Product Overview
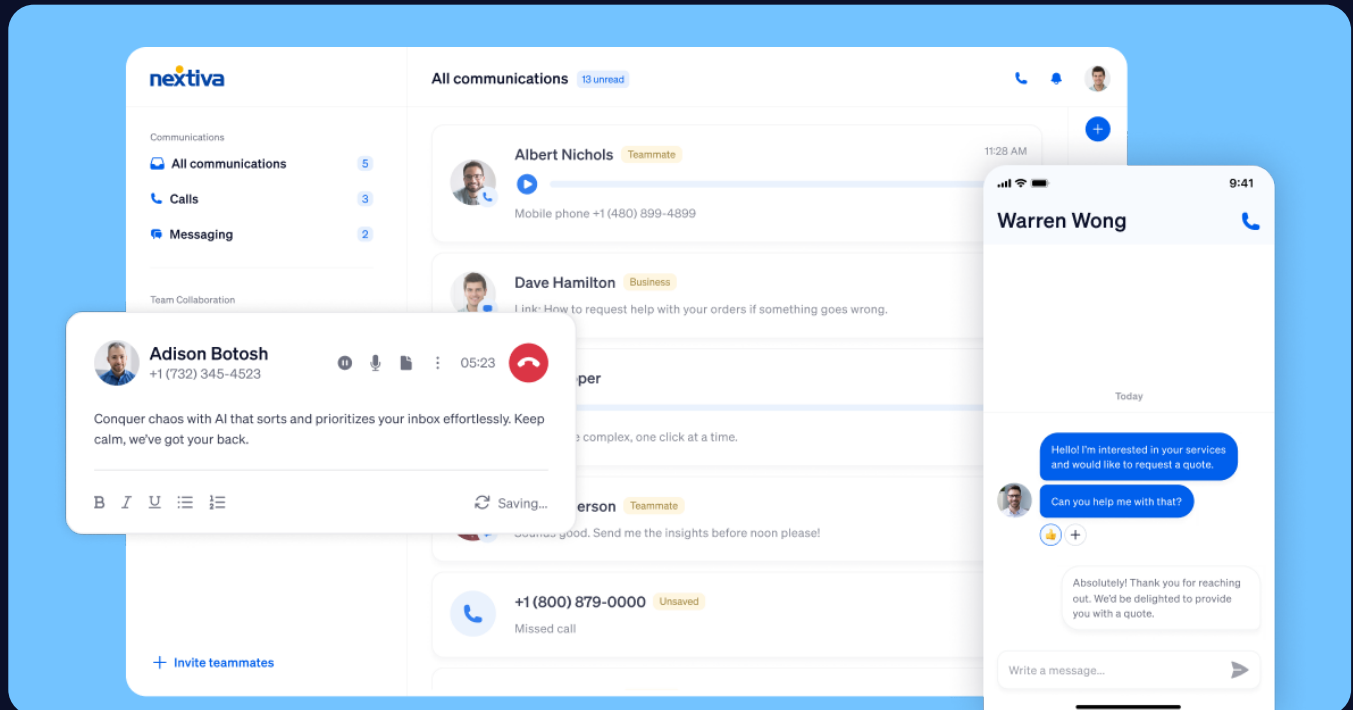
- Digital
- Voice
- Automation

TOTEM POLE TECHNOLOGY

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Nextiva Contact Center

Stay at the heart of the conversation

Friction-free contact center as a service from Nextiva Contact Center

AI-powered cloud contact center technology isn't 'the future'. It's a hallmark of great customer care. And it's already being used by hundreds of leading enterprises, service providers and BPOs, today.

Great CCaaS technology should be accessible to everyone – no matter how big or small your company, how your demand ebbs and flows, or how your needs might change.

With Nextiva Contact Center **Voice**, **Digital** and **Native Process Automation**, we're democratizing AI-powered CCaaS for everyone. Nextiva Contact Center intelligently automates. It's a complete, holistic solution that puts conversation back at the center of every interaction.

Why Nextiva Contact Center? There's plenty of CCaaS technology out there. **So what makes us different?**

> **To meet your customers wherever they are in our on-demand world, the solution lives within Nextiva's Contact Center flexible, scalable AI-powered CCaaS technology.**

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Architecture
Built right from the start

It's not just our **100% cloud-native** solution that delivers exceptionally high uptime. Thanks to our redundant, resilient system, we offer business continuity via the elimination of single points of failure. And while our solution was built different from the start – from the ground up, as one complete solution – that's not our only point of distinction.

Security
Ensuring your data remains safe and secure

All the game-changing technology in the world doesn't matter if it's not secure and compliant. We are proud to be **HITRUST CSF, HIPAA, PCI DSS, and GDPR compliant**.

At Nextiva Contact Center, security and privacy are a key focus. So, we've implemented a wide array of controls and safeguards in our code and processes to protect customer data and support enterprises in their own compliance efforts.

We're also a member of the Cloud Security Alliance (CSA). Our infrastructure is hosted and managed within secure cloud providers accredited for ISO27001, SOC 2 Type II and PCI Level 1. Our security teams work tirelessly to ensure that best practices are always followed to keep your data safe.

CX Front and Center
Ensuring your data remains safe and secure

We built Nextiva Contact Center to **champion your contact center agents**. To help them – not replace them.

So we empower the agents representing you to do their job even better by **automating those processes** that will make their jobs easier, quicker and more personalized to every customer.

