

# The future of customer-agent conversations



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### **Solution Overview**

Businesses of all types and sizes around the world are moving their contact centers to cloud-based services. They are replacing complex, slow-moving legacy software and hardware with agile contact center as a service (CCaaS) solutions. These services can dramatically improve customer experience, increase agent productivity and reduce costs.

Voximplant Kit is leading the next stage of this evolution with the industry's only AI-powered contact center designed for non-technical people. It puts the power of artificial intelligence into the hands of everyday business people, enabling them to automate processes and tailor experiences to the customer. Voximplant Kit is making it easier for businesses to put a smile on customer's faces.

The Voximplant Kit contact center features a powerful conversational IVR, or virtual agent, that can offload a range of tasks from your agents, while streamlining service delivery for your customers. It is integrated with the top six AI engines in the world to give you the ability to deliver high quality automated services in 40 languages. A no-code administrator interface makes all of Voximplant Kit's powerful features easy for non-technical users to configure and operate. Anyone with a basic contact center background can set up a complete service tailored to their business and activate it in minutes.

Of course, the solution delivers true omnichannel support, enabling you to service customers over social channels, SMS and web chat, as well as via voice telephony. It's easy to integrate Voximplant Kit with your CRM system, too, for a fully unified view of the customer.





### **CX Canvas empowers administrators**

With Voximplant Kit, you can eliminate the costly professional services contracts and custom code that are typically required by legacy contact center infrastructure. Kit can be configured and managed by any person with a basic contact center background. It empowers the supervisors and managers actually using the service to be able to configure changes, making it responsive to their needs.

CX Canvas is the key to this ease of use. It is a drag and drop interface that non-technical people can use to configure, operate and modify every aspect of their contact center. CX Canvas enables them to provision phone numbers, set-up an IVR, configure queues, assign skills to agents, and much more. You might think this level of simplicity trades off flexibility. But, CX Canvas provides limitless flexibility to customize the service to your business needs. Its functional building blocks enable you to build sophisticated IVR trees, queuing strategies and outbound calling scenarios.

With CX Canvas, you can make changes immediately in response to changing business conditions. You can handle unexpected traffic surges by reconfiguring your IVR, adapting a virtual agent, or changing your queuing strategy. Changes that would require time, money and specialized resources with legacy infrastructure can be handled in minutes by line supervisors working with Voximplant Kit.

#### Easy extensibility

What about customization and integration with external systems? Voximplant Kit makes it easy to integrate your contact center with external systems, including on-premises or cloud-based CRM systems. The CX Canvas includes blocks that you can use to customize any call flow with an HTTP request or JavaScript. They enable software developers to integrate customer information into the call flow to deliver a personalized customer experience.

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### **Best of breed automation**

Recent strides in AI-powered natural language processing (NLP) have made virtual agents a valuable contact center automation tool. They work 7x24 and can offload a wide range of mundane tasks from your agents while improving customer responsiveness.

Voximplant Kit provides access to the top six AI engines in the industry, enabling you to deliver virtual agent services in as many as 40 languages. With Amazon Polly, Google Cloud Text to Speech, IBM Watson Text to Speech, Microsoft Azure Text to Speech, Tinkoff and Yandex Speechkit, you can choose from among multiple male and female voices to deliver your preferred brand experience.



NLP services are powered by Google Dialogflow, the voicebot industry leader. Using the same technology that powers Google Assistant, you can deliver natural virtual agent interactions that support multi-turn conversations.

In contrast, most CCaaS services private label the NLP and speech services of only a single AI engine, or provide their own proprietary service. This can result in frustrating customer interactions and limits the number of languages and voices you can tap for your brand identity.

Voximplant Kit eliminates these compromises. High performance, low latency connections across the best of breed, public cloud AI engines, delivers the quality conversational IVR experience your users expect.



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#### **Omnichannel increases customer convenience**

Customers want the convenience to communicate with you over their choice of communications channels. They want flexibility to engage on social media, web chat, SMS or voice channels. Your CCaaS solution needs to provide access over all these channels while orchestrating them to optimize agent productivity and ensure a seamless experience.

