



Objectives | Solution | Benefits | Quick Facts

Solution Brief | Sinch Contact Center

# Engage Customers Anytime, Through Any Channel



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# Cloud-based contact center

Whether they reach you by phone, e-mail, chat, SMS, or messaging apps, your customers get a **consistent, satisfying experience** no matter whom they connect with in your company. And regardless of how complex or seemingly intractable the issue, they get resolution on the first contact. Why? Your highly skilled staff is one reason. Sinch Contact Center cloud service is another.

## Cloud-based contact center

Sinch Contact Center puts a cloud-based contact center solution at your fingertips. Running alongside your business apps, or embedded in them, Sinch Contact Center ties all your digital service channels together – across business units or around the globe – to deliver a streamlined, consistent, satisfying customer experience.

Using intelligent routing logic, such as skills matching and agent optimization, it connects your customers to the agent best qualified

to resolve the issue while delivering relevant, personalized information to facilitate first-contact resolution.

Your agents have the tools and real-time customer information they need right in the business applications they use every day. Because Sinch Contact Center runs in the cloud, you avoid the cost and sluggishness of traditional customer service infrastructure and can improve your agility to compete better in today's customer-driven, fast-changing markets.

# Easy, omnichannel customer support

Most midsize and large enterprises already have a robust customer service operation. But too often, as more customer channels and services are added to meet fast-changing demand, the operation gets more complex. Adding to the complexity is the tendency for business units to maintain separate customer service databases and applications. And even though the data is shared outside the business unit, data silos continue to occur.

Sinch Contact Center is designed to deliver a seamless customer service experience across every channel, for every business unit.

It works with third-party business applications to deliver frictionless engagement that supports a consistent, in-context customer experience across every communication channel, including messaging apps. Customer contact and task routing are centrally managed and optimized, so you can maximize agent utilization and increase first-contact resolution. Your customers get the same high-quality, personalized experience no matter how they contact you or with whom they connect.

## Easy, omnichannel customer support

A contact center embedded in business applications

Scalability with usage-based cost



Sinch Contact Center provides your agents with relevant, **real-time information** to support highly personalized interactions with your customers.

# A contact center embedded in business applications

Sinch Contact Center complements third-party business applications by putting communication tools conveniently right where agents need them. And with customer communication tools always at the ready, agents can process customer issues much faster.

Using Sinch Contact Center as the single routing engine for all your customer contacts, you have a single resource for reporting and analyzing customer interaction across every business unit in your organization, around the globe. This enables you to achieve unprecedented clarity in measuring the performance of your contact center.

Easy, omnichannel customer support

**A contact center embedded in business applications**

Scalability with usage-based cost



Sinch Contact Center helps you break down existing silos in your service operation to achieve the **visibility** you need to improve performance.

# Scalability with usage-based cost

With constantly changing customer expectations, keeping your company agile is more important than ever. With Sinch Contact Center, we maintain and optimize the contact center infrastructure so you can focus on your core business. Your customer service agents at contact centers and your remote agents all have secure, reliable access to the tools and information they need. Scaling up your service operation or adding new customer services can be done quickly with Sinch Contact Center.

You can avoid costly investments and eliminate complex, high-risk decisions about maintaining your own contact center infrastructure. And no matter how large or small your enterprise, the cost of running Sinch Contact Center remains affordable, because you pay only for what you use.

Easy, omnichannel customer support

A contact center embedded in business applications

**Scalability with usage-based cost**



Sinch Contact Center **reduces your operational costs** by eliminating in-house infrastructure, integration, and IT support expenses.

# Frictionless service – anytime, anywhere

Sinch Contact Center is designed to help you deliver frictionless, 24x7 support that keeps your customers satisfied and loyal – anytime, anywhere. With an enterprise-ready and cloud-based communications infrastructure, you can reduce call-waiting and handling times as well as the number of dropped calls. And with automated identification and fast routing to the right agent, you can dramatically improve first-contact resolution.

Together with third-party business applications, Sinch Contact Center establishes a single, shared view of the customer. That means every agent has a detailed, real-time profile of the customer being served, including complete customer history and possible up- or cross-sell opportunities. Your agents gain actionable insights based on customer preferences and behavior, and they can spend their time focusing on value-added tasks, such as building profitable customer relationships.

**Frictionless service – anytime, anywhere**



With Sinch Contact Center, you can take advantage of our best-practice support and **continuous innovation** to meet evolving customer demand.

### Summary

Sinch Contact Center cloud service lets your agents provide customers with a satisfying experience – no matter how they connect. With calls routed to the best-qualified available agent, you increase first-contact resolution. Agents in the office, in the field, and worldwide share a single powerful resource for all service-related tasks, with everything they need embedded in their business applications.

### Objectives

- Deliver a superior omnichannel service experience for today's empowered customers
- Gain actionable customer insight and respond in real time to customer requests
- Eliminate contact center infrastructure maintenance and upgrade costs

### Solution

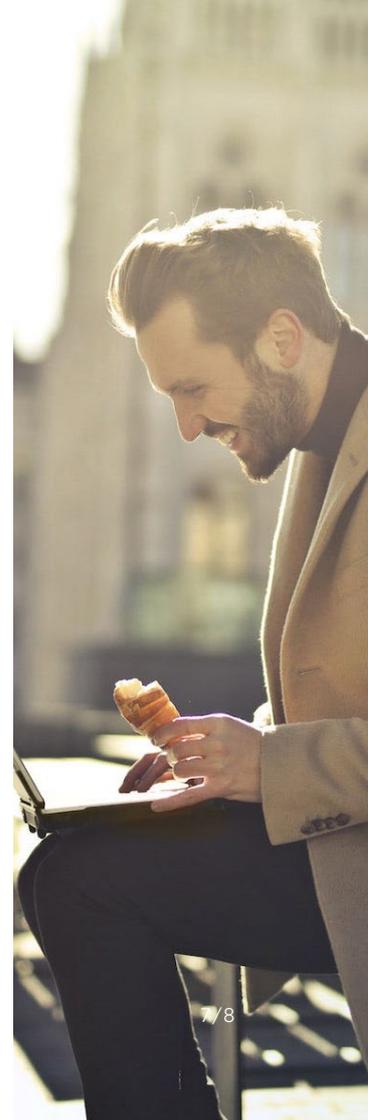
- Contact center infrastructure for voice, e-mail, chat, SMS, messaging apps, and emerging channels
- Skills-based routing and real-time analytics for all types of customer interactions
- Communication tools and customer views embedded in business applications to improve responsiveness

### Benefits

- Improved customer experience and first-contact resolution throughout the customer journey
- Elimination of internal infrastructure, integration, and IT support costs
- Faster time to margin and faster time to market with full scalability

### Learn more

To find out more, contact our sales team today or visit us **online**.





[www.sinch.com](http://www.sinch.com)

Sinch brings businesses and people closer with tools enabling personal engagement. Its leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice and video. Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world's largest companies.

