MICROSOFT TEAMS & CYTRACK CONTACT CENTRE - SOLUTION OVERVIEW
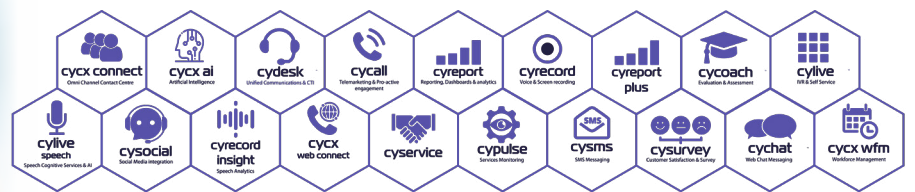
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Contents

Embrace the future of business communication with Microsoft Teams & Cytrack CyCX Connect Omni Channel Contact Centre

Microsoft Teams + Cytrack CyCX a Best-In-Class UCaaS & CCaas solution accommodated for the cloud environment. Microsoft Teams provides agility, flexibility and simplicity on top of Microsofts' proven technology of leading business communications, integrated with Cytrack's Award Winning Customer Experience & Collaboration Contact Centre Cloud Solutions.

Whatever your business size, future-proof your systems with our scalable cloud solution that allow your team to work from anywhere.

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cycx connect — Omni Channel Contact Centre
cycx ai — Artificial Intelligence
cydesk — Unified Communications & CTI
cycall — Telemarketing & Pro-active engagement
cyreport — Reporting, Dashboards & analytics
cyrecord — Voice & Screen recording
cyreport plus
cycoach — Evaluation & Assessment
cylive — IVR & Self Service
cylive speech — Speech Cognitive Services & AI
cysocial — Social Media Integration
cyrecord insight — Speech Analytics
cycx web connect
cyservice
cypulse — Services Monitoring
cysms — SMS Messaging
cysurvey — Customer Satisfaction & Survey
cychat — Web Chat Messaging
cycx wfm — Workforce Management

Cytrack modular approach with Teams as a single-integrated solution grows with you as your business evolves
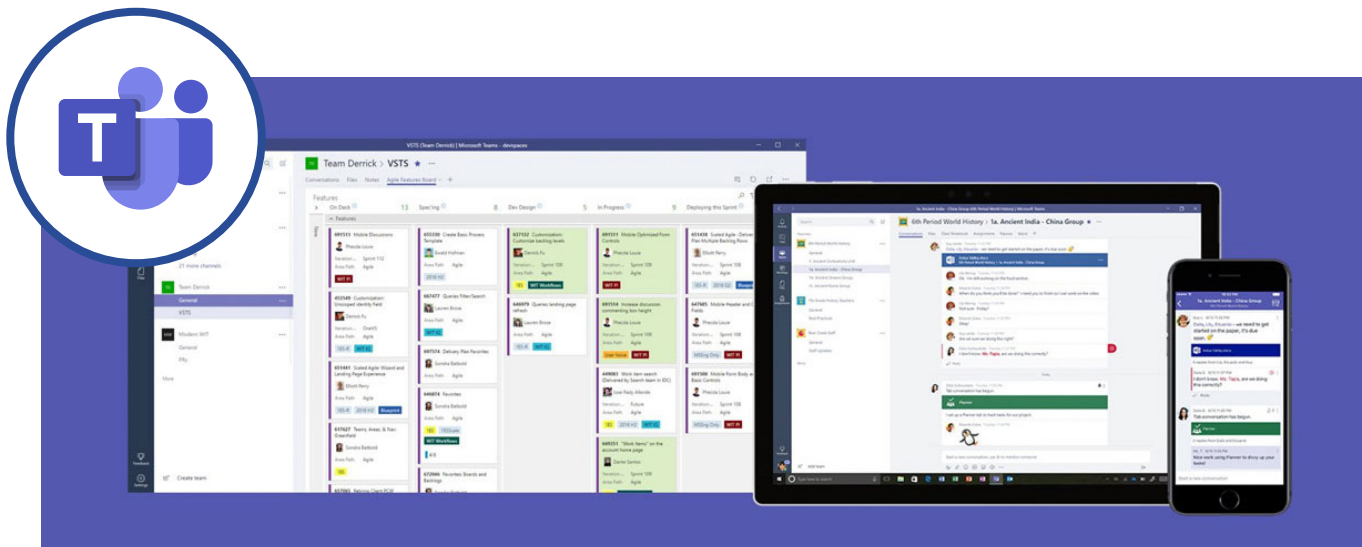
Microsoft Teams keeps growing !

