

# Veracity Contact Center Salesforce Edition

FOR SALESFORCE™ SALES AND SERVICE CLOUDS

# Veracity Contact Center

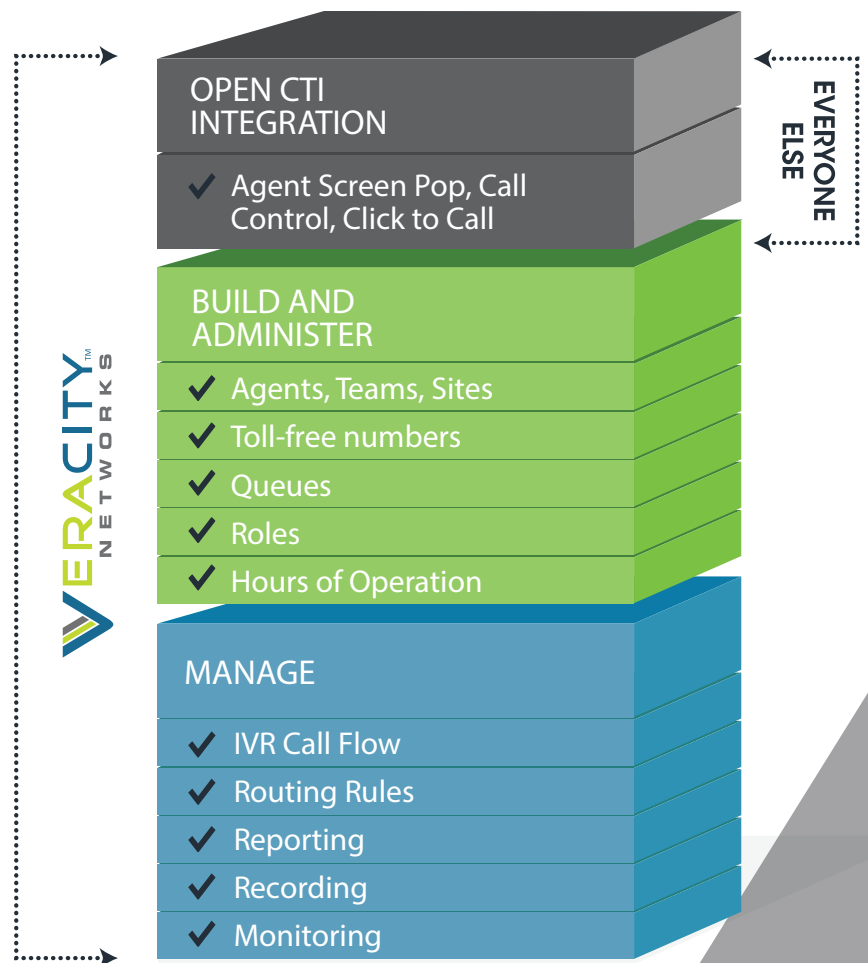
PRODUCT OVERVIEW

## RUN YOUR ENTIRE CONTACT CENTER FROM WITHIN SALESFORCE

The Veracity Contact Center Salesforce Edition is a complete call center application for the omni-channel contact center.

