Cloudphone Hosted Services

Private & Confidential

Connectivity  Security  Collaboration  Cloud & SaaS  Marketing & IoT
Customer need for Hosted services

- Business Continuity
- Cost Optimization
- Work From Home
- Reporting & Analytics
- Customer Data Privacy
Hosted PBX | Click2Call

Outbound Dialing

Call Patching

Lead Management

Agent Performance Dashboard

CRM Integration

Call Recording and Monitoring
Cloudphone Hosted PBX and Click to Call | Use Cases

**Education**

- **Solution** -
  - A remote call patching solution for admission, sales, and support
  - An app with click-to-call to instantly connect with teachers
  - Bulk SMS or scheduled calls for exam reminders
  - Communication for school fees payments

- **Challenges**
  - Generate leads for New courses
  - Handle admission queries
  - Fees reminder

**Ecommerce**

- **Solution** -
  - A personalised customer experience with CRM integration
  - Order status updates for customers
  - Customized reports and analytics
  - A convenient IVR to systemise shopper and vendor support
  - Promotional SMS to share attractive deals
  - Customer privacy using number masking

- **Challenges**
  - Handle customer queries for the orders
  - Seamless integration with all system to track orders
<table>
<thead>
<tr>
<th>Industry Segment</th>
<th>Customer Need</th>
<th>Solution Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manpower Outsourcing &amp;</td>
<td>• Connecting with Clients and Job seekers</td>
<td>• Call recording of each Interview</td>
</tr>
<tr>
<td>Consulting</td>
<td>• Onboarding of people while working from Home</td>
<td>• Data Base of prospective Clients to connect from Home</td>
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<td></td>
<td></td>
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<tr>
<td>Textile</td>
<td>• Manage orders and inventories of SAREES</td>
<td>• Call data with agents for customer connect</td>
</tr>
<tr>
<td>- Brand Showrooms</td>
<td>• Lead generation for their showrooms in a Lock down</td>
<td>• Lead/Order generated reports to warehouse for dispatched</td>
</tr>
<tr>
<td>- Retailer Network</td>
<td></td>
<td></td>
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<tr>
<td>Auto Mobile</td>
<td>• Managing Dealer orders and queries</td>
<td>• Centralize Data for calls</td>
</tr>
<tr>
<td>- Dealer Network</td>
<td>• Centralize booking for services</td>
<td>• Connect agent through their mobile with call recording</td>
</tr>
<tr>
<td>- Service Centers</td>
<td>• Spare parts management</td>
<td></td>
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</tbody>
</table>
BPO & KPO Business Need

- 24*7 Customer Connect
- Ability to Scale
- Call Recording and Analytics
- Productivity Enhancement
- Secured Customer Data
Cloudphone Hosted Call Center

- Inbound IVR & Outbound Calling
- Progressive Dialer
- API Integration with all System
- Sentiment Analysis
- Call Recording and Monitoring
- Call Barging and Whispering
Cloudphone Hosted Contact Centre | Industry Use Cases

**Industry - IT and ITES**

- **Solutions**
  - An easy-to-remember number for instant support
  - A complete call management system to leading managed services players
  - Bespoke CRM/ERP integrations for better interoperability
  - Missed call alert services to maximise lead engagement
  - Number masking for enhanced customer privacy

**Challenges**
- Operate Multiple Campaigns
- Handle Customer queries and generate leads

**Industry - BFSI**

- **Solutions**
  - Orderly lead management via detailed call records
  - Automated SMS or calls for Feedback, EMI reminders, Document verification
  - Multiple and dynamic caller IDs for better pick-up rate
  - Customer privacy using number masking
  - Intelligent IVR routing for improved CX
  - One toll-free number for all communications

**Challenges**
- Record of each lead and calls
- 24*7 Customer services
- Agent management in Lock down
## Solutions

<table>
<thead>
<tr>
<th>Hosted contact centre</th>
<th>Purpose</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Call centre operations, data collection, and management</td>
<td>Agent panel—view lead information, dispose call, schedule callbacks, Analytical reports and data—agent activity report, campaign report, Blended queue management—inbound and outbound, progressive, and preview dialing options, Built-in CRM integrations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Click-2-Call</th>
<th>Purpose</th>
<th>Features</th>
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<tbody>
<tr>
<td></td>
<td>Incoming calls and automatic call distribution (ACD)</td>
<td>Route calls to selected department via DTMF input, Upload an existing recording or create your own using the in-built text to speech engine, APIs and webhooks for DTMF responses, Dynamic IVR greeting and personalized IVR</td>
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</tbody>
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<tr>
<th>Hosted PBX</th>
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<td></td>
<td>Internal communication</td>
<td>User management, Auto provisioning, call twinning, and flipping, Softphone for all platforms—Windows, Mac, iOS, Android and Chrome Browser Extension, Call Announcement, Detailed call logs and analytical reporting</td>
</tr>
</tbody>
</table>

Cloudphone Services will be able to cater requirements of all industry segments.
Cloudphone Product USPs

- SLA based Telco-grade Solutions
- API/Webhook integration with your system
- Secured Customer Database
- Productivity Enhancement
- Instant Scalability
- Cost effective Solution
## Pricing and Business Rules | Feature based

