



Cloud-Based Contact Center Solutions

## Overall Solutions and Features

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## 3CLogic Overview

With 3CLogic, enjoy the cost benefits of working in the cloud, while utilizing our advanced contact center software to enhance your rep's overall performance. Whether your business requires inbound, outbound, or blended solutions, we provide you with a 360-degree view of customer interactions across voice, chat, text, and social channels.

### Have some reservations?

Perhaps you already own your system or maybe you're worried about service disruption. No problem! With 3CLogic's solutions, enjoy costs savings equal to 30% less than your Annual Maintenance Charge, while using our pre-configured templates to seamlessly migrate your contact center over to the cloud.

## About 3CLogic

Our founders were among the original pioneers of VoIP (Voice over IP) and saw the benefits of combining it with a distributed architecture to truly provide a resilient and scalable contact center solution. Unlike our competitors, we built our solution from the ground up with our clients' needs in mind; no centralized servers and no single points of failure.

### How do you benefit?

#### CRM Integration

Salesforce, SugarCRM, Zoho, Infusionsoft, Microsoft Dynamics, ServiceNow.....you name it, and we've got you covered!

#### Products and Services

Inbound, Outbound, and Blended contact center solutions and services with 24/7, US-based customer support.

#### Virtual Telephony Application Grid (V-TAG)

With our innovative software technology, we avoid the pitfalls and limitations of traditional

centralized server architecture and provide you with greater reliability, power, capacity, and security, at a lower cost.

## Scalability

Regardless of your call volume or reps' needs, with 3CLogic, quickly scale your contact center up or down seamlessly.

## 99.999% Uptime

With our efficient and reliable system architecture, powered by our innovative Virtual Telephony Application Grid (V-TAG), we provide up to 99.999% uptime.

## Security

Every company values security, so why trust all your data, media, and private information to a third party? With 3CLogic, your data stays between you and your customers.

# 3CLogic Cloud-Based Contact Center Solutions

## Inbound Contact Center Software Suite

At 3CLogic, we understand what makes a contact center work, and designed our inbound contact center software to meet today's needs and tomorrow's challenges. Take your business to the next level with our skills-based routing, automated call distribution, and advanced CRM integration features.

The business world will always be on the move. Make sure you have the tools and resources to keep up, with 3CLogic.

3CLOGIC'S INBOUND CONTACT CENTER FEATURES			
✓	ACD and IVR	✓	Real time dashboard reporting
✓	CRM Integration	✓	Call disposition
✓	Skills-based routing	✓	Call recording and playback
✓	Call transfer, hold, and conferencing	✓	Supervisor barge-in and support
✓	CRM pop-up based on caller ID	✓	Full database support
✓	Toll free number support	✓	Custom call scripting
✓	Bundled DID & Toll Free	✓	Web-based configuration
✓	Click-to-call back client for your website	✓	Network error detection
✓	Music on hold	✓	Web-based reports and dashboard

How do you benefit?

### Workforce Optimization

In business, it's all about being efficient with your resources. So why should it be any different with your contact center? Take your workforce to the next level with our skills-based routing system and make every inbound call go where it should, to whom it should, on the first try. It's just smart business.

### First Call Resolution

With 3CLogic's single window user interface and CRM integration capabilities, each of your reps will have quick and easy access to any and all information relating to each inbound caller, providing them the power to address each issue or inquiry on the spot. Now that's customer service!

### Efficient Queue Management

Manage your call center more effectively with real-time reporting tools (average call times, average hold times) to help you better assess your team's overall productivity.

## Outbound Contact Center Suite

With 3CLogic, our outbound software was built with you and your reps in mind. Increase talk time, improve contact rates and connectivity, lower operational costs, and raise the overall performance of your contact center with our complete cloud-based software solution.

3CLOGIC'S OUTBOUND CONTACT CENTER FEATURES			
✓	Real-time dashboard reporting	✓	Predictive, progressive, and preview dialing
✓	CRM integration	✓	Supervisor barge-in support
✓	Outbound IVR	✓	Custom call scripting
✓	Real-time dashboard reporting	✓	Multiple contact channels (voice, email, text, and chat)
✓	Single Window interface	✓	Call disposition
✓	Agent presence and instant messaging	✓	Bundled USA Local and Long Distance
✓	Network error detection	✓	Answering machine and fax detection
✓	Call transfer, hold, and conferencing	✓	Multiple Do-Not-Call lists
✓	Toll-free technical support	✓	Advanced lead management and recycling

### How do you benefit?

#### Increased Rep Performance

Every minute counts when trying to reach prospects or execute on a specific call campaign. Yet, manual dialing only averages 15 minutes per hour, per rep. Want a better solution? With our predictive, progressive, and preview dialing features, take control of your call center and increase talk time by as much as 300%!