The adoption and expansion of businesses using Microsoft Teams has been unstoppable, driven by both the pandemic and the growth in widespread work from home.

In April 2021 Microsoft stated it now has 145 million people using its Microsoft Teams communications app.

This is another increase of 26 percent since Microsoft revealed Teams usage had jumped during the pandemic to 115 million daily active users in October 2020. Usage of Teams keeps spiking.

Work from home, video conferences and collaboration via Microsoft Teams is clearly here to stay. Benefits in reduction in travel costs and risks, plus features such as presence visibility, notifications, team workspaces, video, conferencing and screen sharing. All added together means workers collaborate on a single platform that is available from wherever they are.

*Financial Times interview: Satya Nadella

Cytrack your Microsoft Trusted ISV Partner

Cytrack has a long relationship with Microsoft and is a Microsoft certified Gold Application Development, Gold Application Integration Partner, and Silver Cloud Platform Competency Partner putting us in the top 1% of elite technology providers. Our Engineering & Support Teams are sponsored by Cytrack with in-work training time to meet and achieve Microsoft certifications at their relevant levels.

We've worked with Microsoft since 1995 specializing in communications technology. Customers all over the globe have trusted us to deploy leading-edge solutions into Microsoft environments. You're in safe hands, however complex your vision.

Pip Marlow, Managing Director, Microsoft Australia congratulated the Cytrack team on their success:

"These awards represent the best and brightest of our Partners who are working every day to help transform Australian businesses with Microsoft technology. It's great to see such powerful examples of innovative excellence in our Partner community".

Simplify your communications

For many businesses, the proliferation of communication channels can cause more problems than it solves. Huge volumes of carrier voice calls, instant messages, group chats, social media, video conferences and email can make it harder to keep track of – let alone improve – employee and customer engagement. In fact, employees agree that disjointed communication technologies negatively impact their workflow.

By integrating all your communication channels on the one platform, Cytrack + Microsoft Teams eliminates the complexity. Microsoft Teams Unified Communications as a Service (UCaaS) solution includes collaboration and communications software applications on an open, globally scalable cloud platform while Cytrack unifies your voice, team messaging, collaboration, and customer experience via omnichannel customer engagements and contact centre functions.

Cytrack + Microsoft Teams transforms both your customer experience and employee engagement. Customers can interact with the organisation when, where and how they want to. And by unifying all customer facing and internal channels on one platform, Cytrack + Microsoft Teams can also simplify the employee experience, greatly improving your team's productivity and engagement. Your employees will have all the tools they need to provide an outstanding customer experience.

In summary, we can enable you to:

- Access the cloud-based phone system on any device, anywhere in the world
- Break down borders between international teams and customers
- Empower employees to work better together with intuitive collaboration software
- Scale faster and more cost-effectively by taking hardware out of the equation
- Integrate your communication system with the software you use every day
- Give contact centre agents the tools they need to deliver seamless, consistent customer experiences
- Take the risk out of your communications with cloud security
- Eliminate network downtime through cloud redundancy
- Get real-time visibility into your business operations, as well as actionable analytics.

