



 **servion<sup>t</sup>**

**ServCloud**

In today's evolving interaction landscape, the power of experience is in the hands of customers. They dictate when, where, and how they want to interact with the enterprise

Traditionally reactive customer services have become capital-intensive, time-consuming and largely ineffective

With the ascension of cloud technologies, Contact Centers are now grappling for the best-fit solution

Whether Inbound, Outbound, Email, Chat,  
Mobile, Social or Analytics – it is crucial to engage  
customers in meaningful conversations in their  
preferred  
channel – anywhere and anytime  
on the cloud.



Managed CCaaS & UCaaS



Omni-channel Platform

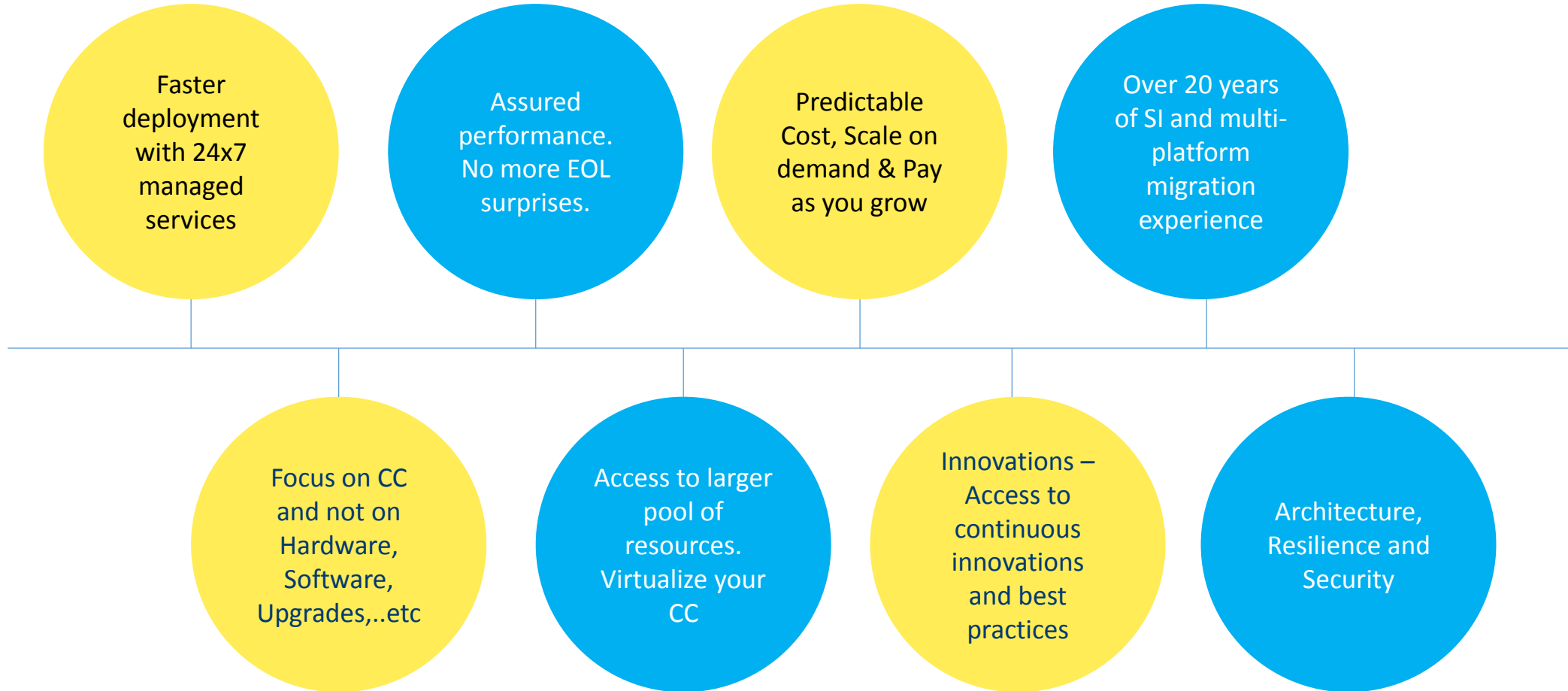


Next Generation Analytics

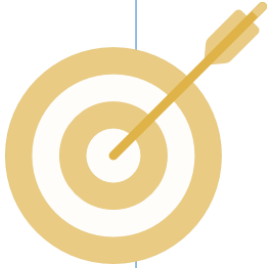


Managed Service Platform – 99.9% uptime

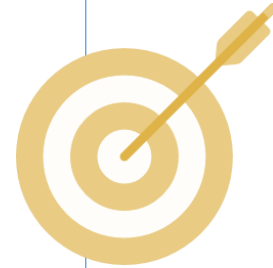