#### Reduced Costs

With 3CLogic, setup is easy. All you need is a high-speed internet connection, a PC, and a computer headset for each rep. That's it. No expensive kits, no specialized equipment, and no accountant to track depreciation. Simple and cost effective!

## Scalability

Is your company growing? Is your call volume seasonal? Worried whether your contact center can keep up? No problem! With 3CLogic and our Virtual Telephony Application Grid (V-TAG), scale your company up or down seamlessly.

## Blended Contact Center Suite

3CLogic's blended solution allows you to enhance your contact center's overall productivity by allowing your reps to both make and receive calls as demand and strategy dictate. No more unnecessary division of reps and workstations. Your resources, working efficiently, all the time!

3CLOGIC'S BLENDED CONTACT CENTER FEATURES			
✓	ACD and IVR	✓	Predictive, progressive, and preview dialing
✓	Consolidated Reporting & Analytics	✓	Inbound/Outbound blending of multiple contact channels
✓	CRM Pop-up and Integration	✓	Single click agent monitoring and reporting
✓	Consolidated administration	✓	Call transfer, hold, conferencing
✓	Single window interface	✓	Context-based call scripting
✓	Skills-based routing	✓	Agent presence & instant messaging
✓	Dynamic call Recording	✓	Call prioritization

## How do you benefit?

### Improved Efficiency

With 3CLogic's Blended Contact Center Solution, automatically distribute inbound calls to the appropriate reps while allowing outbound calls via predictive dialing.

## Consolidated Performance Measurement and Reporting

Enjoy end-to-end real-time and historical reporting of both rep and call center activities, providing the visibility and insight your managers require to positively impact your bottom line.

## Reduced Costs

Our Blended Contact Center Solution is reliable, seamless, and scalable, providing you the flexibility to manage your costs in line with your needs. No hassle, just productive business.

## Custom CRM Integration and Features

At 3CLogic, we want to simplify your business and improve your contact center's performance, which is why we integrate with today's most popular CRMs. Don't see yours listed? No problem! Just let us know and we will work with you to integrate with them. Simple and flexible, so that you can concentrate on what matters; your business.

But integration with your CRM is only half the story. At 3CLogic, we've created features and benefits which will enhance your reps' productivity and performance, while improving your customers' overall experience. Like what you see? Just let us know, and we can customize your integration to include any of them!

3CLogic, your one-stop-shop for a complete cloud-based contact center solution.

## CRM Features

### CRM Access

Once your reps log in to your CRM, calls can immediately be made or received using the 3CLogic system. This simple and convenient feature saves the login session information and displays customer data within the 3CLogic single-user window interface. With CRM Login, finally enjoy the benefits of combining your CRM with the "voice" portion of your contact center.



## Customer Information Popup

Save your reps' time while enhancing the client experience with a "popup" displaying all the customer information relevant to the call in progress. Eliminate the need to repeatedly ask clients to identify themselves, enjoy quick access to important client information as well as prior history, and make first call resolutions a reality.

## Automatic Import of Contacts

Automatically import contacts to 3CLogic from your CRM system without the need to manually export them. Yet another way to save you and your reps' valuable time and keep you productive.

## Embedded Click-2-Call Button

Representing true integration, a Click-2-Call button is embedded into your CRM to allow your reps the convenience of making calls directly from their respective CRM screens. No separate phone or dialer necessary any longer!

## Customer Information Retrieval

When a call comes in, API calls are made to your CRM, using the incoming number to fetch customer information from your CRM system. If the caller is a new customer or prospect, a window will be displayed automatically to create a new entry within the CRM system.

## Auto Create CRM Record

Outbound calls are identified using CRM IDs that are pre-loaded into the 3CLogic portal. If a new prospect is contacted for the first time, a window will be displayed to create a new customer record within the CRM system.

