



## Contact Center

Businesses relying on legacy contact center technologies often find themselves battling system limitations making it impossible to keep up with evolving customer expectations. Perhaps you are looking to add new communication channels such as SMS or social or maybe you simply need to update your phone menu. With Waterfield Technologies' connected, omnichannel contact center, you remove these communication barriers creating an optimized experience for both the customer and agent.

At Waterfield, we understand that to truly delight your customers you must move beyond simply satisfying their needs to expecting and exceeding their expectations. Creating a holistic view of your customers, their unique behaviors and communication preferences, ensures their expectations are matched with the best solution, providing a tailored and personalized experience for every interaction.

### The Waterfield difference

We're not just another cloud solution, the Waterfield connected contact center redefines omnichannel bringing every conversation, and every channel, together under one easy to use agent desktop.

With a patented capacity model, communication that is initiated in one channel can be changed to another with the simple click of a button and ensures the context of the customer interaction is maintained. For example, a chat session can be escalated to a voice call, or a call can be switched to a messaging session. Moreover, Waterfield enables rich communication interaction by combining live conversation, message exchange, and document sharing to provide fast and efficient customer experience.

## What's Unique About Waterfield Contact Center?



### Omnichannel customer service in the cloud:

Waterfield redefines omnichannel by placing all possible channels for conversation together within a unified conversation context, making it easy for agents, manageable for admins, and actionable for managers.



**All-in-one:** Waterfield's open platform delivers a complete contact center solution that includes all the building blocks required to provide and manage customer communication workflows.



### Superior cloud architecture:

Our state-of-the-art, cloud, multi-tenant architecture features a fault-tolerant design to maintain operations with a consistent roadmap of delivering innovative capabilities for effective real-time communications.



### Enterprise-grade:

A solid solution with 100% guaranteed uptime and scalability for up to 20,000 concurrent agents in a single account is offered globally with freedom of choice of telecom and cloud infrastructure.

## The Waterfield Contact Center

In an effort to provide a next-generation customer experience, some businesses are building additional channels of communication on a foundation of outdated and often disparate technologies. To advance customer service strategies, Waterfield has an all-in-one omnichannel cloud contact center solution that supports all types of interactions in one unified agent desktop. Using omnichannel routing across all communication channels, we can enable your contact center to deliver increases in agent productivity while cutting costs.

### Next-Generation Omnichannel Customer Experience

Customers can use their favorite channels to communicate with your representatives. Waterfield supports voice, video, and all digital channels, including chat, email, messaging apps, and mobile communications. With a patented capacity model, communication that is initiated in one channel can be changed to another with the simple click of a button and ensures the context of the customer interaction is maintained. For example, a chat session can be escalated to a voice call, or a call can be switched to a messaging session. Moreover, Waterfield enables rich communication interaction by combining live conversation, message exchange, and document sharing to provide fast and efficient customer experience.

### Seamless Integration CRM Solutions







Increase agent productivity by leveraging seamlessly integrated omnichannel communication into a desktop CRM of your choosing. Waterfield offers out-of-the-box integrations with Zendesk, Salesforce, ServiceNow Microsoft Dynamics, Oracle RightNow, and other CRMs.

### AI and Bot Applications for the Contact Center







Deliver a more intelligent, personalized and real time experience for customers with AI applications. Whether it is an agent assisted call or a chatbot interaction, customers can quickly get the personalized service they expect.

- Automate with a human touch.
- Conduct conversations with customers automatically.
- Advise and assist agents automatically.
- Easily search both digital messages and calls.
- Route customer interactions based on emotion and sentiment.
- Proactively address changes in customer behavior.
- Improve interaction quality.


**Inbound Voice Calls & SMS**


-  **Full Call Control From Browser**  
Regardless of the agent call delivery option used—be it a built-in softphone, SIP phone, WebRTC, DID, or dial-out with the line open—calls are fully controlled from the Agent Desktop web application.
-  **Call Transcription**  
Call transcripts in a customer’s activity history help agents understand the meaning of phone calls quickly, in their context. In addition, transcripts assist managers in easily searching interactions across voice, messaging, and email conversations, as well as leverage cognitive technologies.
-  **Dropped Calls Conversation Continuity**  
When a customer redials within minutes of dropping a call, the call is delivered to the same agent that helped the customer, bypassing IVR and queues and resuming the interrupted conversation.
-  **Pre-Recorded Message Playback**  
Agents can pre-record frequently used messages in their own voice and play them during calls to improve efficiency and consistency.
-  **In-Call And Stand-Alone SMS Messaging**  
At any time during a call, a customer or an agent may send SMS messages to each other.
-  **Virtual Queue With Callback**  
During peak call volumes, callers have the option to hang up and receive a callback when an agent becomes available, in the same order that the original call was received.