Voximplant Kit is designed from the bottom up to provide comprehensive omnichannel services. It provides out of the box support for popular social channels, including Whatsapp, Viber, Telegram, Facebook Messenger, and VKontakte Messenger. Customers can communicate with you via SMS and you can easily integrate web chat on your website. As you might expect from a cloud communications leader, Voximplant Kit delivers excellent voice channel support. Agents receive or initiate calls from/to the Voximplant cloud via WebRTC or a SIP client. The customer leg of the call can be connected via PSTN or a SIP-enabled mobile app. Regardless of the specific protocols used, the Voximplant cloud ensures all parties receive the best quality voice service supported by the channel.

All voice and messaging channels are integrated into a common queuing and routing strategy that allows you to distribute sessions across your agents based on skills and other criteria. Voximplant Kit enables you to optimize agent productivity and customer experience.

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### Serve customers across the globe

No matter where your customers and contact center agents are located, Voximplant Kit can make them appear to be local. The Voximplant Kit network includes globally distributed points of presence and telephony services that enable you to deliver services at scale, while making each customer-agent interaction feel local.

Voximplant Kit provides toll-free and regular phone numbers in 60 countries, which can be routed across the Voximplant network to your agents, anywhere in the world. This enables you to provide customers with a familiar local phone number they can use to reach you. In outbound calling applications, Voximplant Kit can initiate calls to 200 countries with some of the industry's lowest calling rates.

You can expect reliable, high performance service no matter where customers and agents are located. That's because Voximplant Kit is deployed across fourteen data centers and public cloud providers distributed on five continents. Agents and customers connect over the shortest path for the best possible voice quality. In addition, each data center uses a different cloud infrastructure provider for diversity that protects you from outages and impairments.

#### Easy extensibility

You can deploy with confidence knowing enterprise-grade security features protect your data and communications sessions as they transit the internet. End-to-end encryption prevents hackers from accessing data in transit or at rest in the cloud. When you enter confidential data such as login credentials or credit card details, we encrypt that data using secure socket layer technology (SSL). Voximplant Kit meets stringent global compliance specifications, including GDPR and ISO 27001. Every quarter we evaluate patches and updates to secure your Voximplant-based apps. Companies in security-centric industries choose us because of our robust security, compliance, and privacy.



Voximplant Kit



### **Rapid service deployment**

It can take months or even years to deploy contact center infrastructure using legacy technologies. But with Voximplant Kit, the entire service is deployed on-demand through the cloud. You can activate a completely new contact center in less than ten minutes.

Administrators can create an account, configure agents and supervisors, set-up phone numbers and other service attributes through the self-service portal. After using the CX Canvas to configure your call flows, you're ready to begin receiving calls.

Agents make/receive calls by simply logging in to the Voximplant cloud through a web browser. There is no software to install and the intuitive user interface requires little training.





#### Premium solutions at affordable prices

Voximplant Kit is designed to help you meet modern business challenges and is available at up to 50% lower prices than competing solutions. This makes the solution accessible to a wide range of organizations that couldn't previously consider an AI-powered contact center.

The solution has a cost advantage because Voximplant owns the underlying technology. Kit leverages the low cost communications services provided by Voximplant Platform, the industry's leading CPaaS. In contrast, most competing CCaaS solutions must purchase communications services from a third party CPaaS provider. This advantage enables Kit to go to market at significantly lower prices.

#### 24/7 support

Voximplant backs all its products with 24/7 global customer support. If you have questions or encounter difficulties, our customer support team is ready to respond, wherever you are. You may contact us using chat, email, or phone. In addition, we offer rich online tutorials and user documentation.



### **Complementary communications services**

Voximplant Kit is complemented by a suite of cloud communications services that businesses use to automate processes and improve productivity. These services are included in Voximplant Platform, the best serverless communications platform that enables you to flexibly and quickly add voice, video, messaging, and bots to any product.

By combining contact center and CPaaS services with Voximplant, businesses can reduce the learning curve for their teams and realize quicker time to market for new services. They also simplify administration with a single portal to control all their services.

Voximplant offers professional services with a wide range of expertise, including complex contact center infrastructure migration projects and CRM integrations. Our experts can extend your call flows with custom code to deliver the exact experience your customers expect.



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## Migrate to the cloud with Voximplant Kit

Whether you're migrating a legacy contact center to the cloud, switching CCaaS providers, or deploying your company's first contact center, Voximplant Kit can help you put a smile on customer's faces. Powered by best of breed AI engines, it automates business processes and improves customer experiences.