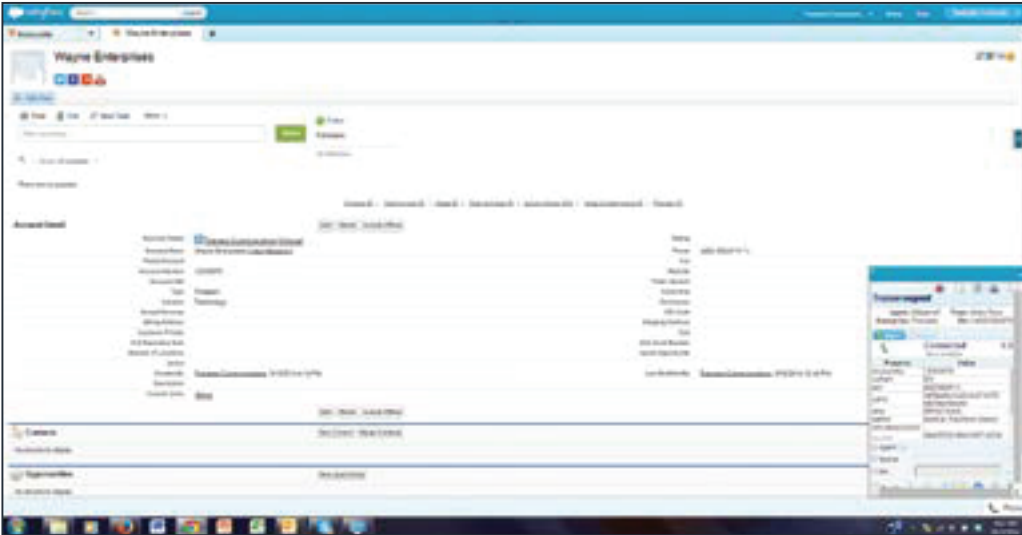
The Salesforce Edition delivers call center management, administration, routing, and reporting capabilities from within the Salesforce application itself, and its data is integrated into the Salesforce database for unified visibility and control. It also adds an Interactive Voice Response (IVR) system and call routing strategies – both of which can be driven by the data in Salesforce for better customer experiences.

The Contact Center Salesforce Edition is easy to implement and cost-effective for the contact center with a handful of agents, and will scale as your call center grows. Call centers with thousands of agents rely on Contact Center.



# Veracity Contact Center

Salesforce Edition makes call center agents more productive and effective by letting them make and receive calls within the Salesforce application, while automatically logging pertinent data about their calls in the Salesforce database.



CC-One Voice Agent  
Desktop

## Agent Screen Pop

Veracity Contact Center Salesforce Edition arms agents with real-time caller information — including identities, history, intent — so they know when your best customers are calling and have what they need to be effective. Screen pops include the caller's data in Salesforce, with the addition of their phone data IVR prompt selections.

## Call Control

The Salesforce Edition empowers agents to receive and transfer calls, conference in third parties for assistance, and put callers on hold as they research solutions.

## Click-to-Call

With Contact Center Salesforce Edition, agents can initiate phone calls with the simple click of the telephone number in the Salesforce record.

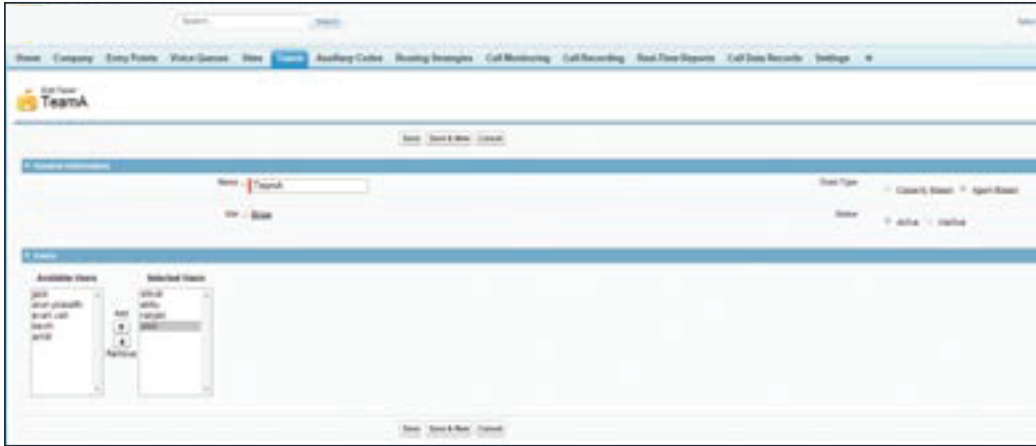
## Call Logging

Contact Center Salesforce Edition provides visibility into customer interactions across channels by adding Call Data Records and Agent Activity Records to the Salesforce database for unified reporting. Your unique call wrap-up codes are captured for resolution analysis. All of the data captured by Veracity Contact Center can be used to build reports using Salesforce's native reporting tools.

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## BUILD AND ADMINISTER YOUR CALL CENTER OPERATIONS ALL WITHIN SALESFORCE

With the Veracity Contact Center Salesforce Edition, there is no need to add another application to your infrastructure that requires redundant login, users, and administration. Setting up and administering a new call center is done within the Salesforce Administration and Build functions.