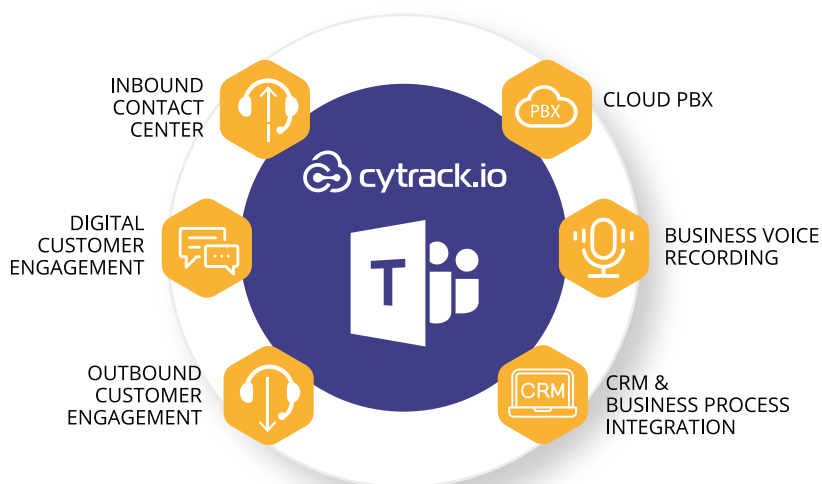## A platform built for integration

Microsoft Teams is a true cloud communications platform, so it's easier and more cost effective to manage and to scale – than on-premises PBX systems. A new branch or office, for example, can be deployed in a fraction of the time it takes to set up an on-premises system. You only have to deal with one communications provider, rather than multiple telcos and software vendors. And with open application programming interfaces (APIs), the platform facilitates the powerful Cytrack integration for a fully customisable solution to suit your business's unique needs.

The solution

Empower your business with Cytrack + Microsoft Teams communications solution

One intuitive platform. Endless possibilities. Drive team productivity with voice, video and team messaging software. Empower your workforce with a cloud communications solution they can access anywhere in the world.

Deliver tailored customer experiences on any channel with the Cytrack Collaborative Omni Channel Contact Centre, Engage Voice and Engage Digital solutions. Activate offices and reach out to customers and team members on the other side of the world in seconds. Do this and more, at any time, anywhere, on any device.

INBOUND CONTACT CENTER

CLOUD PBX

DIGITAL CUSTOMER ENGAGEMENT

BUSINESS VOICE RECORDING

OUTBOUND CUSTOMER ENGAGEMENT

CRM & BUSINESS PROCESS INTEGRATION

One solution, limitless capabilities

From click-to-dial functionality to one-click video conferencing, every employee can access the same must-have digital tools through a unified platform that works seamlessly across office sites and mobile devices.

Simplify business operations

Combining Microsoft Teams with Cytrack transforms the platform so you can integrate the software your business already relies on into your communications system. Integrate more than 100 leading business apps – as well as your company's existing in-house solutions – straight out of the box. Or create customised integrations and apps to suit your business's unique needs.

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

Cytrack CyCX-Connect Contact Centre

Revolutionise your customer relationships
In an always-connected world, customer expectations have never been higher. Exceed these expectations and revolutionise your customer engagement with the Cytrack CyCX Connect Contact Centre solution.

Meet your customers on the channel of their choice
With voice, chat, social media and email functions, Cytrack CyCX omnichannel contact centre lets your business meet your customers wherever they are, and gives your agents a single, unified interface with a holistic view of customers to enable deeper interactions.

Eliminate waiting times
Cytrack CyCX uses smart, skills-based call routing to put your customer in touch with the right agent straight away. And with one-click access to experts anywhere in the world, they can put out fires faster.

Improve your sales
Automate simple tasks, make multiple calls at once and eliminate awkward delays when greeting callers. Your agents get more time to focus on what they do best: connecting with customers and maximising revenues.

Act on the facts
Choose from a wide range of customisable formats to access the real-time sales and service data you need to make critical business decisions. Use intelligent bots to monitor service levels and alert you before problems even arise.

Keep getting better and better
Make sure the customer experience keeps improving by using actionable analytics and automated key performance indicator monitoring to enhance your sales and service performance. CyCoach Workforce Optimisation provides agent self-evaluation and feedback features equip your team members with every tool they need to work at their best.

