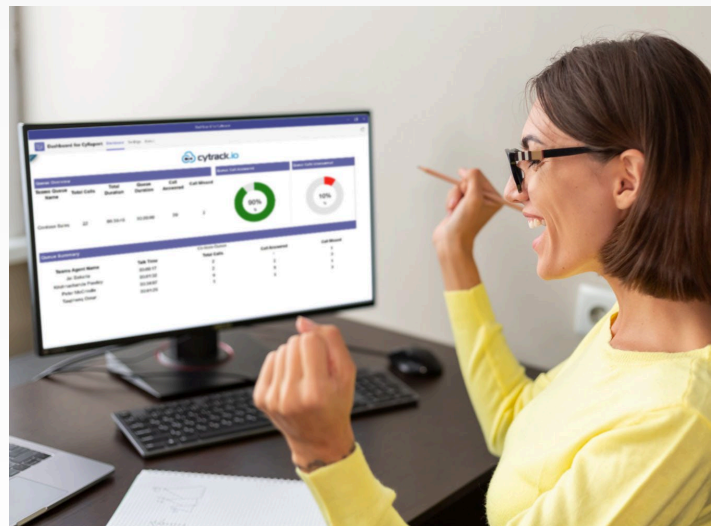

Real-Time Analytics & Dashboards

Gain a competitive edge with CyCX's live, customizable dashboards that offer an instant pulse on your contact center's performance. Track key metrics like call volume, agent productivity, and customer satisfaction in real-time. Deep-dive into tailored reports that transform data into actionable insights, driving both efficiency and superior customer experiences.

CyCX Contact Centre Solution in the Age of AI

Customer Satisfaction Surveys & Agent QA

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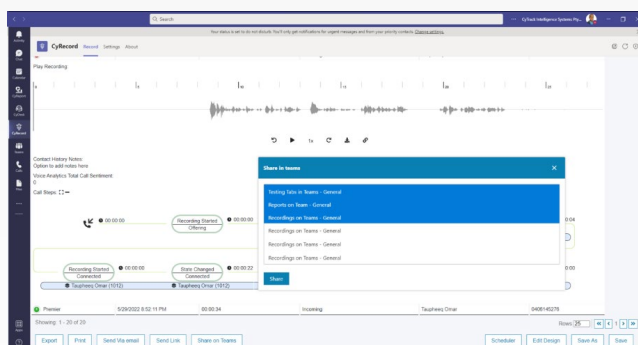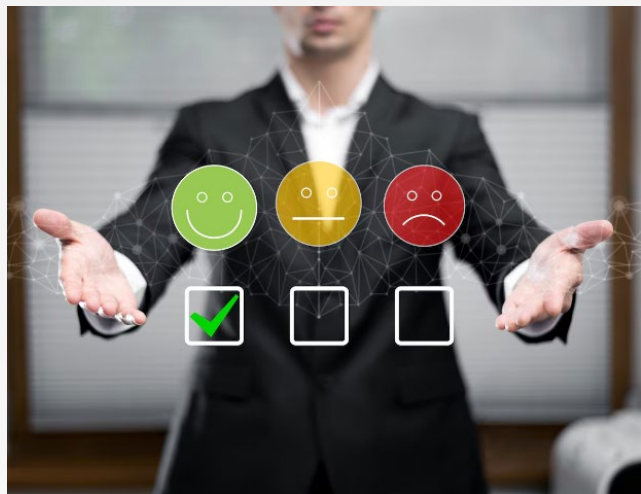

Voice Recording, Training, & Compliance

Take training and compliance to the next level with CyCX's comprehensive voice recording features. Choose between on-demand or full-time recording, paired with powerful transcription and sentiment analysis capabilities. Seamlessly integrated into our Call Steps reports, you'll have access to the entire customer journey in one place.

