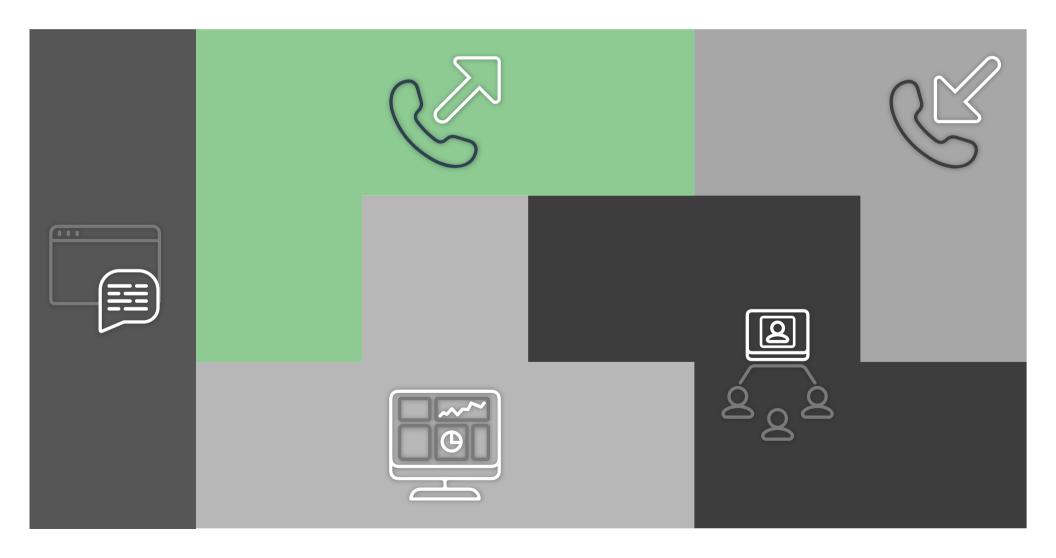# Customer Science (CSci™) Solutions

INTRODUCTION

Know what your customers want most and what your company does best. Focus on where those two meet.[1]
– 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 various workforce applications, big or small. Newbridge focuses on its clients' 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. Our platform allows Newbridge to quickly and easily deploy a high-performing client service team with minimal investment, rapid deployment, and the highest quality service.

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

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.[2]

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 call center software. Our virtual dialers filter out busy signals, no-answers, answering machines, and fax machines, allowing your call center agents to maximize their productivity. With a full suite of rich CDR reporting tools, granular dialing campaign controls, and real-time statistical data, you have complete control over managing your outbound call center.

Driving successful telemarketing and telesales activities demands integrating 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 prior to the call being placed. The agent can decide not to initiate the call.
- *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.
- *TCPA Compliant Platform:* Our TCPA Compliance Platform utilizes our TCPA Safe Mode, which operates without the capacity for predictive/preview dialing.

[2] Price Waterhouse-Cooper | [3] IRS via 1Source

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.[3]

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
- PCI / HIPAA Compliant
- Speech Recognition
- Assigned Program Managers
- Security Encryption Audio
- 30 Plus Years of Experience
- Predictive, Preview, Power
- Predictive ACD Routing
- Extensive API Library
- Integrated Chat Platform
- Geo-Spatial Routing
- Call Recording / Encrypted
- Exception Handling
- Interactive Voice Response
- DTMF / Touchtone Queue
- Security Encrypted Data
- Flexible Messaging
- Integrated Dialers
- Application Scripting
- Interactive Voice Response
- Hosted and Managed

OUTBOUND CENTER
- CRM Integration
- Call Progress Detection
- Integrated Voice Analytics
- Full DNC Compliance
- Metrics / KPI Analysis
- Drag-In-Drop IVR module

INBOUND CENTER
- Omnichannel Platform
- IVR Call Recording / Encrypted
- Skill Based ACD Call Routing
- Extensive API Connectivity
- Integrated ACD and Chat
- Security Encrypted Data
- Skill Based Routing
- Real-time Custom Dashboards
- DR and COOP enabled
- Hosted and Managed

- CRM Integration
- Call Progress Detection
- Domestic Program Managers

SMS PLATFORM
- Integrated SMS 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

LEARN MORE