EXECUTIVE SUMMARY
Customer Science (CSci™) Solutions

INTRODUCTION

Know what your customers want most and what your company does best. Focus on where those two meet. [a]

– Kevin Stirtz

Newbridge partners with its customers to identify and design the appropriate workforce solution for their organization. We are focused on the individual needs of our clients and work closely with them to understand their business.

In today's global marketplace, businesses must increase productivity, improve efficiency, and outperform the competition. Newbridge enables its clients to focus on their core competencies while improving operational effectiveness and customer satisfaction.

Newbridge offers our clients *Customer Science (CSci™) solutions*, UCaaS, CCaaS, and CPaaS, including Omnichannel, Interactive Voice Response (IVR), Social Media, Workforce Management (WFM), APIs, and Office Phone Products. We support your total Customer Experience (CX) solution. Newbridge melds managed customer experience solutions with the benefits of our state-of-the-art, customized technology.

Our solutions are adaptable for a range of workforce applications, big or small. Newbridge focuses on our client's particular needs and works

closely to develop solutions for their specific applications. Our clients represent a variety of industries including universities, government, service, travel, telecommunications, and healthcare.

The beauty of the Newbridge team is our ability to craft a solution that aligns with each company's vision and goals. This allows Newbridge to quickly and easily deploy a high-performing client service team with minimal investment, rapid deployment, and the highest quality service.

[a] Kevin Stirtz, Strategy Manager (Practical Law) Thomson Reuters; Author, Speaker

THE NEWBRIDGE
OMNI
CHANNEL

CLOUD CONTACT CENTER PLATFORM

The Newbridge team continues to distinguish itself by delivering strategic and customer-focused solutions. Our team of professionals has more than 20 years of experience in managing contact centers around the world.

- Enterprise Level Inbound Contact Center Platform
- Enterprise Level Outbound Contact Center Platform
- Enterprise Level IVR Platform Contact Center
- Integrations: CRM[1] and Payroll Systems
- Office Phone System Platform

Newbridge allows your Service Center organization to leverage Fortune 100 [2] Technology, Management, and Staff. In today's global marketplace, businesses are looking for ways to economically increase productivity, improve efficiency, and outperform their competition.

 Newbridge offers our clients a comprehensive Cloud Contact Center Platform Solution.

Newbridge is dedicated to combining relevant Omni Channel technologies that support and improve our clients' quality and performance objectives. Implementation of OmniChannel solutions includes reviewing business processes, workflow optimization, and system configuration. Our team works closely with our client teams to design, optimize and support processes with software applications, customizations, and effective reporting.

THE NEWBRIDGE
IVR PLATFORM

Organizations can drive greater satisfaction and reduce costs with a powerful Interactive Voice Response (IVR) platform. Common questions and standard processes can easily be handled by a robust IVR solution either customized for your needs or standardized for basic calling requirements.

The Newbridge best practices approach to IVR development provides for guiding callers according to predetermined options and call tones. For more complex IVR requirements, we offer full-service IVR programming, allowing for the development of a complex IVR interface ensuring it matches your customer service goals.

The Newbridge IVR Platform is a full-featured, drag-and-drop IVR builder. It's simple enough for anyone to use, with powerful coding features available to development experts to create even the most complex interactive IVRs. The Newbridge Team has decades of hands-on IVR creation, development, and management experience and has helped guide organizations in the Banking, BPO, Service, Collections, and Help Desk industries. The Newbridge IVR Platform provides the best telephony solution to your customers with an easy Drag-and-Drop interface.