# ServCloud assurance



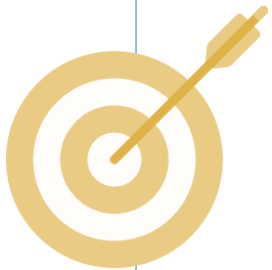
# Target customers



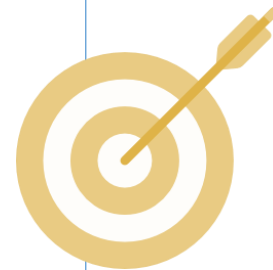
Transform from CC to  
Omni channel



Considering major  
upgrades / Platform  
change



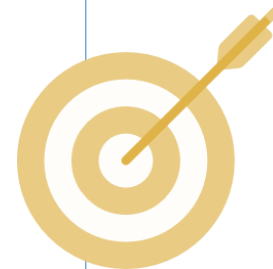
Move to Capex to Opex  
based model



Moving from single  
channel to multi  
channel



Greenfield Customers



Consolidating CC across  
geographies and  
locations

# ServCloud Partner Models



Strategic  
Partner

Distributor

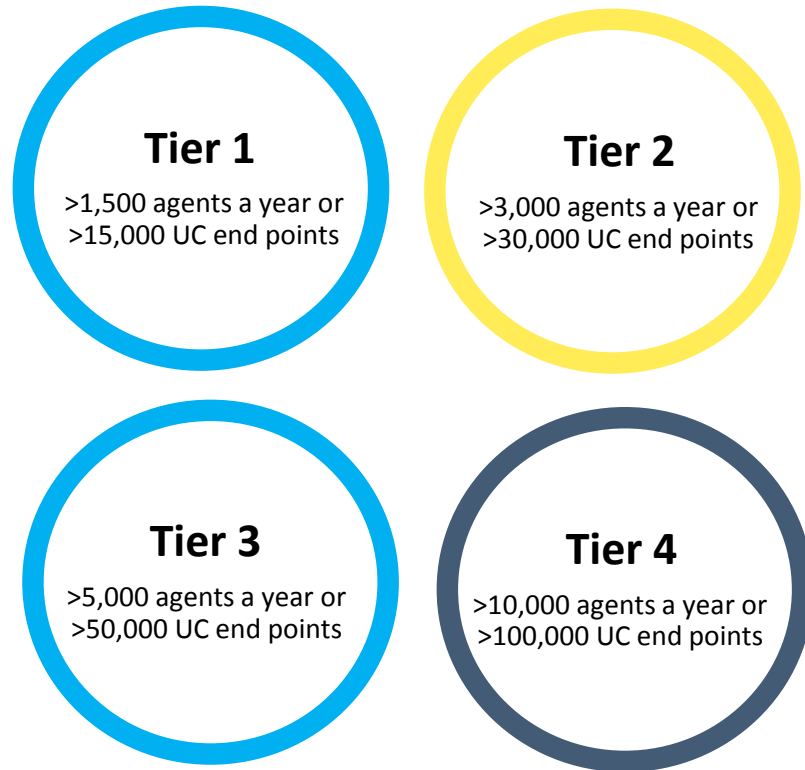
White Label

Reseller



# ServCloud Distributor model

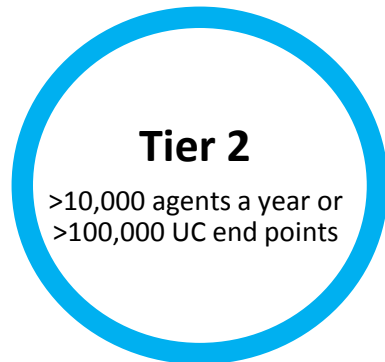
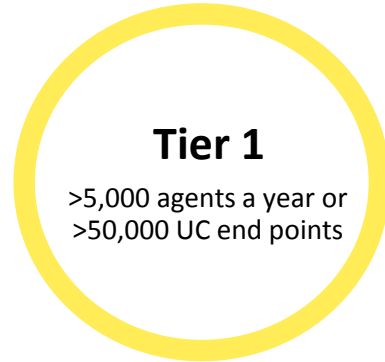
## Partner status - Business commitments



- **Servion to provide entire CCaaS & UCaaS**
  - Hardware
  - Data Center Space with all security certifications
  - Power
  - Cisco HCS licenses
  - Managed Services and SLA
  - Management of entire solution
