

# About NFON AG.

Headquartered in Munich, NFON AG is the only pan-European cloud PBX provider – counting more than 30,000 companies across 14 European countries as customers. NFON, the cloud telephone system, offers over 150 functions as well as a seamless integration of premium solutions. With our intuitive communications solutions, we enable European companies to improve their work a little, every single day. NFON is the new freedom of business communication.



**Cloud solution 'made in Germany'**



**High savings potential**



**Unlimited capacity**



**Intelligent functions**



**Easy to use**



**Network of local service partners**

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**NFON**  
Cloud Telephone System

# Ncontactcenter

How businesses can achieve scalable  
low-investment contact center solutions.

The new freedom in business communications.



**NFON**  
Cloud Telephone System



# Harvesting Growth from Cloud Services.

## **Creating opportunities for contact centers, digital technologies help you to tailor the customer experience.**

Digital technologies continue to transform all areas of business and everyday life. In doing so, they radically accelerate change, bringing about opportunities and innovative workflows. Whilst organisations are embracing the potential for rapid successes, they are also challenged to maintain consistency. Powered by intelligently connected devices, highly-efficient communication processes raise the dialogue between brands and consumers to a new level of personalisation. However, technical feasibility puts customer communication centers under pressure to meet the ever-increasing expectations of their clients and consumers. Also, keeping up with technological progress is key to enabling competitive service at projectable costs.

Contact centers rely on a core of digital communications, thus technical innovation is typically at the top of their agenda. Accelerated product cycles and increasing technical complexity demand the greatest flexibility in the service sector. In order to satisfy the rising demand for support, contact centers and call centers must be able to scale rapidly, even as they develop new competencies. New digital channels and touchpoints are quickly emerging, changing the way consumers interact with brands. Multi-channel, Big Data and the integration of the Internet of Things (IoT) pose new requirements to the visibility of customer-related data. At the same time, technology platforms must be kept up-to-date at reasonable costs to account for the constant changes in markets, channels and technologies.

## **Digitalisation is not an option – it's a vital necessity.**

A study issued by the renowned market research firm, Forrester, was headlined on "Contact Centers Must Go Digital Or Die"<sup>1</sup>. Digitalisation has become vital to succeeding in a highly-competitive market, and the most straightforward way towards digital excellence points directly to cloud technology. Cloud services offer flexible and scalable high-performance solutions without the need to invest in onsite hardware, and this is especially important for small and medium-sized contact centers and in-house service hotlines.

The NFON Cloud Telephone System has revolutionised the way companies keep in touch with their customers and has become the go-to service for companies of all sizes. Catering to the specific needs of contact centers and service hotlines, we are introducing Ncontact-center. Based on the market-leading solution from the German contact center specialist, jtel, Ncontactcenter injects comprehensive contact center features into the NFON Cloud Telephone System. Using a sleek browser interface, our highly professional cloud contact center service enables companies to immerse themselves into the feature-rich world of guided, managed and evaluable communication workflows.

<sup>1</sup> Kate Leggett / Art Schoeller: Contact Centers Must Go Digital Or Die. Forrester Research Inc., April 3, 2015

**Hans Szymanski**  
Chief Executive Officer





## How to Overcome Growing Call Center Challenges. What you need to know to evolve the traditional call center into a leading-edge contact center.

Cloud services and innovative applications are revolutionising the way people are working across all industries. In recent years, a rising number of contact centers have embraced the benefits of digitalisation and moved cloud technology. Let us take a closer look at the reasons why.

Modern customer communication services require solutions that are capable of integrating all communications processes into a singular platform, whilst at the same time being adaptable to changing demands. As technology advances, companies are realising that only cloud

services provide the agility they need in order to adapt – with speed – to new clients, channels and requirements, hence the increasing demand for contact center services from the cloud.

## Cloud Services Enable a Universal Customer Interaction Platform.

Whilst ridding themselves of high-maintenance, legacy on-site infrastructures is an obvious benefit organisations seek when they embrace the cloud, many of them strive for more. A common goal is to facilitate the integration of other tools on the enterprise level. CRM solutions and tools such as Salesforce, ERP, and PLM, automated marketing, field service and business intelligence all need to integrate seamlessly with diallers, interactive voice response (IVR), automated call distribution (ACD) and other core features for professional contact center services. The importance of this integration can't be overstated, and there are compelling arguments in favour of merging both ecosystems using cloud services: Many companies have come to the conclusion that cloud services offer the best environment for CRM and customer data management.