AI-Powered Voice Analytics

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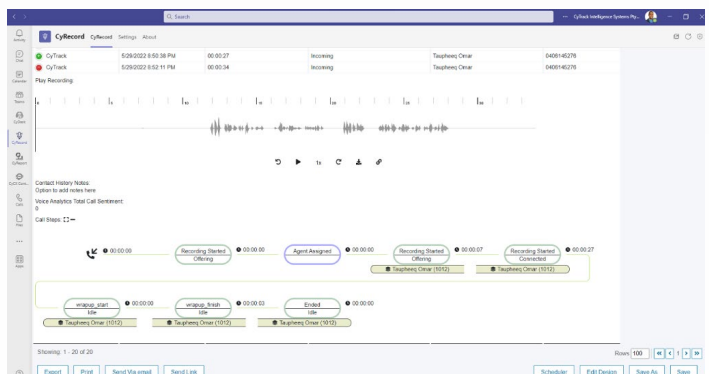
CyCX Contact Centre Solution in the Age of AI

AI-Powered Chatbots & Agent Assist

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CyCX Contact Centre Solution in the Age of AI

Microsoft Teams Integration (optional)

Take your contact center to the next level with CyCX's native Microsoft Teams integration. Real-time dashboards, reports, and alerts are embedded directly into the tools your team uses daily. High-priority notifications and performance alerts ensure you never miss a critical moment. It's more than just communication; it's intelligence in action.

With CyCX fully integrated into Microsoft Teams, agents can manage every aspect of customer interaction from one centralized platform. From seamless call handling to instant CRM screen pops, CyCX ensures agents have all the tools they need to deliver personalized, context-rich support from the first hello. No more juggling between systems — just smarter, faster service.

With Cytrack's AI-powered solutions, your contact center is equipped to deliver faster, smarter, and more personalized customer experiences — setting a new standard for excellence.

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CyCX Contact Centre Omni Channel Collaboration

The Benefits of Omnichannel Communication – Connect with Customers Anywhere

In today's fast-paced, connected world, your customers expect seamless communication across multiple platforms. With CyCX's omnichannel contact center, you can engage with your customers wherever they are, creating a unified experience that builds trust and satisfaction.

Chat

Customers increasingly initiate their relationship with your business online. With CyChat, it's a simple next step to click and chat with your team. Manage agent rules and allocations easily while displaying chat presence to the team. CyChat integrates communications and interaction history into agent records and adds all relevant data to your CRM for seamless reporting.
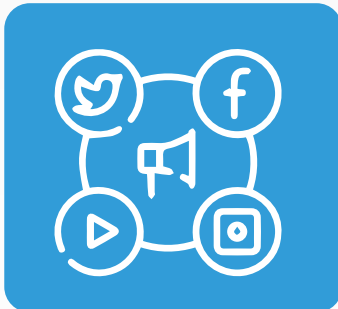
Social Media

With CySocial, Cytrack's social messaging server, your business gains the ability to communicate in real-time via WhatsApp and Facebook Messenger. Engage customers through rich media chat, making collaboration easy and efficient, no matter which social platform they prefer.

SMS

SMS is an increasingly vital communication tool for customer service. CyCX allows customers to connect through SMS in queue, request SMS Call-Me, or send Telemarketing SMS bulk-outs. Administrators can receive system alerts via SMS, and agents can communicate with clients, partners, and team members directly through SMS, adding flexibility to your contact center.

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CyCX Contact Centre Omni Channel Collaboration

Web Call-Back

Harness the power of the web to engage with customers directly from your webpage. With Web Call-Back, customers can join a queue, and agents receive a pop-up showing the webpage the customer was viewing before they receive a telephone call-back, making interactions more personalized and efficient.

Telemarketing & Outbound

Go beyond traditional telemarketing by using CyCall, CyCX's omnichannel outbound and telemarketing contact center. By proactively creating opportunities, your agents can engage more customers and prospects, helping your business build lasting relationships.

Self-Service & IVR

CyLive Intelligent IVR allows you to offer personalized, efficient service—without human interaction. This feature includes a user-configurable interface with a flow-chart design tool, allowing your business to create and manage sophisticated, self-service IVR solutions easily.

AI-Enhanced Communication – The Future of Customer Engagement

As customer expectations grow, AI is the key to delivering faster, smarter, and more personalized service.

With CyCX AI, add an AI-powered channel to your contact center that elevates customer interactions across all platforms.

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The CyCX Solution

CyCX goes beyond traditional ACD systems providing you an array of communication channels such as Voice, SMS, Email, Fax, Web Chat, Web Call-back, Call back in Queue and Social Media connections meaning you can connect on any level.


"Your Call" really has become important

It's the all centre cliché: "your call is important to us, please continue to hold and we will answer your call as soon as possible". However, behind this original (and overused) queue message is a core principle for any successful business - your customer's call really is important!