  - PSTN services that includes Toll Free numbers, minutes
- **Servion can value add through our IP platforms**
  - ServCloud portal – Unified Cloud management and administration across all channels
  - ServCare platform – Managed Services platform to monitor and manage core and third-party infra and applications
  - ServInsights – Operational Analytics and reporting platform
  - ServIntuit – Omni channel customer experience platform
  - Integration and Professional services capabilities
- **Average customer size**
  - Average size of each customer should be >250 agents or > 2500 UC agents
  - Minimum contract period for each customer 3 years
- **Partner can resell the entire CCaaS and UCaaS**
- **Service Offers**
  - Inbound
  - Outbound
  - Email
  - Chat
  - Quality Monitoring
  - Analytics
  - Social Media

# White label model

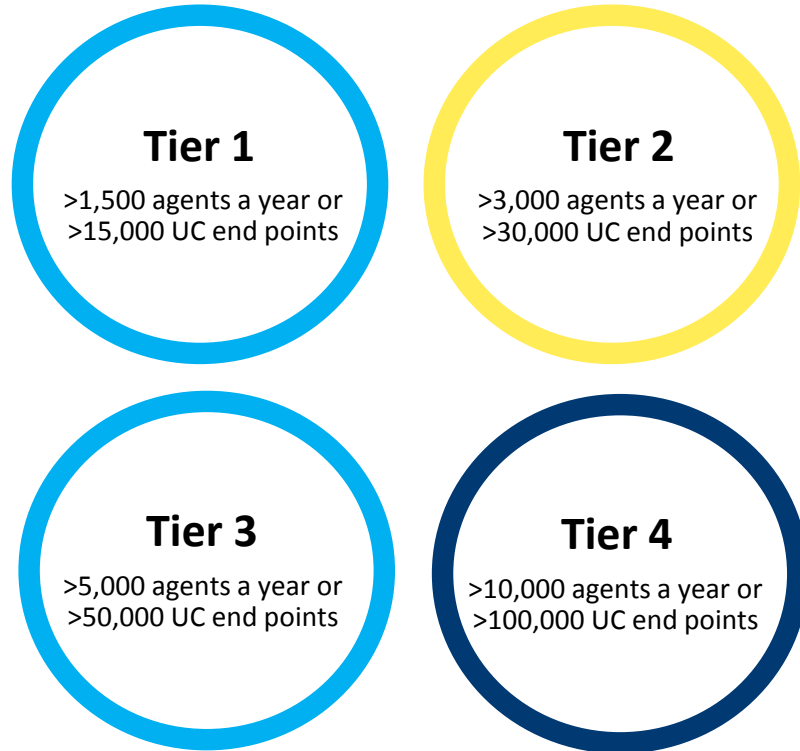
## Partner status - Business commitments