To work the most efficiently, contact center agents and their supervisors greatly rely on software assistance. Automated call distribution for inbound and outbound calls, an efficient workflow design tool, agent-friendly wallboards, and comprehensive reporting and analysis of communication are amongst the critical features that no contact center can do without. The same goes for CRM, which is driven by rising customer expectations. Consumers expect service providers to have all relevant information at their fingertips, whenever and wherever the service case may occur – be it on the phone, over live chat, on the web or through social media. To enable contact center staff to deliver a superior service experience, all customer data should be readily available to agents.

## The Foundation of a Seamless Customer Journey.

For successful customer interactions, communication processes and information management are of equal importance. Contact center software was not intended to replace, rather to augment CRM applications. In order to deliver exceptional customer experiences, both need to go hand in hand. Merging these two worlds requires a smooth, reliable exchange of information as well as an efficient handover of tasks in both directions. The customer history stored in the CRM system is of no benefit to the contact center agent, if the agent has no way of accessing it before late in the conversation. Much to the contrary, all data must be on display even before the conversation connects.

Conversely, agents working with CRM applications need automated shortcuts to contact center functionalities so they can trigger interactions without having to switch back and forth between applications. Also, important information, such as voice recordings and metrics, can

only be automatically provided across both systems if they integrate seamlessly with each other.

## Lower Costs, Higher Flexibility, Maximum Scalability.

Whilst leading market researchers like Forrester<sup>2</sup>, Gartner<sup>3</sup> and McKinsey<sup>4</sup> forecast sustained, explosive growth in cloud services, the change has been taking place more rapidly than most had predicted. With time and cost pressures increasing, contact centers are challenged to fulfill increasing customer demands and deliver even more business value in less time, and cloud solutions enable them to meet these ambitious goals. According to Gartner<sup>3</sup>, the CRM sector represents the largest segment in migration from traditional hardware/software solutions to cloud technology.

As a result, it should come as no surprise that the contact center industry is now following the lead, turning their backs on the obsolete infrastructure of onsite systems in favor of modern, flexible, hosted technologies. The essential drivers for that trend are reduction of IT investment, operation and maintenance costs, as well as adaptability to perpetually changing market situations, maximum scalability, and seamless integration with CRM applications. Furthermore, integration with cloud services is extremely straightforward, even more so when the contact center and telephony systems are based on the same platform.

Should a contact center subscribe to cloud services or deploy a solution onsite? Considering the benefits of cloud services, the answer is evident. Maximum flexibility and scalability, low costs for installation, setup, and integration, and hassle-free maintenance, are overwhelming benefits that underscore why a cloud platform offers a superior environment for a contact center of any size.

## Cloud Service Benefits for Contact Centers

- Fast integration with existing systems, without special hardware/software requirements
- Significant reduction in overall costs to the business due to moving from on-premise to cloud hosting
- Hassle-free maintenance and system updates bring peace of mind to the business and system administrators
- Effortless, just-in-time scalability to meet demand
- Increased reliability and data security due to high-availability data centers run by cloud service providers

<sup>2</sup> "Public Cloud Market Will Grow to \$236 Billion in 2020". [forrester.com](http://forrester.com), September 1, 2016

<sup>3</sup> "The Public Cloud Market Is Now In Hypergrowth", [forrester.com](http://forrester.com), April 24, 2014

<sup>3</sup> "Gartner Says By 2020, a Corporate "No-Cloud" Policy Will Be as Rare as a "No-Internet" Policy Is Today." <http://www.gartner.com/newsroom/id/3354117>

<sup>4</sup> "Winning in the SMB Cloud—Charting a Path to Success". McKinsey & Company, July 2011

# The Turnkey Cloud Service for Your Contact Center. Powered by NFON.

Ncontactcenter helps agents deliver superior customer experiences – at minimum costs, with maximum scalability.

The NFON Cloud Telephone System offers queues, call distribution and other basic call center features which enable intelligent call flows. With Ncontactcenter, we offer a proven and full-fledged contact center solution, which enables transparent, customer-centric communication. Requiring no additional software and hardware, Ncontactcenter makes achieving maximum flexibility at reasonable costs easier than ever.