When a customer takes the time to contact you, whether by voice call, SMS, email or social media, it is a rare opportunity to build loyalty. By offering a true omnichannel choice in how they communicate with your business, giving them relevant information and making better use of your support staff through intelligent routing, you can capitalise on this connection and let your customers know their call really is important to you.

Easily answer and transfer calls with the click of a button

CyDesk is integrated into CyCX allowing calls to be answered, put on hold and transferred with the click of a button. Agents can select from a range of transfer options; they can SMS or instant message colleagues or have CyDesk alert them once a busy user is made available.

This intuitive and flexible system ensures an efficient and cost effective platform for your organisation, whilst providing the highest quality customer experience.
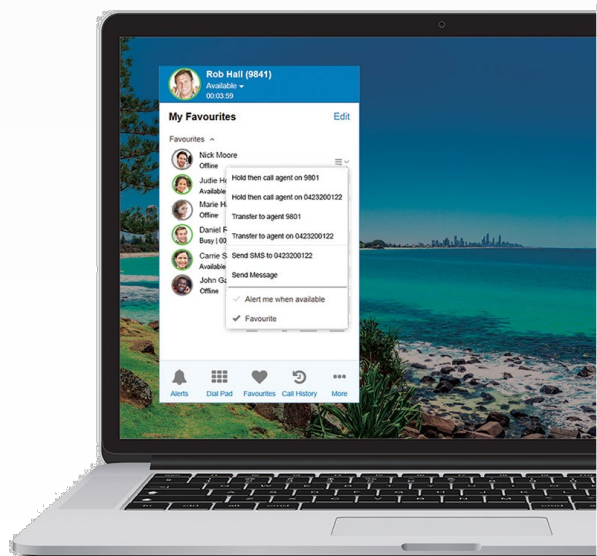
The CyCX Solution

Customer experience is the new currency of power

Many products are commodified, meaning profits are harder to make by simply focusing on price. However, by improving customer experience, businesses can differentiate themselves. A company with effective customer experience strategy and technology will therefore rise above the competition and become the go-to business for today's ever more discerning customers.

Spending is geared heavily towards marketing, and for this reason, companies often fail to budget effectively for the development of their customer experience. With power shifting to consumers and therefore to the companies that earn their loyalty, customer experience really is the new currency of business.
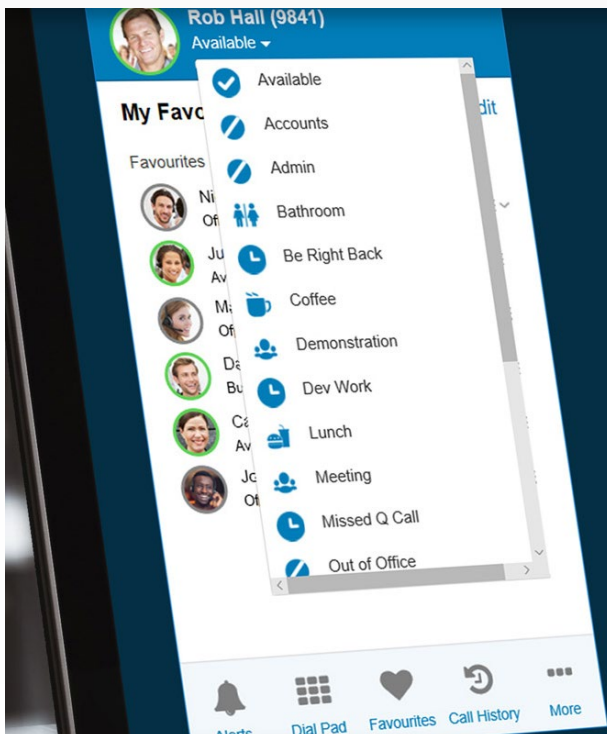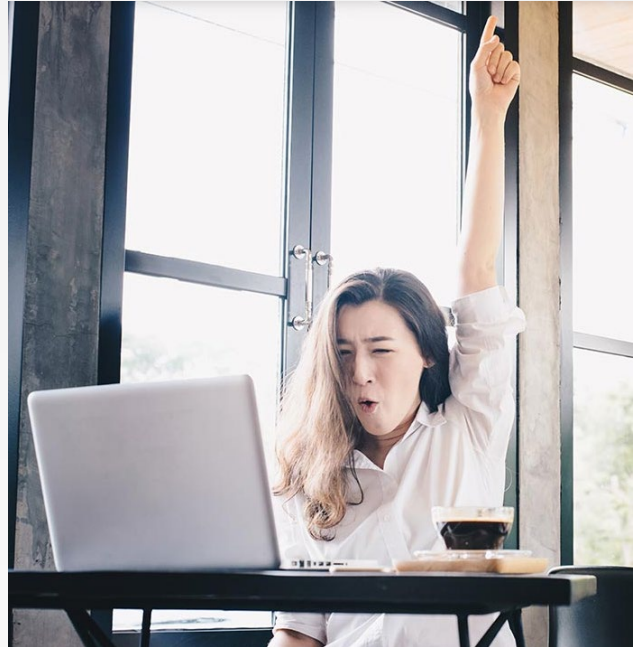
Update availability status