- **Servion to provide entire CCaaS & UCaaS**
  - Hardware
  - Data Center Space with all security certifications
  - Power
  - Cisco HCS licenses
  - Managed Services and SLA
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  - ServIntuit – Omni channel customer experience platform
  - Integration and Professional services capabilities
- **Average customer size**
  - Average size of each customer should be >250 agents or > 2500 UC agents
  - Minimum contract period for each customer 3 years
- **Partner can white label the entire CCaaS and UCaaS**
- **Service Offers**
  - Inbound
  - Outbound
  - Email
  - Chat
  - Quality Monitoring
  - Analytics
  - Social Media

# ServCloud Reseller model

## Partner status - Business commitments



- **Servion to provide entire CCaaS & UCaaS**
  - Hardware
  - Data Center Space with all security certifications
  - Power
  - Cisco HCS licenses
  - Managed Services and SLA
  - Management of entire solution
  - PSTN services that includes Toll Free numbers, minutes
- **Servion can value add through our IP platforms**
  - ServCloud portal – Unified Cloud management and administration across all channels
  - ServCare platform – Managed Services platform to monitor and manage core and third-party infra and applications
  - ServInsights – Operational Analytics and reporting platform
  - ServIntuit – Omni channel customer experience platform
  - Integration and Professional services capabilities
- **Average customer size**
  - Average size of each customer should be >250 agents or > 2500 UC agents
  - Minimum contract period for each customer 3 years
- **Service Offers**
  - Inbound
  - Outbound
  - Email
  - Chat
  - Quality Monitoring
  - Analytics
  - Social Media

# ServCloud Hybrid model – Partner provides UCaaS Servion provides CCaaS

## Partner status - Business commitments



- **Servion to provide CCaaS**
  - Hardware
  - Data Center Space with all security certifications
  - Power
  - Cisco HCS licenses
  - Managed Services and SLA
  - Management of entire solution
  - PSTN services that includes Toll Free numbers, minutes
- **Hybrid partner to provide UCaaS**
- **Servion can value add through our IP platforms**
  - ServCloud portal – Unified Cloud management and administration across all channels
  - ServCare platform – Managed Services platform to monitor and manage core and third-party infra and applications
  - ServInsights – Operational Analytics and reporting platform
  - ServIntuit – Omni channel customer experience platform
  - Integration and Professional services capabilities
- **Average customer size**
  - Average size of each customer should be >250 agents
  - Minimum contract period for each customer 3 years
- **Partner can white label our CCaaS**
- **Service Offers**
  - Inbound
  - Outbound
  - Email
  - Chat
  - Quality Monitoring
  - Analytics
  - Social Media