We help the BPOs working on your behalf to provide the **joined-up, friction-free service** your customers want and your brand demands.

We make your **customers' lives easier** by ensuring they can communicate with you in a way that suits their busy lifestyles.

> **Nextiva Contact Center puts the power back in your hands, keeping your brand at the heart of the right conversations and the right experiences, every time.**

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Native Process Automation

What is Nextiva Contact Center NPA?

Nextiva Contact Center Native Process Automation (NPA) enables complex, customizable, multi-step omnichannel interactions to occur with a few clicks or even fully independent of agents/end users. Nextiva Contact Center NPA is the beating heart of our CCaaS platform, as every phone call, SMS, chat, email, and social post passes through two powerful, interconnected tools: the IO Workflow Engine and the IO Action Matrix. From dynamic routing models to ongoing consent maintenance, customer self-service, and single-click sending of customized followup messages, Nextiva Contact Center NPA helps enter-prises, agents and end users get more done, faster and easier than ever.

What makes Nextiva Contact Center NPA unique?

The key to Nextiva Contact Center NPA is that it's simple. The IO Workflow Engine and IO Action Matrix are code-free and configured with visual drag-and-drop interfaces. This means that a non-technical team member can design, test, and deploy a Workflow or Action Matrix easily and in record time.

Core Concepts

IO Workflow Engine

- The IO Workflow Engine handles a vast array of automated tasks, from basic IVR functions to multistep processes that may include pulling and pushing data from via API.

- These tasks may never touch an agentor end user directly, even though they enable interactions that involve those agents or customers.

- Grab contextual information and relevant data from remote databases.

- Apply to inbound, outbound, & internal processes.

- Time-based triggers surface relevantr ecords & issues.

IO Action Matrix

- Nextiva Contact Center's IO Action Matrix can be both agent or customer facing.

- For agents, the IO Action Matrix replaces traditional scripting tools with dynamic text display and input buttons that change what an agent may say depending on the context.

- For end users, the Action Matrix may display pre-chat screening questions or even show customized text unique to that user, such as account lookup information, upcoming appointments, or a range of other data.

- An Action Matrix may also house a Virtual Agent chat that can seamlessly transition to a live agent chat or voice call.

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Digital

Automation

Voice

Key Benefits

✓ Nextiva Contact Center NPA enables enterprises to automate, accelerate, and elevate enterprise communications with clicks, not code.

✓ By taking repetitive tasks out of an agent's hands, Nextiva Contact Center NPA returns that agent's focus to what matters: the end user they're interacting with. And by arming that agent with customized, dynamic scripting and pulling relevant data on to a single screen, Nextiva Contact Center NPA helps that agent deliver efficient, high-touch, personalized service.

✓ For end users, Nextiva Contact Center NPA offers simple, rich, dynamic self-service opportunities across multiple channels, whether it's a simple account lookup, interacting with a virtual agent who knows their account info and how to service their inquiry, or when to hand off to a live agent.

With billions of potential configurations of the IO Workflow Engine and IO Action Matrixes, Nextiva Contact Center Native Process Automation offers both nearly infinite flexibility and unmatched simplicity.

Digital

True Omnichannel

Connect with prospects and customers on their channels of choice

- Seamlessly transition between channels, from chat —> voice, SMS —> email, and with context that follows agents and end users
- Connect on chat, email, SMS, and social (Twitter and Facebook, Instagram in Q3)

Engagement Studio

Create custom digital engagements to suit diverse business needs

- Initiate lead capture, sales qualification, appointment scheduling, product registration, sentiment feedback, and other workflows
- Seamless, context-rich transitions to live agents across channels into Nextiva Contact Center

Agentless Campaigns

Contact customers with customized outreach at scale

- Initiate campaigns once and then let event or timebased triggers reach customers to resolve issues before they start
- Touch customers on their preferred channels-based on contact history
- Integrated with your third-party systems for unique, customized, automated outreach

FAQ/Answer Bot Builder

Determine customer intent & answer questions

- Code-free builder for FAQ/answer bots enables sitewide implementation of automation
- All-in-one integrated platform— no thirdparty vendors required
- Increase call deflection via self-service options and escalate to agents when needed

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Voice

Inbound & Outbound

Situation Routing gets callers to the right agent, right away

- Predictive, Progressive, Preview Calling Modes
- CleanCall™ Hands-On Quarterback Mode incorporates human intervention to enable high volume dialing without automated processes
- Flexible agent skill assignments and workgroup definitions let you configure your team on the fly
- Dynamic Expansion of Workgroup moves agents into high-demand queues to reduce wait times and improve CX

Smart Campaign Manager

Customize campaigns with ease to suit customer needs via Triple Dialer Modes

- Robust Predictive & Progressive Campaign Support
- CleanCall™ Hands-On Quarterback Mode
- Live call-by-call supervision
- Boost agent occupancy and productivity with customizable campaign treatments and follow-ups
- Offload agent/staff work and achieve quick customer resolution with smart bots

Analytics

Contact customers with customized outreach at scale

- Industry-standard KPI/SLA business drivers to track agent and center performance
- Agent home page with gamification

Compliance

Focus your team on profitable activities

- Designed to aid in TCPA/FCC compliance efforts
- Automatic DNC management
- Opt-in list management with agent updates
- Supervisor oversight & alarms
- Engage supervisors at the right time to improve agent productivity and mitigate risk