## Status Sync

Save time and avoid duplication with the Status Sync feature, which will "sync" data between 3CLogic and your CRM. Regardless of where the data change(s) are made (via 3CLogic or

your CRM), automatically update customer records and save your reps the hassle of doing it twice.

## Post Call Data

Record reps' call data information (e.g. date and time of call, call duration, call disposition, link to call recording) to your CRM system for future reference, training, and compliance. With Post Call Data, your records are truly accurate, relevant, and complete.

## Sync Callback with Calendar

Avoid missed appointments and enhance the customer experience by allowing your reps to sync scheduled client calls with their respective calendars.

## Create Activity History/Note

With this feature, in addition to updating customer information fields, a record regarding the customer's history can be created and associated with the customer record within the CRM. Just one more feature that greatly enhances convenience for you and your reps.

# Athena Reporting Tool

## Framework

3CLogic's new Athena reporting framework provides end-users with intelligent reporting analytics and improves the canned reports and dialer statistics that are currently offered in the industry. Users can design any report using click, drag, and drop functions within Athena.

In addition to giving users the ability to create fully customizable reports, Athena reporting offers contact centers the power to manipulate and evaluate any business relevant data points, in real-time. The reporting framework also includes Call Data Record and Work Force Management capabilities.

## Click, Drag, and Drop Function

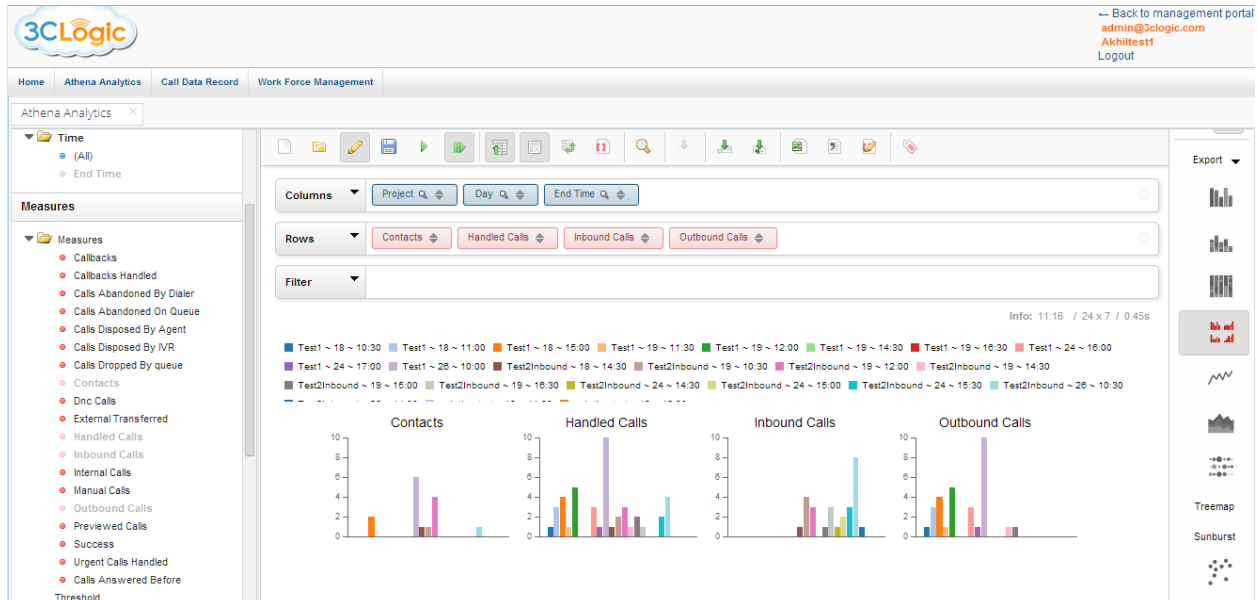
The screenshot shows a reporting tool interface. On the left is a 'Measures' sidebar with a tree view of metrics. The main area has a top menu bar with icons for save, print, and export. Below the menu bar are three dropdown menus: 'Columns' (Project Q, Day Q, End Time Q), 'Rows' (Contacts, Handled Calls, Inbound Calls, Outbound Calls), and 'Filter'. The main data area displays a table with the following structure:

MeasuresLevel	Test1								Test2Inbound												
	18	19			24	26	18	19			24	26									
	10:30	11:00	15:00	11:30	12:00	14:30	16:30	16:00	17:00	10:00	14:30	10:30	12:00	14:30	15:00	16:30	14:30	15:00	15:30	10:30	
Contacts	0	0	2	0	0	0	0	0	0	6	1	1	4	0	0	0	0	0	0	0	1
Handled Calls	1	3	4	1	5	0	0	3	1	10	1	2	3	1	2	1	0	0	2	4	
Inbound Calls	0	0	0	0	0	0	0	0	0	0	1	4	3	0	1	3	1	2	3	8	
Outbound Calls	1	3	4	1	5	0	0	3	1	10	0	0	0	1	1	0	0	0	0	0	

Using the menu options (left hand column), you can design your report on the fly by simply selecting and dropping the relevant data fields into the corresponding rows and columns of your choice. Your report progressively auto populates as you build your report; it's that easy.

Once you have completed creating your report, all standard options are available in the top menu bar, including saving the report for future use, and exporting it in either XLS or CSV format.

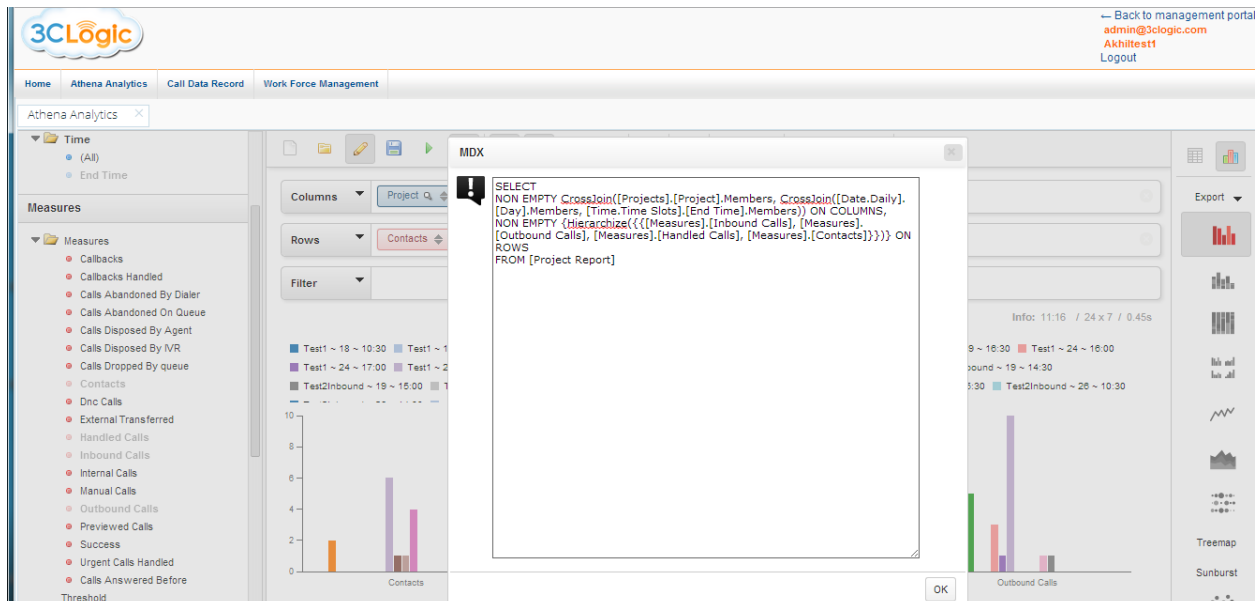
## Key Tools in Athena Reporting



Once you have created the report of your choice, additional tools are just a click away. For example, use the filter tool to refine your report and highlight only the data you wish to see. In the screen shot above, we have selected calls ending between 10 and 12. All of this can be done with a few clicks of a button.

With your report complete, evaluate it using the statistics feature or display the results visually using any of the multiple graphs or charts made available.