# Deal Registration

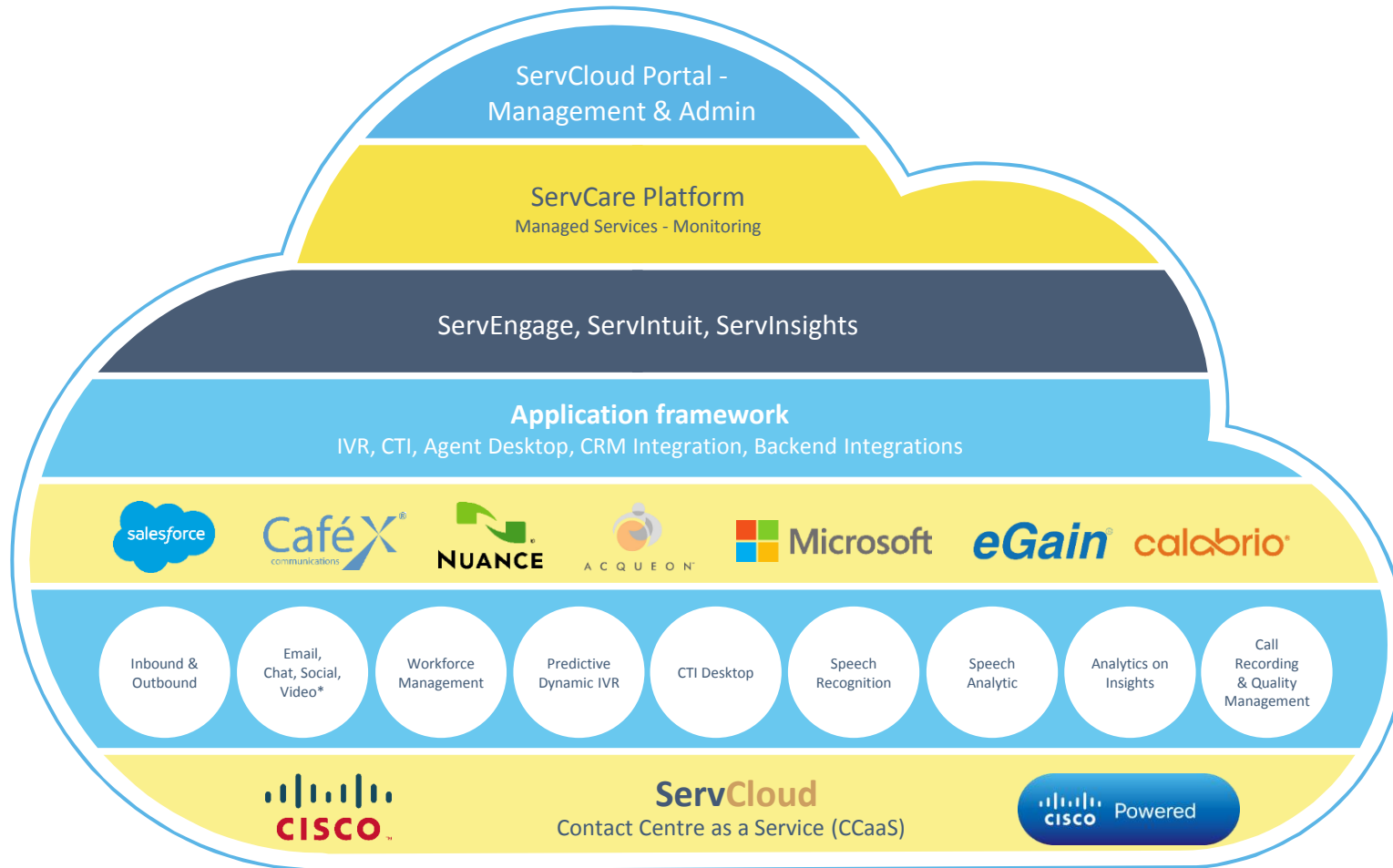
- All partners to register the opportunity by sending an email to [servcloud@servion.com](mailto:servcloud@servion.com)
- Servion will register the opportunity against the partner
- If there are multiple partners engaged in the same opportunity, we will maintain same discounts levels based on partner's Tier level
  - The Onboarding costs will be same for all partners
  - The professional services if applicable will be same for all partners