CyCX Connect adds Collaboration & Omni Channel Contact Centre Services
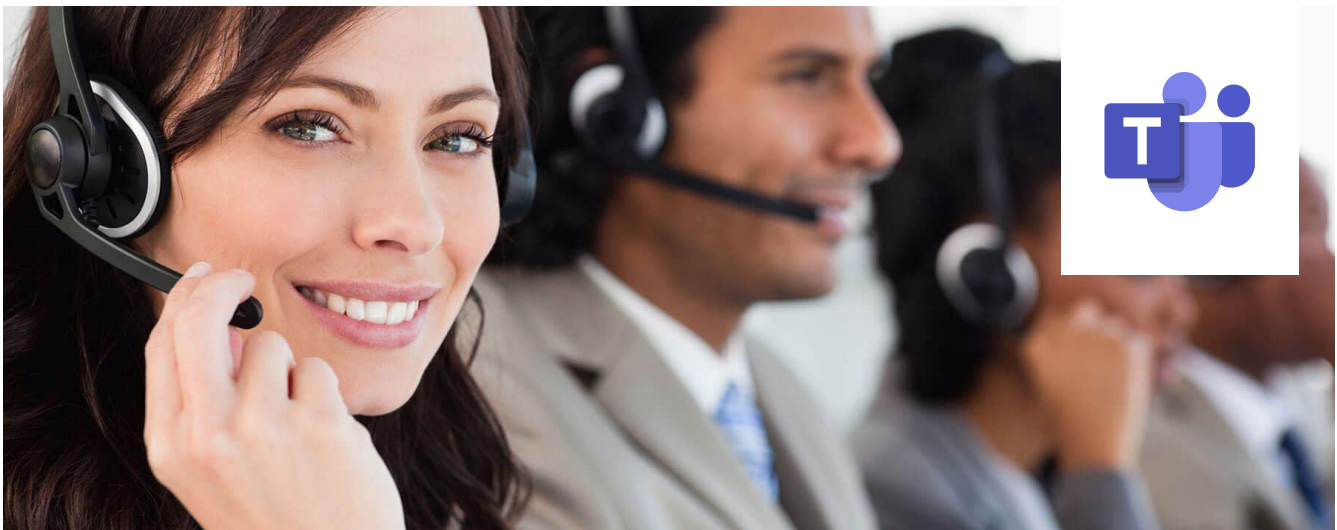
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- **Chat** – Customers increasingly start their relationship with your business online and it's a simple next step to just click and chat with a member of your team. CyChat will manage your agent rules and allocations, show chat presence to members of the team and also integrate your communications and history into the agent history, reporting and even add all the history to your CRM.

- **Social Media** – Cytrack's CySocial message server brings open, rich media chat and messaging capabilities across WhatsApp and Facebook Messenger to provide real-time communication and collaboration.

- **SMS** – Add SMS as a means for your customers to reach you and request customer service, SMS in queue, SMS Call-Me, Telemarketing SMS bulk-out, SMS system alerts for administrators, or SMS to and from your desk to clients, partners and team members.

- **Web call-back** – engage the power of the web and allow customers to join a queue just from your web page, the agent gets a pop of the web page the customer was viewing and the customer get a telephone callback.

- **Telemarketing & Outbound** – Beyond telemarketing with proactive opportunity creation - speak to more customers and prospects with CyCall omni-channel outbound & telemarketing contact centre.

- **Self-service & IVR** – Our CyLive Intelligent IVR solution and design tool allows you to get personal without the person. Sophisticated features with a user configurable interface that uniquely provides an IVR designer tool in a flow chart design.

Cytrack Professional services

Cytrack Professional Services help you optimise your investment, through our portfolio of services, ranging from planning, designing, and implementation to project management, ongoing support, and consulting, Cytrack Professional Services enables you to reduce infrastructure costs while establishing a framework to drive employee efficiency and accelerate business performance.

Consulting services
Cytrack Professional Services is a n ongoing resource you can utilise at any point as a Cytrack customer, especially when your company is going through a major change. Our strategic and technical consultants will work closely with you to accelerate ROI and deliver an improved customer experience.

Onboarding and implementation services
Launch your new system to the company with no worries and no downtime to your IT organisation.
Our Professional Services consultant will provide end-to-end project management until you successfully deploy the system.

- Pre-deployment consultations to understand your unique environment

- Network readiness assessment to identify your implementation requirements

- Hands-on training for administrators and users to ensure smooth onboarding

- Your business depends on an efficient and sustainable business communications system. Cytrack provides extensive support to ensure your Cytrack service is evolving with you, and your communications system is leveraging the best practices that drive business success.

- Engage with our designated team of cloud-domain experts for proactive network monitoring, premium technical support, delegated administrative maintenance, and more.

Customer Care
Our Customer Care Centre provides real-time updates on the status of your Cytrack service. In the rare case there is an issue, our CyPulse health monitoring services proactively alerts us to the event over a range of issues, and also customers can request assistance and detailed information as soon as they log in to the Cytrack Support portal. The Customer Care Centre also provides various training resources and documentation.

- Assigned Technical Specialists and Customer Success Manager professionals to resolve technical issues

- Expedited technical support with heightened escalation processes for timely resolutions

- Proactive case management, monitoring, and notifications keep you across any issue.