62% *of companies view customer experience delivered by their contact centers as a competitive differentiator [b]*

No matter what kind of business you're in, improving the experience for your customers is the key to increasing retention, satisfaction, and sales. Our team has over 20 years of experience in IVR development, and we work with each client to ensure their IVR design is:

- Utilizing Best-In-Class routing methods
- COOP[3] and DR[4] Platform connective to ensure uptime
- Secure and has Encryption of data
- Able to utilize hundreds of API connections[5]
- Handles multiple contact center application interfaces
- Able to route call traffic to multiple sites utilizing diverse equipment
- Detailed and extensive traffic reporting

68% *of customers leave a brand because of bad customer service [c]*
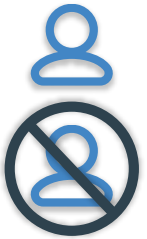
47% *of customers would take their business to a competitor within one day of experiencing poor customer service [d]*

[b]Deloitte Global Contact Center Survey | [c]Forbes, Losing Customer Confidence | [d]24/7.ai, Customer Service Index

Nearly **80%** *of contact centers say their current customer service systems won't meet their future needs [e]*

Over **60%** of customers believe that the most important factor of customer service and their experience is having their issue resolved quickly, or at least by the first person they speak with[f]

THE NEWBRIDGE
INBOUND
CENTER SOLUTION

Over **three-quarters** *of customers currently prefer phone calls and human interaction to self-service, but this could change within the next five years [g]*

Contact Solutions from Newbridge allows your Service Center organization to leverage Fortune 100 Technology, Management, and Staff. In today's global marketplace, businesses are looking for ways to economically increase productivity, improve efficiency and outperform their competition. Newbridge offers our clients a comprehensive Cloud Service Center Solution:

- Inbound Platform with true ACD[6] routing
- Outbound Platform with Four dialing modes[7]
- IVR Enterprise Platform
- CRM Integration
- Payroll Integration Solutions
- Integration with Workforce Management Scheduling Platform
- Blended Call/Chat Platform with true ACD routing

The Newbridge Premium Platform enables Agent Skill Based Routing, and Blended Chat/Call Agent Skill Based Routing increases agent efficiency and customer satisfaction rates. Configure the system to automatically re-queue in certain situations, such as when a call or chat queue is too long, or a particular call queue is closed.

Route each call or chat request to the most qualified available agent. Identify the skills agents must have in order to log on to a specific call or chat queue. Select the option for order-based routing if you also want to prioritize the skills. With order-based routing, the system de-queues each call or chat request to the available agent with the highest ranking skills.

Immediate follow-up communication post-call or chat is required by a high-quality and effective service center team. The Newbridge Platform provides the messaging tools to enable organizations to automatically send confirmation emails and disposition call types to ensure that the customers' transaction is properly and correctly handled.

[e] Dimension Data | [f] Harvard Business Review | [g] McKinsey & Company

THE NEWBRIDGE
OUTBOUND
CENTER SOLUTION

Many financial services firms will have to do much more than just reexamine their go-to-market strategies; they must also objectively reassess their IT operating model, and be prepared to discard the approaches they have used for decades [h]

Contact Solutions from Newbridge allows your Service Center organization to leverage Fortune 100 Technology, Management, and Staff. In today's global marketplace, businesses are looking for ways to economically increase productivity, improve efficiency and outperform their competition.

Increase your outbound agent efficiency by up to 20 times over manual dialing with our virtual contact center software. Our virtual dialers filter out the busy signals, no-answers, answering machines, and fax machines, allowing your contact center agents to maximize their productivity. With a full suite of rich CDR[8] reporting tools, granular dialing campaign controls, and real-time statistical data, you have complete control over managing your outbound contact center.

Driving successful telemarketing and telesales activities demands the integration of market-leading hosted dialer technology. Our cloud-based outbound solutions allow you to guide your leads through our dynamic loader. Once your agents log on, they can immediately connect with customers by answering their calls. Our outbound dialer ensures you get all the benefits of an on-premises dialer - eliminating delays, headaches, and costs.

▪ *Predictive Dialing:* This technique is more sophisticated because the phone dialer automatically calls several numbers and only passes a call to your agent when a person has been contacted. This eliminates busy signals, answering machines, etc.