 **servion<sup>t</sup>**

**ServCloud Framework**

# ServCloud Framework



Our Objective

**Cisco + ServCloud + Partner**

Brings the difference  
to WIN deals

Against

**Cisco + Other HCS partners  
Other Tier 1 CCaaS players**

**Other OEM with their partners**

# ServCloud – Services Spectrum - Per Agent Per Month model (PAPM)



Inbound



Outbound



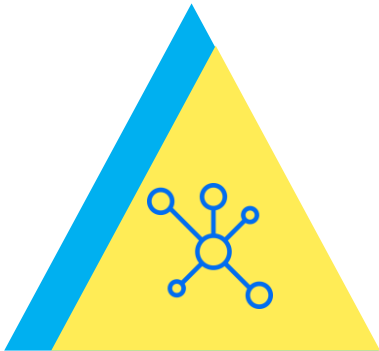
Email



Chat



Social Media



Omni channel



Quality Monitoring



Call Recording



# ServCloud - Inbound



Inbound Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



ACD	IVR	CTI	Differentiators
Skill Based Routing Precision routing Congestion control	Standard IVR – 5x5 ServIntuit - Basic	Unified Agent Finesse Desktop	24x7 Proactive monitoring ServCloud Portal 99.9% uptime – Managed Service Platform ServInsights – Analytics & Reporting
Omni Channel CX Platform Agent Whisper Agent Greeting Remote Agent	Dynamic IVR Post call survey Courtesy Call back ASR/TTS	Unified Agent Finesse Desktop – Transaction History, Service History, Cross sell/up sell Indicators..	Extended Managed Services <ul style="list-style-type: none"> <li>• IT Administration</li> <li>• Business Consulting</li> <li>• MIS Analytics</li> <li>• Business Process Mapping</li> <li>• Functional Design</li> </ul> Advanced ServInsights

Core Add-on

# ServCloud - Outbound



Outbound Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



Dialer	Campaign Mgt	CTI	Differentiators
Dialing Modes <ul style="list-style-type: none"> <li>• Preview</li> <li>• Predictive</li> <li>• Progressive</li> </ul> Call Progress Analysis	Campaign Creation <ul style="list-style-type: none"> <li>• Import Dialing list</li> <li>• DNC</li> <li>• Query Rules</li> </ul> Personal Call Back	Unified Agent Finesse Desktop	24x7 Proactive monitoring ServCloud Portal 99.9% uptime – Managed Service Platform ServInsights – Analytics & Reporting
Omni Channel CX Platform Agent Blending	Advanced Campaign Management <ul style="list-style-type: none"> <li>• Call Strategy</li> <li>• List Segmentation</li> <li>• Contact Selection</li> <li>• Campaign Chaining</li> </ul>	Unified Agent Finesse Desktop – Transaction History, Service History, Cross sell/up sell Indicators.. etc	Extended Managed Services <ul style="list-style-type: none"> <li>• IT Administration</li> <li>• Business Consulting</li> <li>• MIS Analytics</li> <li>• Business Process Mapping</li> <li>• Functional Design</li> </ul> Advanced ServInsights

Core Add-on

# ServCloud - Email



## Email Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



Chat	Routing	CTI	Differentiators
<p>Workflow – Email &amp; webform enquiries</p> <p>Automatic content parsing</p>	<p>Skill based routing</p> <p>Precision Routing</p>	<p>Unified Agent Finesse Desktop</p> <ul style="list-style-type: none"> <li>• Auto Replies</li> <li>• Auto Suggestions</li> <li>• Auto Acknowledgements</li> </ul>	<p>24x7 Proactive monitoring</p> <p>ServCloud Portal</p> <p>99.9% uptime – Managed Service Platform</p> <p>ServInsights – Analytics &amp; Reporting</p>
<p>Omni Channel CX Platform</p> <p>Secure Email</p> <p>Knowledge base</p> <p>Alerts</p>		<p>Unified Agent Finesse Desktop – Transaction History, Service History, Cross sell/up sell Indicators.. etc</p>	<p>Extended Managed Services</p> <ul style="list-style-type: none"> <li>• IT Administration</li> <li>• Business Consulting</li> <li>• MIS Analytics</li> <li>• Business Process Mapping</li> <li>• Functional Design</li> </ul> <p>Advanced ServInsights</p>

**Core**   **Add-on**

# ServCloud - Chat



## Chat Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



Chat	Routing	CTI	Differentiators
<p>Multiple browser support</p> <p>Proactive/Reactive chat</p>	<p>Skill based routing</p> <p>Precision Routing</p>	<p>Unified Agent Finesse Desktop</p> <ul style="list-style-type: none"> <li>• Simultaneous chats</li> <li>• Canned responses</li> <li>• Chat Conferencing</li> </ul>	<p>24x7 Proactive monitoring</p> <p>ServCloud Portal</p> <p>99.9% uptime – Managed Service Platform</p> <p>ServInsights – Analytics &amp; Reporting</p>
<p>Omni Channel CX Platform</p> <p>Cobrowse</p> <p>Click to Call</p>		<p>Unified Agent Finesse Desktop – Transaction History, Service History, Cross sell/up sell Indicators.. etc</p>	<p>Extended Managed Services</p> <ul style="list-style-type: none"> <li>• IT Administration</li> <li>• Business Consulting</li> <li>• MIS Analytics</li> <li>• Business Process Mapping</li> <li>• Functional Design</li> </ul> <p>Advanced ServInsights</p>

