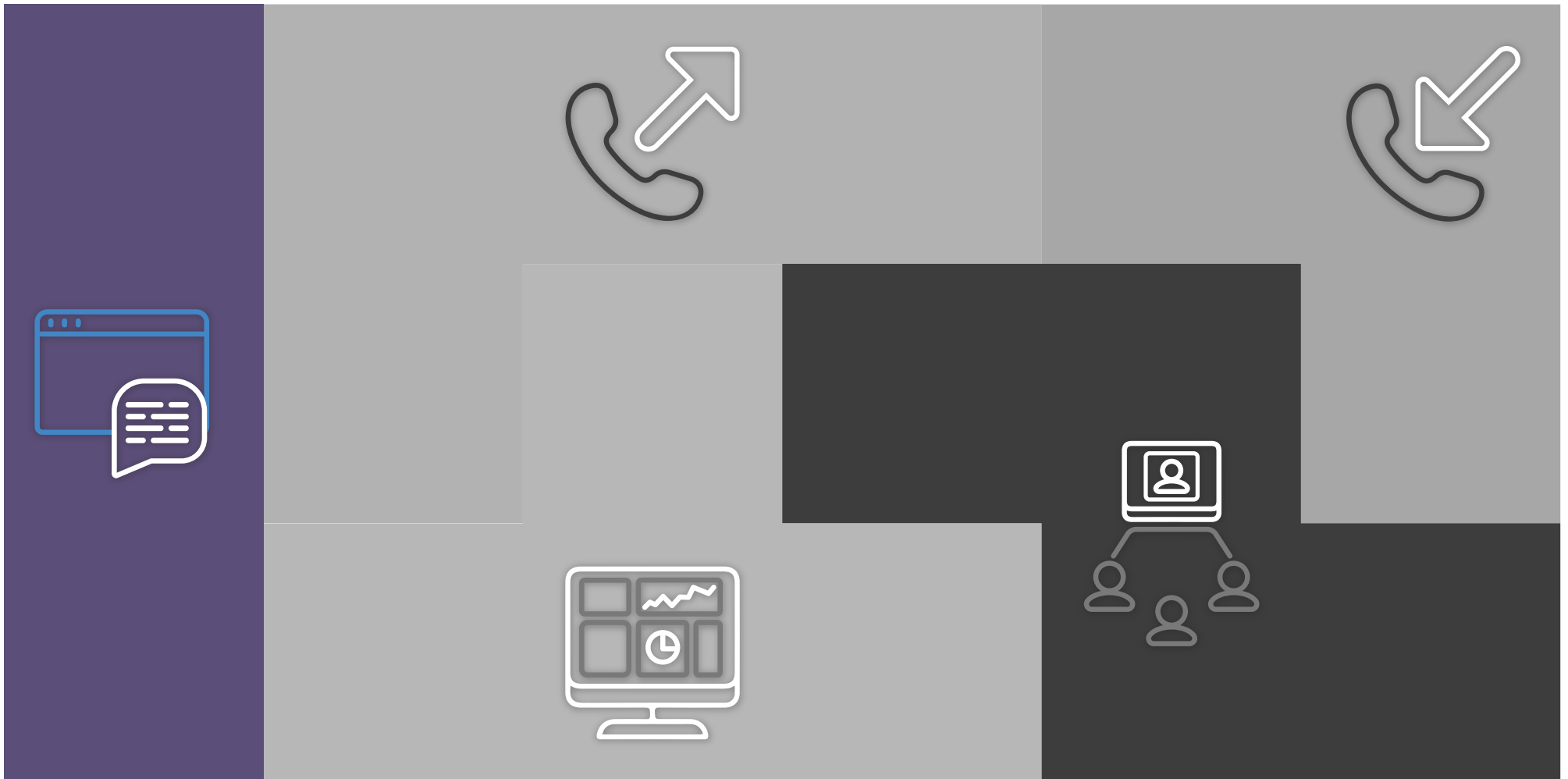


## Customer Science (CSci™) Solutions



# 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 client's 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 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.[2]

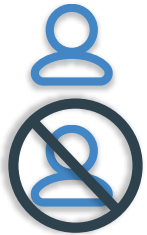


No matter what kind of business you're in, improving the experience for your customers is the key to increasing retention, satisfaction, and sales. Our team has over 20 years of experience in IVR development, and we work with each client to ensure their IVR design is:

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

[2] Deloitte Global Contact Center Survey | [3] Forbes, Losing Customer Confidence | [4] 24/7.ai, Customer Service Index

**68%** of customers leave a brand because of bad customer service.[3]



**47%** of customers would take their business to a competitor within one day of experiencing poor customer service.[4]





Nearly **80%** of contact centers say their current customer service systems won't meet their future needs.[5]

## THE NEWBRIDGE **INBOUND** CENTER SOLUTION

**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 increase productivity, improve efficiency and outperform their competition economically. Newbridge offers our clients a comprehensive Cloud Service Center Solution:**

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



*Over three-quarters of customers currently prefer phone calls and human interaction to self-service, but this could change within the next five years.[7]*



The Newbridge Premium Platform enables Agent Skill Based Routing and Blended Chat/Call Agent Skill Based Routing, increasing agent efficiency and increasing 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 when 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 dequeues 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.



## THE NEWBRIDGE **OUTBOUND** CENTER SOLUTION

**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 increase productivity, improve efficiency economically 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.

*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.[8]*

- *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.

*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.[9]*

# THE NEWBRIDGE OFFICE PHONE SOLUTION

**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.

*Cloud-based office phone systems are rapidly being adopted by many businesses that seek to avoid the excess costs and complexities of an on-premise phone service solution.[11]*



Over **75%** of user organizations experience improved productivity of employees across geographically-dispersed locations due to voice and video conferencing.[10]



Conversely, companies relying on hosted and managed systems enjoy the most updated service functions, call recording, call reporting, local and national functionality. Newbridge melds the best qualities of a traditional call 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 pre-configured system with the pre-configured 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

# 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