**Routing**


-  **Automatic Call Distributor**  
Calls and other interactions are automatically distributed to the right agents based on a combination of interaction and agent properties.
-  **Skills-Based Routing**  
Skills-based routing lets administrators precisely and fairly distribute interactions to agents, targeting the available agents who are best fit to handle the interaction at hand.
-  **Omnichannel Capacity And Overrides**  
A unique agent capacity model used in our routing engine allows agents to handle multiple interactions of various types with overrides (e.g., calls can override emails).
-  **Same Region (Follow- The-Sun) Routing**  
Same-region routing helps to keep calls closer to agent teams, with global overflow when no one closer is available or when wait times are too long.
-  **Priority Routing**  
Contacts who have been identified as high-priority can enjoy shorter wait times—or even no waiting at all—when using our priority-routing feature.
-  **Personal Routing**  
Interactions with an identified contact (i.e., a contact identified using data from a CRM) can be routed to the same agent and/or an agent from the same team who previously helped that contact.


Omnichannel Scenarios, IVR and Workflow


 **Interactive Voice Response (IVR)**  
 IVR scenarios are easily defined using our drag-and-drop visual editor.

 **Multiple Built-In Integrations For Data Access**  
 A number of data access integrations are available as user-friendly scenario blocks, with point-and-click configuration.


 **RESTful API And Direct Data DB Access**  
 Web service access via scenario blocks and blocks for direct DB access offer flexibility beyond integrations offered out-of-the box.


 **SMS And Email Capabilities**  
 Scenarios can send emails and SMS messages for notifications, transcripts, and survey requests, as well as provide confirmation numbers and other written information.


 **Omnichannel Scenarios**  
 Voice calls, chats, and workflows are driven by the same scenario mechanism, with shared communication and integration/data access blocks.


 **Workflow Automation**  
 After all interactions are finished, many triggers, including call dispositions, can start a workflow scenario that automates processes using scenario-based communication and integration/data access blocks.


AI, Bots and Cognitive Technologies


 **Automated Conversations Using Bots**  
 A number of bot integrations are available, from simple to complex. Bots can connect agents at any time to keep customer satisfaction high.

 **Automation With A Human Touch**  
 Bots can connect an agent and an agent can add a bot to a chat conversation to handle simple tasks and frequent requests at any time.

 **Intelligent Assistance For Agents**  
 AI systems can be used to track conversations and provide possible replies to agents.

 **Sentiment Analysis, Tracking And Routing**  
 Sentiment analysis across channels allows agents and supervisors to focus quickly on problematic conversations.

 **Quality Management Automation**  
 Our automated QM features help quality management coaches to select conversations requiring attention.

 **Insight On Changes In Customer Behavior**  
 See what customers are talking about, and track changes of subjects over time.

## Email Handling



### Push And Pull Distribution Modes

Using the email service queue, messages can be either pushed to “ready” agents or placed into a shared queue for assigned agents to pull.



### Service Level Management

The time remaining before a service level commitment is breached is used to prioritize messages in the queue.



### Keyword And Sentiment Routing

Keywords and sentiment values extracted by Natural Language Understanding could be used to route and prioritize messages.



### Automatic Case Creation And Tracking

Each message is kept in a case—a virtual folder that is automatically created and updated—with the history of all communications with all related parties, irrespective of channel.



### Follow-Up Queue

Agents can mark replied-to cases for follow-up, and return to them at a later date to prod unresponsive parties or update customers of new developments.



### Built-In Knowledge Base

A built-in Knowledge Base helps maintain training levels and consistency of replies. Knowledge Base supports full text search, use frequency, and content import and export.