Users can quickly and easily update their status to any one of the options pre-defined by the administrator. CyDesk displays the status of other users and how long they have been away. If a user wishes to contact another user who is currently unavailable, they can set an alert to identify when they become available.

Powerful supervisor monitoring tools

Due to the flexible web based architecture, supervisors can log in and monitor their teams from anywhere using the powerful tools integrated into CyDesk.
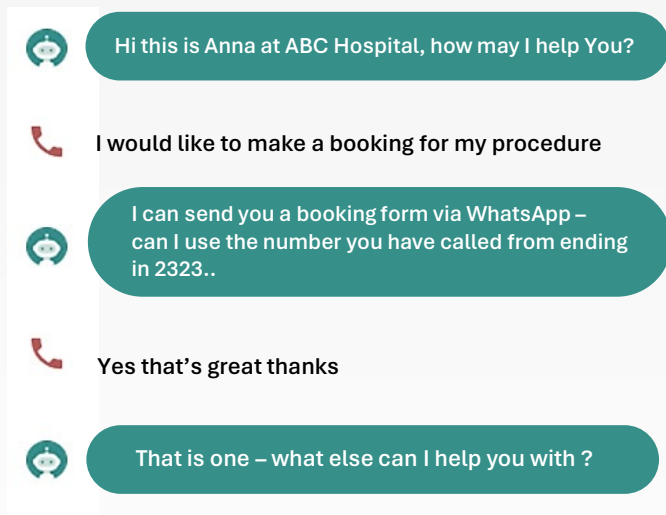
Supervisors can see a log of all the calls made or taken by each agent and when used in conjunction with CyRecord, individual calls can be played back at the click of a button.

CyCX Atendant AI

Talk less achieve more

Cytrack's AI Attendant and WhatsApp assistant, that will boost your business, increase customer happiness and reduce time spent on calls, freeing your agents to focus on complex jobs.

The AI Attendant that lets you focus on what's important.

Hi this is Anna at ABC Hospital, how may I help You?

I would like to make a booking for my procedure

I can send you a booking form via WhatsApp – can I use the number you have called from ending in 2323..

Yes that's great thanks

That is one – what else can I help you with ?

OK, book me at 14:00

Reservation added

Answers all your calls

Integrates with your favorite tools

Supports voice & text

Get daily insights

Serve longer, staff smarter

Automatically provide 24/7 service hours, tackle queries anytime, and boost customer satisfaction

Minimize daily stress and friction

we manage calls, eliminating interruptions and efficiency loss, so you can excel in your business.

Never miss a sale again

Every missed call is potential lost revenue. Answer every call, seize every lead, and instantly boost your bookings.

Simplify your business workflow

Effortlessly connect Pollie to your vital tools – booking software, CRMs, Office 365, Google Calendar, and more.

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COMPASS ASSURANCE SERVICES · ISO 9001

ISO 9001 QUALITY

Web Chat & AI

Conversational AI powered contact centers enable better agent and customer experiences

Our CyCX Chat Agent Assist with AI supports and complements your human agents. Whatever the communication channel (WhatsApp, SMS, or CyCX live chat) used for customer support, the information an agent needs to serve the customer is delivered to their screen instantaneously, without them having to search for it.

CyCX Chat Agent Assist also provides additional resource capability to complement human agents, providing customers with a personalized, quick and accurate service at scale, when and where the customer wants.