Core

Add-on

# ServCloud – Social media



## Social Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



Social	Routing	CTI	Differentiators
Monitor Social Networks  Workflow Management  Reputation Management	Skill based routing  Precision Routing	Unified Agent Finesse Desktop • Post responses • Add Comments	24x7 Proactive monitoring  ServCloud Portal  99.9% uptime – Managed Service Platform  ServInsights – Analytics & Reporting
Omni Channel CX Platform  Cobrowse  Click to Call		Unified Agent Finesse Desktop – Transaction History, Service History, Cross sell/up sell Indicators.. etc	Extended Managed Services • IT Administration • Business Consulting • MIS Analytics • Business Process Mapping • Functional Design  Advanced ServInsights

Core Add-on

# ServCloud – Quality Management (QM)



QM Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



QM	Recording	Differentiators
<p>Evaluation</p> <ul style="list-style-type: none"> <li>• All-in-one playback and evaluation tools</li> <li>• Flexible Evaluation Forms</li> <li>• Feedback workflow</li> </ul>	<p>Compliance Recording</p>	<p>24x7 Proactive monitoring</p> <p>ServCloud Portal</p> <p>99.9% uptime – Managed Service Platform</p>
<p>Omni Channel CX Platform</p> <p>Cobrowse</p> <p>Click to Call</p>	<p>Screen Recording</p>	<p>Extended Managed Services</p> <ul style="list-style-type: none"> <li>• IT Administration</li> <li>• Business Consulting</li> <li>• MIS Analytics</li> <li>• Business Process Mapping</li> <li>• Functional Design</li> </ul>

Core

Add-on

# ServCloud – Omni channel agents



## Omni channel Agents

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



ACD	IVR	CTI	Differentiators
Omni Channel CX Platform – Email, Chat, Social, O/b, I/b & QM Unified Queuing Congestion control	Dynamic IVR Post call survey	Unified Agent Finesse Desktop – Transaction History, Service History, Cross sell/up sell Indicators.. etc	24x7 Proactive monitoring ServCloud Portal 99.9% uptime – Managed Service Platform ServInsights – Analytics & Reporting
Agent Whisper Agent Greeting Remote Agent	Courtesy Call back ASR/TTS		Extended Managed Services <ul style="list-style-type: none"> <li>• IT Administration</li> <li>• Business Consulting</li> <li>• MIS Analytics</li> <li>• Business Process Mapping</li> <li>• Functional Design</li> </ul> Advanced ServInsights

Core

Add-on

# ServCloud – Analytics



## Analytics

- Type II SSAE 16 SOC 2
- HIPAA Compliant
- PCI Capable Operations
- L2/L3 Network security and Traffic Segregation



## Analytics

### Quality Management

- Agent Performance Analysis
- AHT analysis – Call handling, Call hold and Silence analysis

### Voice of Customer

- Sentiment Analysis
- CSAT, NPS and CES score

## Differentiators

24x7 Proactive monitoring

99.9% uptime –  
Managed Service Platform

### Risk and Compliance

- Identify Risk, Fraud and Breach of Compliance scenarios

### Sales Effort and Conversion Analysis

- Assess Sales Effort and build a composite Sales Conversion

### Persistency Analysis

### Extended Managed Services

- IT Administration
- Business Consulting
- MIS Analytics
- Business Process Mapping
- Functional Design