▪ *Preview Dialer:* Phone agents view call information before the call is placed.
▪ *Click-To-Talk Dialing:* The Click-To-Call feature is enabled by the CRM system utilizing an API call from the CRM to the Newbridge Platform dialing the call for the sales agent.
▪ *TCPA9 Compliant Platform:* Our TCPA Compliance Platform utilizes our TCPA Safe Mode, which operates without the capacity for predictive/preview dialing.

There are 4,100 debt collection agencies in the United States, employing nearly 450,000 people, and the industry expects to grow by as much as 26 percent over the next three years [i]

[h] Price Waterhouse-Cooper | [i] IRS via 1Source

THE NEWBRIDGE
OFFICE PHONE
SOLUTION

Over 75% of user organizations experience improved productivity of employees across geographically-dispersed locations due to voice and video conferencing. [k]

Newbridge offers clients a fully hosted and managed Office Phone System. Our platform enables the seamless deployment of workforce initiatives. By utilizing Newbridge Office Phone Systems, companies can focus on their core business while optimizing customer service with minimal investment.

Newbridge provides clients with a cost-effective way to support the administrative service workforce. Office environment phone systems are traditionally expensive platforms with high start-up and maintenance costs.

Conversely, companies relying on hosted and managed systems enjoy the most updated service functions, call recording, call reporting, and local and national functionality. Newbridge melds the best qualities of a traditional contact center and the benefits of virtual workforce solutions.

Business phone systems must provide a high-quality, feature-rich, and cost-efficient service. We provide a preconfigured system with the preconfigured phones shipped directly to your site(s) ready to plug into your ethernet connection.

You can manage the phone system from your desktop through a user-friendly admin portal. If you ever need assistance, you have access to online learning resources and extensive training, and our experienced customer and tech support teams are here when you need them.

- Series Completion
- Instant Conference
- Fax Line
- Barge In
- Virtual Number
- Call Recording
- Recording User
- Toll-Free / Local / International Numbers
- Call Park/Call Pickup
- Virtual User Feature Pack
- Receptionist Dashboard
- Auto Attendant Unlimited
- Audio Conferencing
- Virtual Fax (Fax-to-Email/Email-to-Fax)
- Anywhere Feature Control
- Hunt Group

Cloud-based office phone systems are rapidly being adopted by many businesses who seek to avoid the excess costs and complexities of an on premise phone service solution. [l]

[k] Huffington Post | [l] Inc.com

THE NEWBRIDGE
WORKFORCE
SOLUTION

People are the cornerstone of any organization. For an organization to be successful, they need to have the right people with the right skills, experience, and attitude committed to the company's values and mission. We believe that training the right people with the proper curriculum is the key to unlocking their full potential and commitment. Newbridge, in collaboration with our partners in both private and public academia, works to elevate industry professionals.

WORKFORCE TRAINING
Contact Center Curriculum | Designed for Success

Newbridge has been a leader in the industry for 20+ years and provides curriculums to both private and public academia to elevate industry professionals. Working with contact centers across the nation, we place pre-trained and pre-vetted agents that are equipped with best-in-class skills, within their organizations. These trained agents are ready to integrate quickly and have a clear career path within a NACSMA certified contact center organization.

WORKFORCE SOLUTIONS
The Newbridge Difference, Value, & Commitment

We work with Cities, Community Colleges, and non-profit organizations for certified training of agents. We provide pre-trained, pre-vetted agents who are ready for placement in certified contact center organizations and have self-selected into the industry, with a focus on longevity within an organization that provides a clear career path and ongoing development for them. We are committed to assisting disadvantaged persons in the community, changing their lives for the better, and affecting change within the contact center industry.

SUMMARY

Newbridge offers our clients Customer Science (CSci™) solutions, UCaaS, CCaaS and CPaaS, including Omnichannel, Interactive Voice Response (IVR), Social Media, Workforce Management (WFM), APIs, and Office Phone Products. We support your total Customer Experience (CX) solution. Newbridge melds managed customer experience solutions with the benefits of our state-of-the-art, customized technology.