Our conversational AI powered agent understands humans, is available 24×7, and is able to respond to customer queries faster than any human is capable.
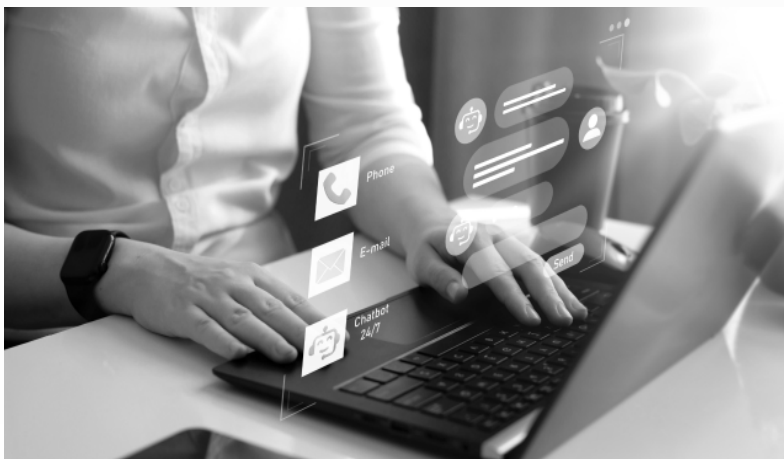
Delivering on your customer promise

Helping agents help customers. Bringing together conversational AI solutions and the human touch.

Web Chat & AI

Increase efficiency and productivity with solutions that support agents

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64% of customer service agents who utilize AI chatbots are able to spend most of their time solving difficult cases

salesforce

Virtual customer assistants help organizations reduce call, chat, and email inquiries by **70%**.

Gartner.

57% of executives said that chatbots bring significant ROI with minimal effort.

accenture

The right information is provided automatically to the agent when they need it

Automatic triggers for handover to a human agent with agreed rules. Complete conversation history handover from virtual agent to human agent

Agents focus on high value and rewarding interactions, with automation taking care of repetitive time consuming requests

Virtual Agents are always online to assist customer (24x7)

Human agents automatically presented with responses found in virtual agent knowledge base as customers ask questions

Agent empowered with options to either respond with answer suggested, edit answer or provide different answer
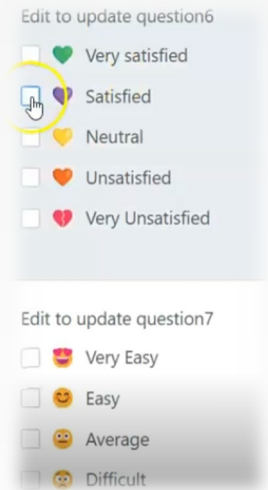
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CyCX Survey

Measure Customer Satisfaction & Quality Assess Agents performance

CySurvey allows you to design and create your own surveys. With CySurvey you measure your customer's satisfaction with your business and create powerful agent assessments for Quality assessments and training – all in the one app !

Gain the 'voice of the customer'
Build skills, confidence and performance of your team.

Your people act on the front line and are the face of the company when you encounter your customer. They deliver the 'moment of truth' which determines a customer's perception of, and reaction to, your brand and business. Moments of truth can make or break your organisation's relationship with your customers.

- One tool for both customer satisfaction and agent assessments
- Survey creation designer with wide range of question types such as Y/N, Thumbs, Hearts, Smiley Faces, Net Promoter Score and text input
- Results displayed in agent interaction history, integrated call journey, reports history and management dashboards
- Send CSAT via Email or SMS
- Integrate to Agent Interactions and Call history showing star rating
- Optional AI auto agent rating and call attribute collection

Edit to update question6

- ♥ Very satisfied
- 💜 Satisfied
- 💛 Neutral
- ❤ Unsatisfied
- ❤ Very Unsatisfied

Edit to update question7

- 😍 Very Easy
- 😊 Easy
- 😐 Average
- 😟 Difficult

Powerful easy to use Survey Designer

Create your own surveys and set as default against contact centre queues and agent profiles

Email/SMS delivery for CSAT

Send customer satisfaction surveys to customers for every call as either SMS or email

Integrated to agent interactions

Agent can view their customer and supervisor ratings against each call

Automate with AI

Automate and rate agents using AI to match each call against your designed survey questions

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ISO 9001 QUALITY

IVR & Self Service

Providing your customers with self service automation is a must. More and more industries and businesses are adopting this as a means to improve efficiency, reduce costs and create an environment of empowerment.

CyLive is a powerful Interactive Voice Response (IVR) engine and management module designed to offer very sophisticated features. The user configurable interface uniquely provides an IVR designer tool in flow chart design.