Core

Add-on





 **servion<sup>t</sup>**

**ServCloud Analytics Platform**

# A platform that can provide the right combination



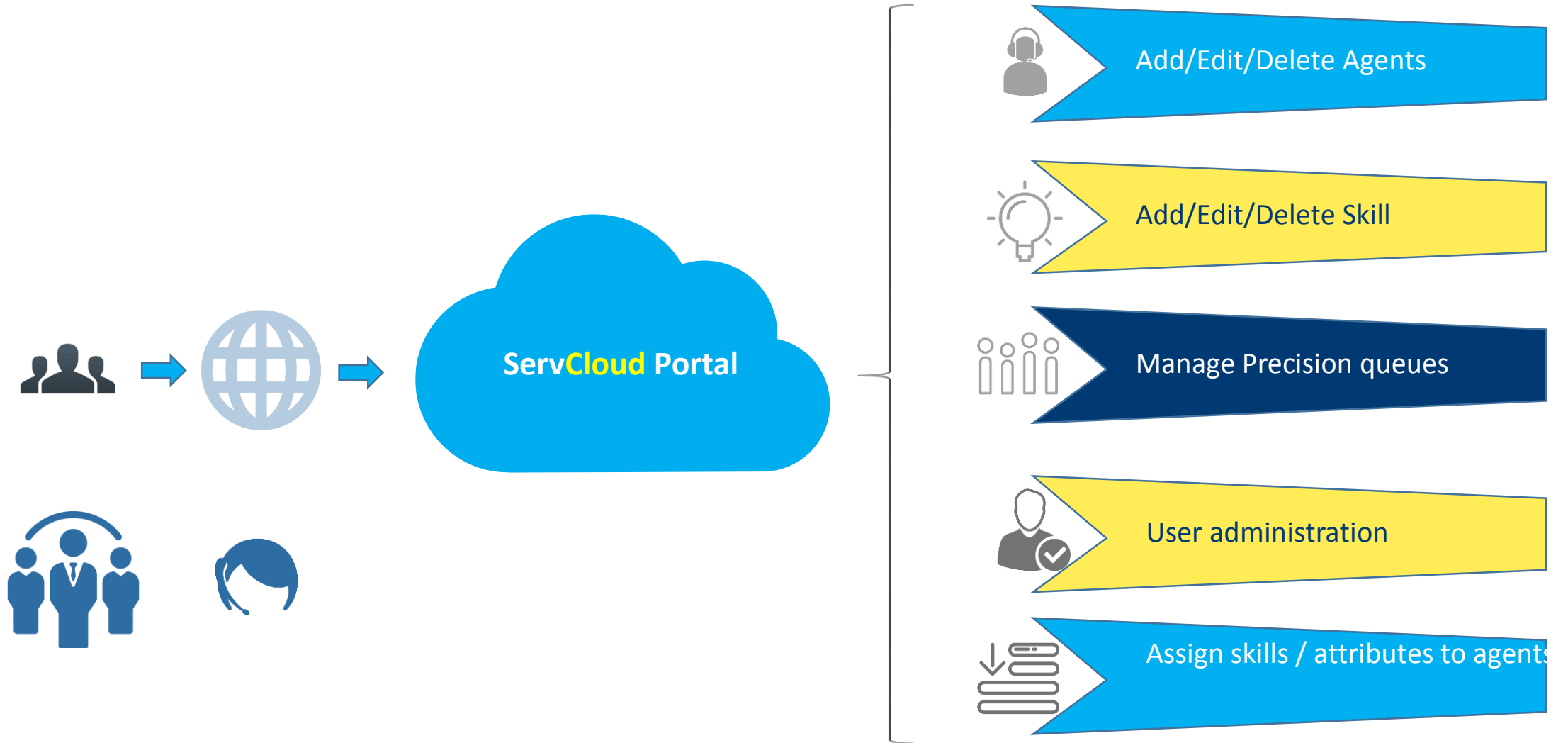


# ServCloud Portal

- Retain Control of your operations
- Manage your administration as before
- No more spending time with OEM to understand – our portal is simple, easy to use and requires very minimal training
- Get more time to concentrate on your core business
- Drive us to improve efficiency
- Extends the control beyond IT into your business and operational teams to get critical information on a timely basis



# ServCloud Portal – For IT





## Thank You!

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