IVR PLATFORM

- Assigned Program Managers
- 30 Plus Years of Experience
- Predictive ACD Routing
- Integrated Chat Platform
- Call Recording / Encrypted
- Interactive Voice Response (IVR)
- Security Encrypted Data
- Integrated Dialers
- Hosted and Managed
- CRM Integration
- Call Progress Detection
- Full DNC10 Compliance

INBOUND CENTER

- Skill Based ACD Call Routing
- Integrated ACD and Chat
- Skill Based Routing
- PCI / HIPAA Compliant[11]

- Speech Recognition
- Security Encryption Audio
- Predictive, Preview, Power
- Extensive API Library
- Geo-Spatial Routing
- Exception Handling
- DTMF / Touchtone Queue[12]
- Flexible Messaging
- Application Scripting

OUTBOUND CENTER

- Integrated Voice Analytics
- Metrics / KPI[13] Analysis
- Drag-In-Drop IVR module
- Omni Channel Platform
    - IVR Call Recording / Encrypted
- Extensive API Connectivity
- Security Encrypted Data
    - Real-time Custom Dashboards
- DR and COOP enabled

- Hosted and Managed
- CRM Integration
- Call Progress Detection
- Domestic Program Managers

SMS PLATFORM

- Integrated SMS[14] Analytics
- Metrics / KPI Analysis
- Custom Short Code SMS
- Integrated "Full Circle"
- Full SMS Integration
- Extensive API Connectivity
- Security Encrypted Data
- Real-time Custom Dashboards
- Contact Clients in Seconds
- Hosted and Managed
- CRM Integration
- DNC / Opt-In compliant
- Domestic Program Managers

GLOSSARY

[1] Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers.

[2] The Fortune 100 is a list of the top 100 companies in the United States. It is a subset of the Fortune 500, a list of the 500 largest U.S. public and privately held companies published by Fortune magazine. Fortune 100 technology is considered top tier in quality and cost, which historically had been out of reach for mid-level to small organizations.

[3] Continuity of Operations Planning

[4] Disaster Recovery

[5] An application program interface (API) is a set of routines, protocols, and tools for building software applications.

[6] Automatic Call Distribution or ACD is a tool commonly used in the telephony industry. ACD systems are commonly found in any office that handles a large volume of inbound calls. The primary purpose of an Automatic Call Distributor is to disperse incoming calls to contact center agents or employees with specific skills.

[7] These modes are Predictive, Progressive, Preview and Power.

[8] A call detail record (CDR) is a data record produced by a telephone exchange or other telecommunications equipment that documents the details of a telephone call or other telecommunications transaction (e.g., text message) that passes through that facility or device.

[9] The Telephone Consumer Protection Act (TCPA) is a US federal law that was enacted in 1991. This law governs the conduct of telephone solicitations.

[10] Do Not Call Compliance (DNC) - Do Not Call is a list of home and cell telephone numbers that most telemarketers are prohibited from using and must remove from their existing call lists within 31 days of registration. Failure to comply with Do Not Call regulations can result in heavy fines against the telemarketer. The US Federal Trade Commission established Do-Not-Call to allow US consumers to reduce the number of unsolicited telephone calls they receive.

[11] The Payment Card Industry Data Security Standard (PCI DSS) applies to any organization that accepts credit card payments or that stores, processes or transmits cardholder data and/or sensitive authentication data. Similarly, the Healthcare Insurance Portability and Accountability Act (HIPAA) applies to any organization that creates, stores, processes, or transmits Protected Health Information.

[12] DTMF stands for Dual Tone – Multi Frequency and it is the basis for your telephone system. DTMF is the generic term for Touch-Tone (touch-tone is a registered trademark of ATT). Your touch-tone® phone is technically a DTMF generator that produces DTMF tones as you press the buttons.

[13] A key performance indicator (KPI) is a type of performance measurement. KPIs evaluate the success of an organization or of a particular activity (such as projects, programs, products and other initiatives) in which it engages.

[14] SMS stands for Short Message Service and is the most widely used type of text messaging.

LEARN MORE