Why CyLive

- Offer your customers self service.
- Save high skilled human resources for complex and more personal tasks.
- Create new services.
- Enrich customer relationships.
- Increase efficiency and lower costs.
- Empower your business.
- CyLive IVR Designer Tool.
- Real-time monitoring.
- Reports generator.
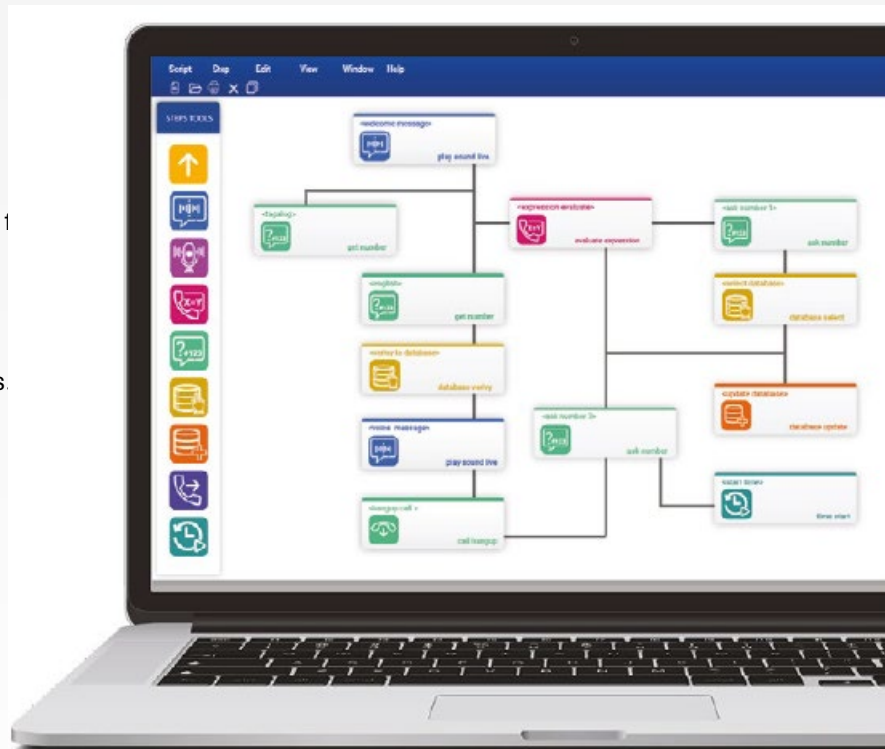
Typical applications

Customer Pin Code Verification

Route callers to CyLive IVR solution to collect a unique customer pin to then allow access to personal information or customised services.

Verified Access & Control

Allow calls based on a unique pin and to approved numbers only, set call budgets for call cut off and other controlled operations

Customer Self Service

Scripts can be developed to provide online customer payments and real time verification in conjunction with compatible e-commerce systems

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ISO 9001 QUALITY

Integration with CRM

Integrate with 100's of leading business apps – as well as your company's existing in-house solutions – straight out of the box. Or create customized integrations and apps to suit your business's unique needs. Integrate all channels of communication within your CRM, making it easy to communicate and access information from a single location without switching between applications.

Cytrack is compatible with Salesforce, Microsoft CRM, Freshworks, Zoho CRM, Netsuite, GoldMine, Pipedrive, simPRO, Vertafore, Xplan, MYOB – along with many other leading apps.

Cytrack specialises in CRM integration, as well as out of the box integrations we have created our own special development kits and API's that your own technology specialists or partners can easily use to embed our controls into your own app and talk directly to our call control, reporting databases and dashboards. These are based on simple API's that you can work with yourself or team up with the Cytrack integration team to create truly specialised applications to work with your IT strategy and architecture.
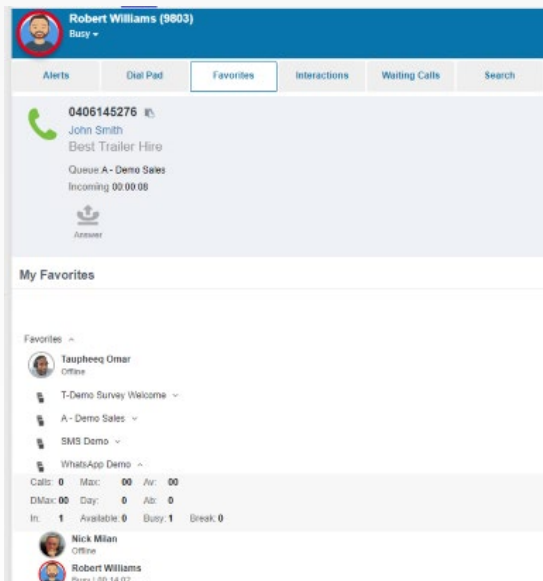
- Click to dial for efficient outbound calling
- Screen pop to provide caller details and call context
- Log call details to CRM for history and help keep track of how the call went, what was discussed and whether or not it was successfully resolved.
- Link voice recordings and review important calls with transcripts and sentiment analysis
- Link CyCX call journey to review critical customer experience with your organisation
- Update CRM fields from completion and account codes for record updates
- And more