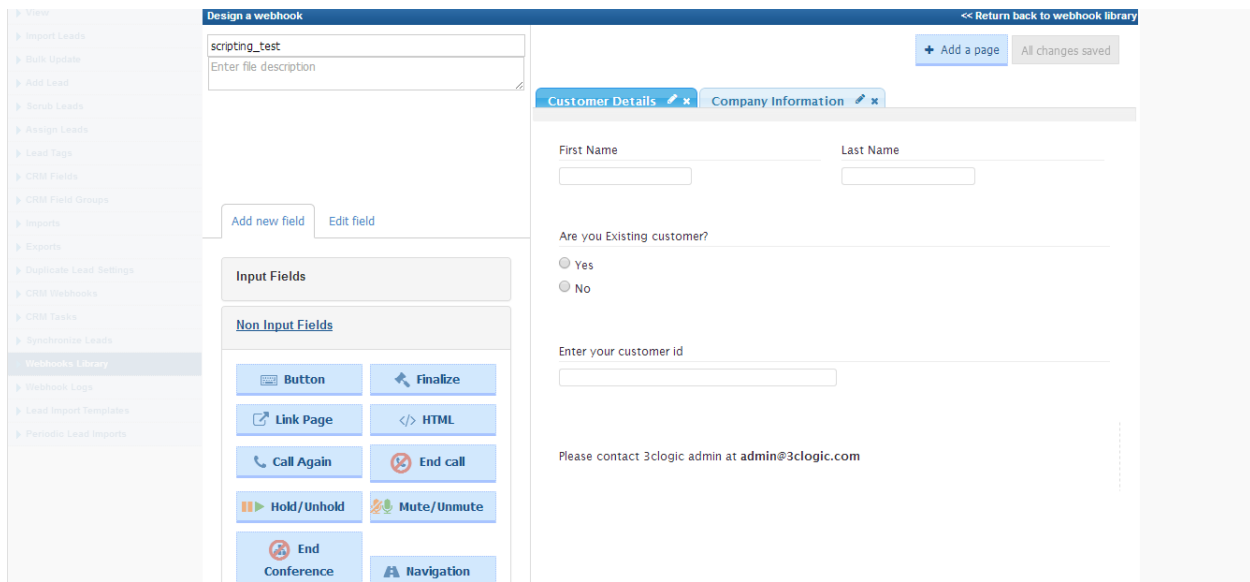
## Advanced Customization



The framework additionally offers the ability to filter any data, save prior reports for future use, statistical analysis, charting, and access to the underlying programming code (MDX queries) for managing and analyzing any report beyond the standard interface.