<table>
<thead>
<tr>
<th>Plans</th>
<th>Hosted PBX</th>
<th>Hosted Click2Call</th>
<th>Hosted Call Centre</th>
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<tbody>
<tr>
<td>Rental</td>
<td>Cloudphone 500</td>
<td>Cloudphone 700</td>
<td>Cloudphone 850 Unlimited</td>
</tr>
<tr>
<td></td>
<td>500</td>
<td>700</td>
<td>850</td>
</tr>
<tr>
<td>FCV</td>
<td>400</td>
<td>600</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Call Rate</td>
<td>50 p/min</td>
<td>30 p/min</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Features</th>
<th>Hosted PBX ++</th>
<th>Click2Call ++</th>
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<tr>
<td>Call Patching with Agent monitoring</td>
<td></td>
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<tr>
<td>Dashboard for call flow management</td>
<td>Outbound and Inbound on the same pilot</td>
<td>Prioritize Callback &amp; Sticky Agent</td>
</tr>
<tr>
<td>CLI masking option</td>
<td>Multi-level IVR</td>
<td>Call barging</td>
</tr>
<tr>
<td>Lead management</td>
<td>CRM API integration</td>
<td>Ring-me Anywhere</td>
</tr>
<tr>
<td>Call records download</td>
<td>Progressive Dialer</td>
<td>Sentiment Analysis</td>
</tr>
</tbody>
</table>

### Business Rules
- **Mini 50 SIP Channels**
- **OTC for customization to be charged basis additional efforts**
- **OTC : Rs. 10,000 for each delivery**
- **Bangalore (080) and Ahmedabad (079) number series to choose from**
Dashboard allows one to monitor campaign activity and also customised analytics
Cloudphone | Call Flow management

Multiple IVR flows can be setup including follow back reminders
Call records can be easily managed and shared with other stakeholders.
Campaign wise agent management is customizable and multiple SMS templates can be created for different scenarios.

<table>
<thead>
<tr>
<th>Template Name</th>
<th>Template Message</th>
<th>Template Type</th>
<th>Template Status</th>
<th>Reason</th>
<th>Status</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Template 1</td>
<td>You received a call from [caller_name] in department [department_name].</td>
<td>ASKED TO CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 2</td>
<td>Thank you for calling. Sorry! We missed your call, we will get back to you soon.</td>
<td>CALLER MISSED CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 3</td>
<td>A call was missed from [caller_name] in department [department_name].</td>
<td>DEPARTMENT MISSED CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 4</td>
<td>You got a call from [caller_name], not in department [department_name].</td>
<td>ASKED TO CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 5</td>
<td>Thank you for calling. You just spoke with [agent_name].</td>
<td>CALLER MISSED CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 6</td>
<td>Hi, A call from [caller_name] was answered on FAX.</td>
<td>ANSWERED ON FAX</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 7</td>
<td>Hi, A call from [caller_name] was answered on Auto Attendant.</td>
<td>ANSWERED ON AUTO ATTENDANT</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 8</td>
<td>Thank you for calling. We will get in touch with you soon.</td>
<td>FAX OPTION</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 9</td>
<td>You received a call from [caller_name].</td>
<td>ASKED TO CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
<tr>
<td>Template 10</td>
<td>You received a call from [caller_name].</td>
<td>ASKED TO CALL</td>
<td>Approved</td>
<td>—</td>
<td>Red</td>
<td>Select an Action</td>
</tr>
</tbody>
</table>

Note: In order to transfer the call from one agent to another follow the given instruction: [Press the Option key for the agent to whom you want to transfer the call]
FAQs

• Can I have inbound and Outbound on the same pilot number?
  • Yes the platform enables incoming and outgoing calls to be enabled on the same pilot number

• Is there only a set IVR flow that can be used?
  • No, our IVR flow is completely customizable as per the customer’s requirement

• What are the ways that my agents can use this service?
  • There will be multiple types of access modes like browser extensions, app login, or mobile numbers configured for the portal

• How many channels would I need for the configuration?
  • It depends on the contention ratio that is being asked here, effectively as many active calls that may be needed, double that many channels will be required. Minimum 50 channels (Agent 25) will be required for the solution.

• What kind of calling configurations can be setup on the portal?
  • There are both manual and progressive dialler types available on the portal. Also different Automatic Call Distribution setups can be made like round robin, Sticky Agent etc

• Is API integration with customer’s CRM possible?
  • Yes all existing CRMs can be integrated after understanding the scope of integration. Additional customisation charges may apply

• How can the call recordings be accessed?
  • Call recordings will be immediately available for viewing, download or upload to an AWS account

• Is there any additional charge for agent licenses?
  • We only charge for channels and there is no additional cost for licenses, however if you opt for TTS there will be additional cost towards our vendor
FAQs......

• Can I monitor my agent performance?
  • Yes detailed agent monitoring dashboards will be available and it can be customised as well

• What are the variants of Hosted Services I can opt for
  • Through Cloudphone services, you can go for Inbound and Outbound concurrent service, Inbound only, Outbound only and any other variations that may be required can be customised to an extent

• Can I design multiple campaigns?
  • Yes multiple campaigns can be created and agent roles can be switched and cross-mapped between different campaigns

• Will the calls be scrubbed for DND?
  • DND facility will be available for Tele Marketer series 140. For a normal call series, DND scrubbing ownership will be customer’s responsibility

• Can I terminate the contract when I want?
  • Minimum Lock in is 6 months

• How is the base uploaded?
  • Base upload and lead management is available on the portal with advanced features like call back setup

• What is the uptime for Cloudphone services?
  • SLA offered is a Service Availability of 99.5%

• How will my data be secured?
  • The admin and agent access credentials are password protected and SSL encrypted
THANK YOU