Actionable Insights

Identify your actionable Insights with CyCX

High-performing businesses are at the forefront of extracting value from advanced analytics. The capability to discern trends throughout the enterprise and tailor each customer's journey is no longer a luxury but a necessity for maintaining the agility and personalization vital for success.

CyTrack facilitates businesses in capturing and analyzing interactions across various touchpoints, empowering swift, informed responses to customers and facilitating superior decision-making. CyTrack's platform furnishes data-driven insights derived from all customer interaction channels. Managers gain immediate access to crucial information, enabling them to optimize resource allocation, provide timely, data-backed coaching, and intelligently automate call routing.

CyCX CyReport Modern Web Analytics

Cytrack CyReport is designed for the cloud with a modern web user interface to deliver a wide range of performance and analytical reports. Use the Report Designer to create your own reports or select from the professional range of included reports. Set reports to be emailed automatically on your schedules and delivered directly to your email, or run ad-hoc reports and create your own filters for deep analysis of your business and team performance.
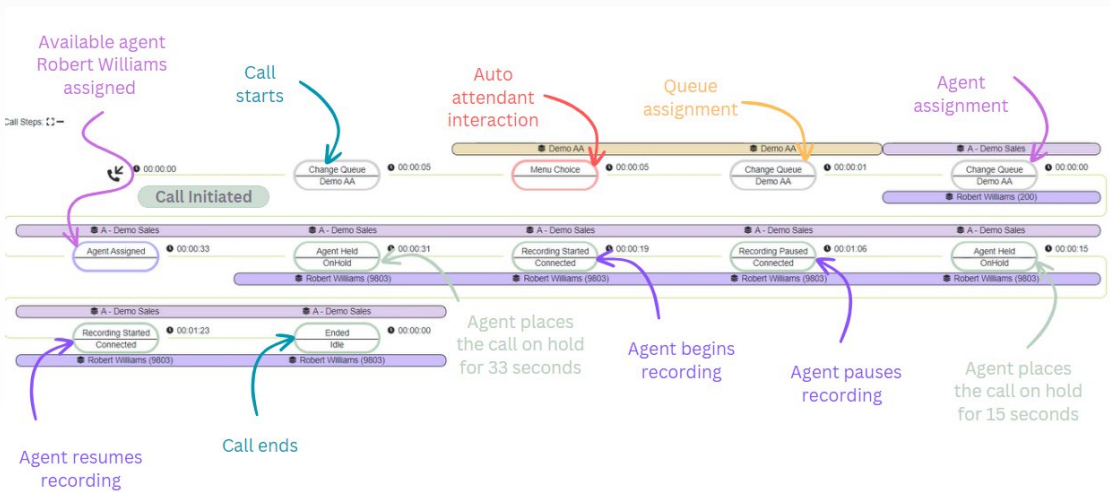
Actionable Insights

Powerful Dashboards

CyCX Dashboards play a pivotal role in your call center by providing real-time monitoring of performance metrics such as call volume, wait times, and agent availability. They enable supervisors to evaluate agent performance, optimize resource allocation, track progress towards goals, and gain insights into customer behavior. By offering a centralized view of critical data, dashboards empower call center managers to make informed decisions, enhance operational efficiency, and deliver superior customer service.