## Web Chat



### Point And Click Widget Configuration

All aspects of chat widgets, chat forms, and proactive chat can be edited and customized in our intuitive editor UIs without having to code or re-upload HTML chat snippets.



### Proactive Chat

Using point-and-click configuration, different offers can be popped based on a web page, various other conditions, or in combination.



### Response Timer

A handy visual timer shows agents which customer they are chatting with and how long they have been waiting for their reply.



### Web Notifications

Web notifications remind customers about their chat sessions, which helps to reduce customer-abandoned chats.



### Cobrowsing

Customers can share their screens with agents during a chat on a company’s website, allowing agents to follow the customer’s screen movements and clicks.



### Voice And Video Escalation

When enabled, customers and agents can upgrade their chat conversation to a phone call or audio-video call over the Internet at any time.

Messaging Apps



Leveraging Existing App For Rich Chat

Customers can chat with agents using their favorite messaging app, with the capability to send stickers, files, emojis, and more.



Receive Client's Location

Agents can receive a customer's geographic location directly in a messaging app.



Messenger Hopping

Switch between messenger apps and SMS texts on the fly for seamless conversation continuation.



Accurate Identification

Customers with known messaging app accounts are automatically identified with 100% accuracy.



Bots And AI

Messaging apps and web chat can start with and be handed off to a bot. AI-based natural language understanding is used to analyze chat content for sentiment and subject.



Point And Click Channel Enablement

Messaging app accounts are easily configured by copying and pasting authorization strings into call center configuration.

Contact & Case Management



All Channels—One Conversation

Agents can talk to a person irrespective of the channel or combination of channels used. Calls, chats, and emails can come and go and the conversation continues.



Conversations Continuity

When a call is dropped, a redial will bring a customer back to the same agent who handled the call. When a customer calls the next day, the customer can start by referring to the email they sent earlier.



Activity History On Contacts

At-a-glance communication history gives agents detailed information about customers, such as the time of the last interaction, transcripts, and notes from agents who handled them.



Automatic Contact Population

If a contact is present in a linked CRM, the local contact is created automatically and linked to the source.



Customer Communications History At A Glance

A customer's complete communication history is organized into cases, which are either open or closed. Open cases show agents the customer's latest activity in its context.



Contact Data Augmentation

Supported data append and augmentation providers can help pre-populate new contact data and augment existing contact data with information in the cloud.

Reporting & Analytics

**Supervisor Real-Time Actionable Dashboards**  
Supervisors can quickly view metrics about their assigned service queues and campaigns, teams and agents with associated statistics, alerts, and actions, all in real time.

**Wallboards With Point-And-Click Customization**  
Customizable global and personal wallboards display real-time stats, metrics, and other data for agents, teams, and supervisors.

**Omnichannel Reports**  
Detailed reports include data for all interactions and associated statistics, irrespective of channel.

**Drag-And-Drop Report Builder**  
With point-and-click ease, create custom reports by selecting columns to display in each table, saving and scheduling resulting data sets, and more.

**Scheduled And Ad-Hoc Reports**  
Run reports by setting parameters on the fly, or schedule periodic deliveries with preset values.

**3rd-Party Analytics Data Access**  
Work with data from Tableau, Amazon Quicksight, Zoho Reports, Google Data Studio, Zoom data, and more.

Outbound Voice

**All Dialing Modes**  
Predictive, preview, progressive, and manual preview modes let campaign operators tailor dialer for any list quality and/or desired agent engagement.

**Extensive List Sorting And Filtering**  
Fine-tune lists by sorting and filtering to maximize output, work with multiple call center operations, move records from campaign to campaign, and prioritize hot leads.

**Right Party Contact**  
With predictive permission based dialing, agents reach the correct party every time, thus increasing agent utilization and decreasing call abandonment.

**Optimal Calling Hours**  
Maximize answer probability and compliance with safe calling hours windows linked to recorded area and postal codes.

**Dynamic Caller ID Assignment**  
Improve the likelihood of a call being answered when dialing from phone numbers close to the target. The caller ID is specified automatically or defined per list record.

**Accurate Call Progress Analysis And Answering Machine Detection**  
Automatically detect when an answering machine or a live person has accepted a call, and know when to leave messages and when to connect live callers to agents—all while staying in compliance and maintaining a high predictive connection rate.



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