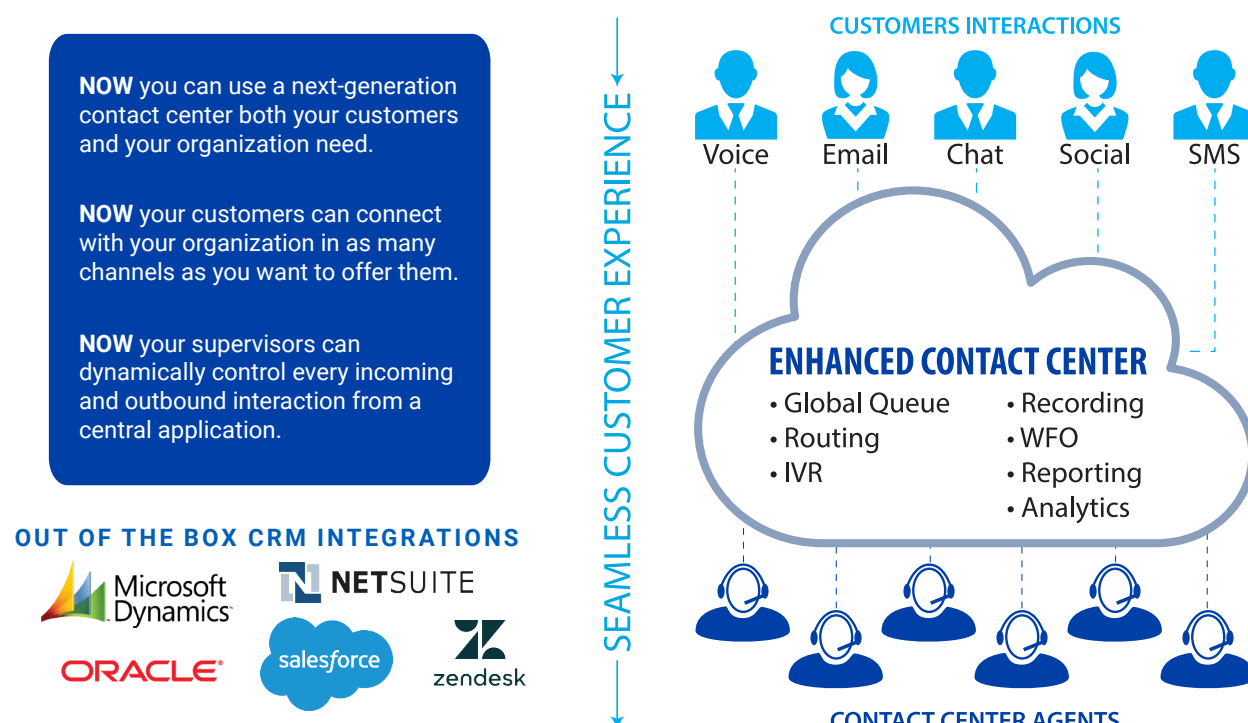


Enhanced Contact Center

Enhanced Contact Center is a premiere unified contact center suite, offering omni-channel web, email, chat and social customer interactions, along with integrated collaboration between your agents and back-office subject matter experts through voice, chat and video.

Whether you are a new business creating your first contact center, a medium size business looking to improve contact center operations, or a large enterprise needing visibility and control over multiple contact center sites and systems, Segra has a contact center solution that will fit your needs.



ANALYTICS-DRIVEN PLATFORM

The Enhanced Contact Center platform leverages a complex Analyzer to collect the data in ACDs, IVRs, WFOs, outbound campaigns, CRMs and other systems and uses that data to automatically drive the behavior of contact center agents and systems. Our platform provides two analytic methods to determine how to route and distribute interactions and scripts:

BUSINESS RULES ENGINE

Uses pre-defined rules for routing, distribution and scripting based on data such as customer type, interaction type, channel, team and the skill and performance level of available agents.

PREDICTIVE ANALYTICS ENGINE

Dynamically routes customer interactions based on machine learning using historical and real-time performance data from multiple customer and contact center systems.