CyCX Customer Call Journey

Utilize CyCX to track and analyze your caller's journey from their initial contact with your call center to the conclusion of the call. CyTrack unveils every stage of the experience, including interaction with the interactive voice response (IVR), queuing, agent interaction, calls on hold, recording and post-call survey. Leverage this capability to gain an 'outside-in' perspective of your contact center operations, facilitating ongoing process enhancement and agent training.
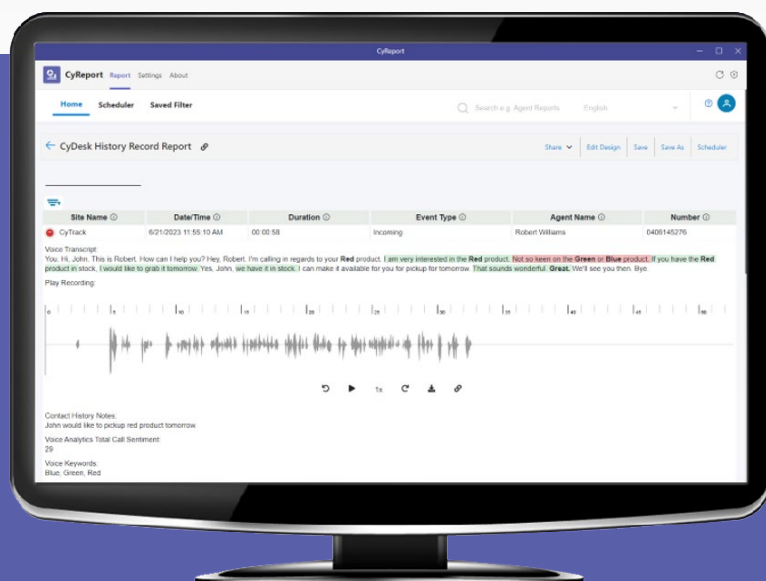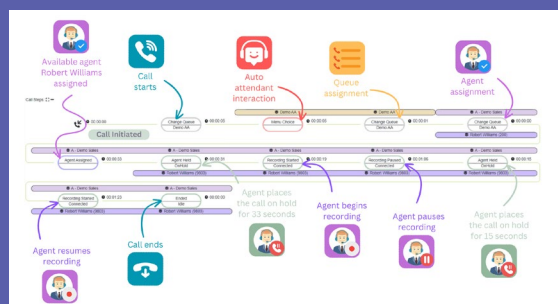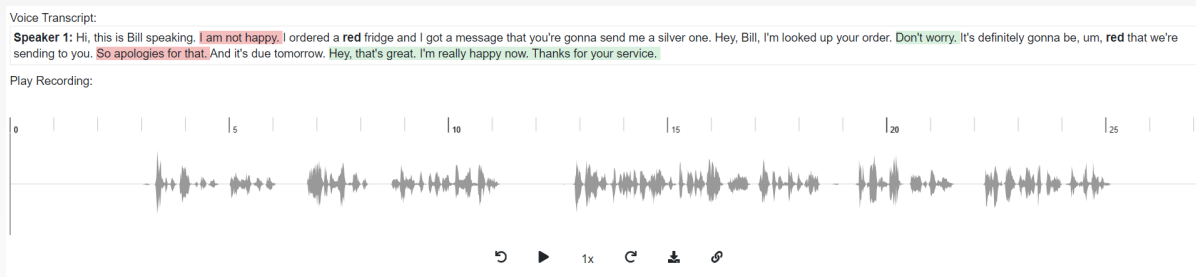
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Actionable Insights & AI

Voice Analytics AI with transcription and sentiment analysis

Cytrack's powerful Voice Analytics AI with transcription and sentiment analysis powered by Microsoft Cognitive Servicers offers businesses numerous advantages. By transcribing spoken conversations and gauging sentiment, CyRecord Insights provides deep insights into customer needs and preferences, leading to enhanced service quality and personalized customer experiences. This facilitates data-driven decision-making, streamlines compliance monitoring, and reduces costs by automating manual processes. Overall, it empowers your businesses to optimize operations, improve customer satisfaction, and drive growth.

With CyCX, listen to the voice of ALL your customers. Search for keywords and phrases, and delve into the details to understand what brings joy or frustration to your customers.

Voice Transcript:

Speaker 1: Hi, this is Bill speaking. I am not happy. I ordered a **red** fridge and I got a message that you're gonna send me a silver one. Hey, Bill, I'm looked up your order. Don't worry. It's definitely gonna be, um, **red** that we're sending to you. So apologies for that. And it's due tomorrow. Hey, that's great. I'm really happy now. Thanks for your service.

Play Recording:

Data farm of statistics from CyReport, CyRecord and CyCX according to applications installed
Customer call journey, transcription and call sentiment analysis