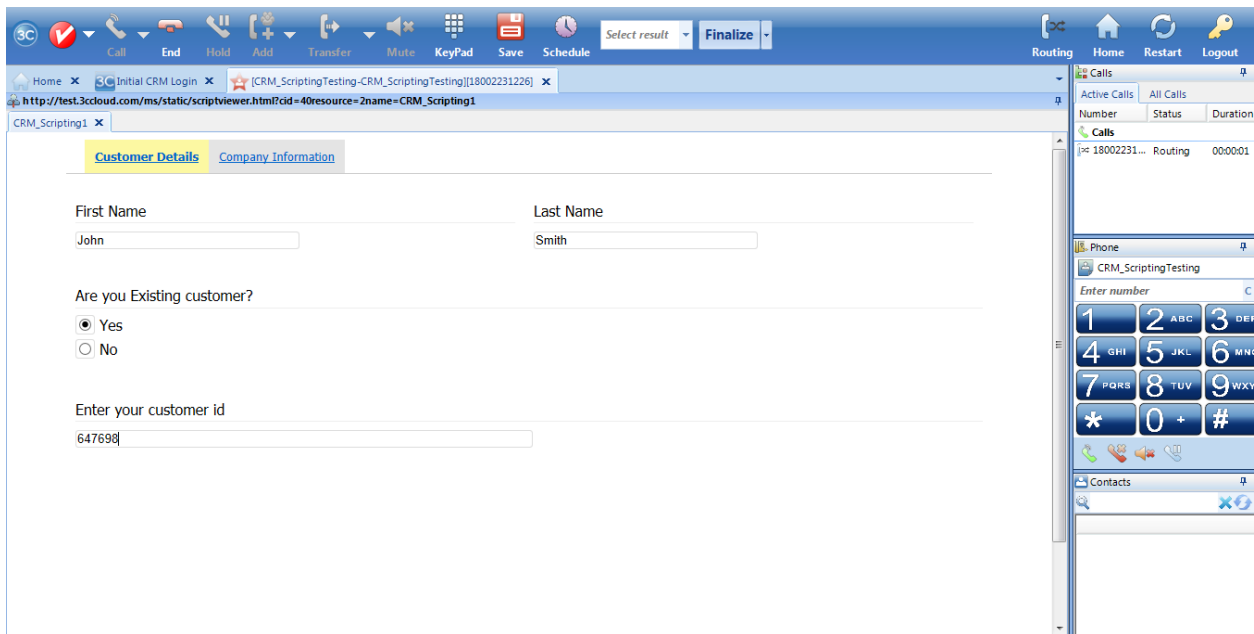
## Iris Scripting Tool

With the new scripting engine Iris, contact center supervisors can easily create and edit scripts, in real-time, allowing them to quickly update their reps on any changes to company initiatives or needs, without impacting the work flow within their call centers. More importantly, the feature is user-friendly and does not require any programming background or knowledge of scripting languages. Users can (quickly and effectively) create and manage existing scripts; regardless of the level of complexity.



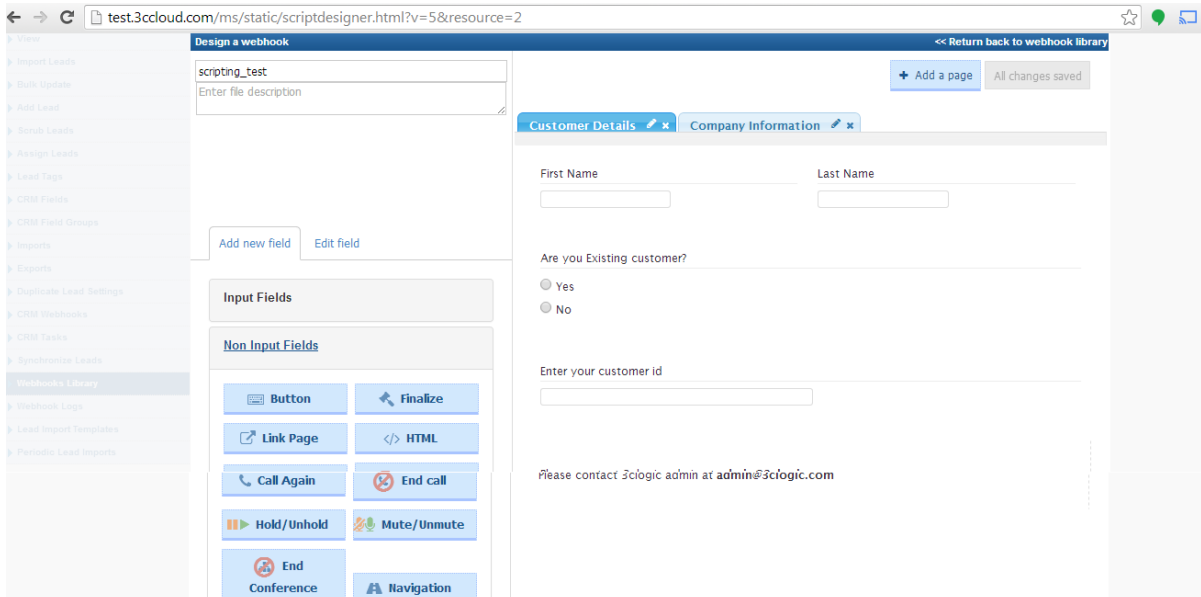
Using options from the non-input fields, users have the power to select action items to help guide a rep's activities within a script including, end call, finalize, call again, or you can simply create your own custom buttons.

Within the input field, users are able to populate the script with any necessary data fields your reps may need to collect while on the call.



3CLogic also makes it easy for you to automatically modify and update your lead database and/or CRM using our convenient “load to” and “save from feature,” removing the need for your reps to maintain separate systems or manage multiple windows.

### Dynamic Branching in Iris



Not every call is the same. Iris's Dynamic Branching tool helps your reps prepare for every call.

The image above shows a pre-populated, basic template, in which a rep would be required to collect information and establish how to respond to a client depending on their status.

From a rep's perspective, a call would be displayed in this fashion. Once all data fields have been populated, the rep would be instructed on how to proceed, depending on the client's response to the dynamic inquiry.

In this case, if the customer answers "yes," the rep is required to collect additional information. If the client responds "no," the rep is given instructions on how to respond.