By integrating the market-leading solution from j-tel into the NFON Cloud Telephone System, the foundation of Ncontactcenter is based on established technology from a contact center specialist with over 17 years' experience. The result is a complete, turnkey solution made in Germany, packed with all the features needed to power sophisticated contact center services. Amongst the system's advantages are superior flexibility and adaptability, along with comprehensive functionality to plan, execute, analyse and evaluate even the most demanding campaigns. Ncontactcenter also integrates across other communications channels such as social media, web chat, email, SMS, and fax. Furthermore, the Ncontactcenter API enables swift integration of additional systems and solutions, thus providing access to relevant data from a wide range of sources.

## **Access anytime, anywhere, from any device.**

All administration and operations features can be accessed through a user-friendly browser interface, which easily adapts to individual team and staff requirements. And as Ncontactcenter is completely web based, it doesn't require software installation. Administration is facilitated by a context-sensitive help menu. The consolidated knowledge of the Ncontactcenter platform is always at agent' fingertips, enabling them to solve tasks in a quick and competent manner. Hosted in the public cloud, the service can be accessed anytime, anywhere and with any web-enabled device connected to the Internet.

## **With real-time data, the customer experience gets personal.**

Ncontactcenter enables agent teams to provide customers with an exceptional and personalised service. Outbound calls can be made from within applications, inbound callers can be identified on the first screen with comprehensive functions in place and customer information can be connected across applications. In addition, context data from external sources such as geo-position, hardware and many more, can be utilised to support customers with relevant contextual information and deliver immediate, straight-to-the-point services.

## **Customer lifecycle tracking improves customer relationships.**

Through automated notes and transaction codes, agents are able to continuously update customer information as well as view a time line of customer interactions. Sophisticated journaling and a call log capable of tracking internal calls help agents capture complete and consistent documentation. Moreover, Ncontactcenter offers a fully searchable and sortable call archive, making it easy for agents to proactively follow up on client interactions.

## **ACD**

Automated Call Distribution (ACD) enables Ncontactcenter to put calls through, inbound and outbound, according to predefined rules and conditions that you can easily modify to meet individual requirements. Multi-channel communication, including WebRTC,

enables quick and reliable service across all touch points. Using standard REST API interfaces, business processes from CRM and workforce management tools integrate easily.

### IVR

As an option, Ncontactcenter includes interactive voice response (IVR). The module enables teleconferencing with or without reservation, as well as DTMF communication. All communication presets are tailorable to the individual needs of customers and service channels.

Using the Ncontactcenter API, enterprise applications and tools can be integrated to achieve maximum compliance with business processes and utilise communication-enhanced business processes (CEBP).

### Call flow design and optimisation.

In addition to multi-layered standard call flows, the graphical IVR surface provides a simple and efficient way to customise routing, enabling you to arrange events using drag-and-drop functionality. The highly intuitive interface enables easy optimisation of call flows at any time.

### Dialler

Based on the Ncontactcenter ACD platform, the dialler features classic CTI functionality as well as click-to-dial, auto-dial, call-blend and callback options, giving agents great flexibility to fulfill even the most challenging requests. Contact center management is enhanced through comprehensive reporting, in accordance with the ACD module.

### Recording

Ncontactcenter enables call recording within the scope of quality management. Combined with high-performance analysis functionality, voice recording contributes to business intelligence, enabling you to optimise services, analyse staff performance, and manage customer satisfaction and service quality.

### Reporting

Customisable logs, statistics and agent reports provide comprehensive insights into business execution and agents' performance. In addition to 20 standard reports, further metrics can be flexibly accessed or obtained by way of subscription.

### Wallboard and agent clients.

The wallboard consolidates a wide range of realtime displays into a singular view that supervisors can easily configure to obtain maximum visibility of workload, performance and upcoming tasks. All agent clients adhere to global rights management that can be individually configured.

## Comprehensive Benefits with Ncontactcenter

- › Modular design suitable for contact centers of any size
- › No hardware or software requirements reduces system investment
- › Flexible and scalable system, thanks to cloud technology and pay-per-use plans
- › Standard interfaces minimise release dependency
- › Fast and deep process integration of enterprise applications enables organisation-wide data access
- › Integration of Microsoft Outlook facilitates scheduling across organisation
- › Hierarchical clearance levels fulfill compliance regulations
- › Notes, recording and analytics integrated for business intelligence capability
- › Reliable, scalable and secure cloud technology made in Germany

## Data Security Made in Germany

Ncontactcenter is hosted on secure, geo redundant, inland data centers. Our servers comply with the EU Electronic Communications law and meet the highest standards of data security, system availability, accounting precision, and many more. NFON data centers have been certified according to ISO/IEC 27001 – Information Security Management.