Better still, Kit empowers non-technical people to manage their contact center service, making it responsive to the needs of your managers and supervisors. The powerful no-code administrator interface enables personnel to adjust the service in response to changing business conditions. The result is more satisfied employees and happier customers.

#### Sign up online

...to get started or speak with one of our experts to learn more.



# Features Table | part 1 of 4

Feature	Description
Interactive voice response (IVR)	Exchanges information with callers using voice prompts and DTMF caller input and may also forward the caller to an agent.
Google Dialogflow Connector	Integrates the Google voicebot platform, Dialogflow, to create a conversational IVR.
Speech recognition	Enables your IVR to convert speech to text during a call or afterwards for further processing and analysis. Voximplant supports 118 different languages and dialects through Amazon Transcribe, Google Speech Cloud, Microsoft Azure STT, and Yandex Speech Cloud.
Speech synthesis	Enables your IVR to deliver human-sounding voice in real time with 150 voice options available through Amazon Polly, Google Speech Cloud, IBM Watson Text to Speech, Microsoft Azure Text to Speech, Tinkoff VoiceKit, Yandex Speech Cloud.
Automatic call distribution (ACD)	Places calls in queues and routes them to agents, as they become available. Callers hear music or recorded audio files while waiting for an agent.
Skills-based call routing	Routes calls to agents by matching the caller's needs and agent skill set.
Call recording	Records calls in separate channels (caller and agent) and saves to a file for compliance and analytics.
Call transcription	Saves a transcript of calls in text format, based on speech to text algorithms.



## Features Table | part 2 of 4

Feature	Description
Outbound	
Outbound predictive dialer	Dials multiple numbers simultaneously and connects answered calls to agents to optimize productivity.
Voicemail detection	Al-driven algorithms accurately detect when an outbound call is connected to a voicemail system.
Call lists	Use .csv file input to drive outbound calling campaigns.
Email	Automatically send email messages as part of call flows using integrations with Gmail, Mail, Yandex, and Outlook services.
Omnichannel	
Omnichannel	Provides a unified view of the customer as they move across social, SMS, email and voice channels.
Social channels	Out of the box integrations with WhatsApp, Viber, Telegram, Facebook Messenger, VKontakte Messenger; custom integrations can be developed using Javascript.
SMS support	SMS messages are integrated into the messaging channel.
Message history	Captures the full history of SMS and IP messages, with filters for phone number and time interval.

### Features Table | part 3 of 4

Feature	Description
Telephony	
Phone numbers	Toll-free numbers with optional SMS support and regular phone numbers available in 60 countries.
Hold with audio	Agents can place callers on hold and the caller can listen to music or recorded audio files while waiting.
Telephony interfaces	Flexible support for WebRTC or SIP protocols for agent connectivity to Voximplant cloud; Customers may connect via PSTN or SIP/mobile app.
Opus codec	A low latency, high definition audio codec designed for IP transport networks helps reduce agent fatigue.
Long codes	A standard 10-digit phone number used to send and receive voice calls and SMS.
SIP trunking	Flexible and efficient PSTN connections replace PRI connections used by legacy infrastructure.
SIP whitelist	IP addresses that are allowed to initiate outbound calls without SIP authorization.



## Features Table | part 4 of 4

Feature	Description
Administration	
CX Canvas	A drag-and-drop, visual editor that enables non-technical people to configure, operate and change their contact center.
Agent workspace	An intuitive, browser-based user interface enables agents to initiate, receive and forward calls, plus exchange messages with customers.
Reporting	Calling metrics include handled calls, lost calls, abandoned calls, time in queue, answer time, handle time, after service time; Agent metrics include time in state (online, ready, dialing, inservice, afterservice, DND, banned), handle time, handled calls, after service time, occupancy rate.
Live dashboard	Real time and historical analysis of calling, queue and agent metrics.
Live logs	End-to-end call flow metrics that enable CX optimization.
Live conversations	Track real time activity in a specific queue.
End to end encryption	Ensures privacy and data integrity for all communications between the Voximplant cloud and callers and agents.
CRM integration	Easy integration with popular cloud and on-premises CRM systems using JavaScript functions block.
Global variables	Variables are key/value pairs that you can add to a specific scenario.
Call flow templates	Ready-made templates for popular use cases, including automated customer surveys, click-to-call, programmable callback, Dialogflow connector, and the SDK tutorial.