Agent, Team, and Site Assignments in Salesforce

### Agents

Veracity Contact Center call center agents are created and managed within the Salesforce User Administration function just like CRM users. Veracity Contact Center adds the option to specify agents already in Salesforce as phone agents, in addition to their existing CRM, chat, and email user options.

### Teams

Call Center teams are created and agents assigned to the teams with a simple point, select, and click process within the standard Salesforce user interface.

### Sites

For the multi-site contact center, sites are defined and agents and teams assigned to them with the same intuitive user interface as teams within Salesforce.

### Toll-free numbers

All call center entry points, including toll-free numbers, their capacity, and overflow attributes are defined within the Salesforce Administration functions.

### Queues

Calls coming into the call center can be distributed to multiple voice queues to await agent availability. Voice queues, their maximum call and wait time limits, and the resulting behavior when queues overflow are all defined in Veracity Contact Center within Salesforce.

### Roles

The Veracity Contact Center Salesforce Edition uses native Salesforce user profiles to grant supervisor and administrator access to Veracity Contact Center. Same with defining teams and agents specific to sales, service and support.

### Hours of Operation

For today's world of call centers with agents, teams and sites spread out to different time zones, everyone's hours of operation are defined in the call center Administration within Salesforce.



## PRODUCT OVERVIEW

### VERACITY CONTACT CENTER SALESFORCE EDITION

## UNIFIED MANAGEMENT VISIBILITY, AGILITY, AND CONTROL

The Veracity Contact Center Salesforce Edition gives call center management more control and visibility over operations with call center data and reporting integrated with the Salesforce database. With a few simple clicks, management can control operations such as change IVR behavior, alter call routing priorities, or reroute traffic to respond to changing conditions quickly for a more agile call center.



IVR Call Flow Builder in Salesforce

## IVR Call Flow

Veracity Contact Center delivers a graphical IVR call flow builder in Salesforce to create and define all caller prompts and associated routing and self-service options. API calls to the Salesforce database can be inserted to route and respond to calls based on customer attributes.

## Call Routing Rules

The rules that determine how calls are routed to queues and distributed to teams and agents are created and easily modified within Salesforce. For example, rules that route calls based on longest available agent, team and agent priorities, or balancing call loads.

In addition, Veracity Contact Center can perform data and analytics-driven routing using the customer and agent data in any Salesforce object including; leads, contacts, accounts, opportunities, cases or an external database. Veracity Contact Center's Business Rules Engine can make routing decisions

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dynamically based on the available data, or by using predictive analytics to determine customer propensity and the best available agent based on the desired call outcomes.

## Routing Strategies Include:

Customer-based routing using data in Salesforce – matching customer to agents or teams based on their need, demographics, customer status, value, or propensity to buy.

Service-level routing – adhering to service commitments such as speed of answer or number of calls per day for a site or team.

Agent based routing – skill-based routing or using Statistical Performance Analytics to score agents' past performance and route calls to the best available agent for a specific task or customer to maximize business outcomes.

## Call Center Reporting Using Salesforce Reporting

Veracity Contact Center creates Call Data Records and Agent Activity Records as native Salesforce objects so all the reporting functionality within Salesforce can be leveraged by the call center for reports that combine Salesforce and call center data. In addition, Veracity Contact Center appends the Salesforce lead, case, contact, or similar record with call data and custom wrap-up codes.

## Recording for Quality Management

Veracity Contact Center Salesforce Edition centrally records, stores, and archives calls all within the Salesforce application — regardless of the agent, site, or outsourcer taking the call — and makes them available to replay for analysis. Custom tags and parameters drive alert warnings and facilitate easy search and retrieval.

## Call Monitoring for Quality Management

With the Veracity Contact Center Salesforce Edition, management can silently monitor calls regardless of site or team, to ensure quality customer experiences while still in Salesforce. Agents can be coached while on a call or management can join a call in process. Call monitoring schedules can be predefined at the team and agent level, and monitoring can be dynamically determined based on Salesforce data about the customer or call.

