

# Modernizing the contact center

Make a new world happen





## Raising the bar on customer service

A modern contact center helps organizations deliver on their brand promise. Customers expect highly personalized, connected digital experiences, and agents need an efficient way to deliver them. Organizations are increasingly embracing contact center technology to meet these expectations and solve for these business goals:



Deliver a seamless customer experience across channels  
→



Improve agent experience, quality and retention  
→



Reduce costs and improve operational efficiency  
→



Increase revenue per customer  
→



Leverage data to proactively anticipate customer needs  
→

As customer expectations and technologies evolve, how do retailers, financial services institutions, healthcare providers, utilities, hospitality operators and other organizations with direct customer interaction ensure they have the right technology solutions and processes to deliver the best customer service?

**World Wide Technology can help.**



## Our methodology and advisory teams are built for accelerated strategy, execution and adoption

Our unique Idea to Outcome methodology and ability to deliver solutions from strategy through execution truly sets WWT apart from other solution providers. Our advisory team often begins with ideation and consulting to align strategy and prioritization among your internal teams and build consensus on the most critical areas of focus for your contact center. Each step thereafter defines, de-risks and deploys your solution. But our work doesn't stop there. Our team delivers comprehensive, live training sessions through WWT's Digital Platform at WWT.com to accelerate agent adoption and proficiency with your contact center technology and the delivery of business outcomes.

### WWT's idea to outcome methodology



# Modernizing contact centers with technology

WWT works with contact centers of all sizes — from a few agents to thousands of agents — and across industries, including retail, healthcare, financial services, government and others, to deliver transformative outcomes on-premises and in the cloud. Our hands-on experience, OEM partnerships and industry-specific expertise is leading to next-generation contact center solutions that allow organizations to interact with their customers in a new way.

## WWT solutions for the contact center focus on:



### Customer experience and loyalty

Engaging customers with personalized digital experiences to provide better assistance



### Agent experience

Streamlining call management to deliver high-quality interactions and reduce time to resolution



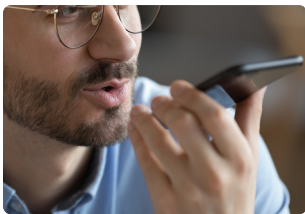
### Agent training

Delivering comprehensive agent training to reduce onboarding time, improve agent quality and develop agent skills



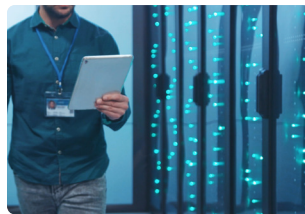
### Omnichannel

Connecting customer interactions across multiple communication channels



### Interactive voice response (IVR)

Providing customers with self-service routing capabilities to increase operational efficiency and reduce costs



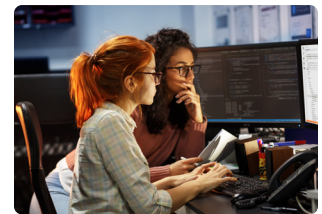
### Cloud services

Increase agility and expand capabilities with a flexible, scalable enterprise architecture



### Artificial intelligence (AI)

Leveraging AI and virtual agents to resolve customer issues faster



### Data & analytics

Providing actionable insights into the customer journey

# Advanced Technology Center (ATC)

Our virtual environment brings together OEMs, technology and knowledge together in a collaborative ecosystem to design, build, educate, demonstrate and deploy innovative technology products and integrated architectural solutions for our customers, partners and employees around the globe.



## On-Demand Labs

- [Launch our labs](#) to gain hands-on, technical experience with cloud, on-premises and contact center add-on solutions, including Cisco Webex Contact Center and Cisco Finesse's latest agent desktops and configurations.



## Proofs of Concept

- Add new features or integrations, such as Google CCAI or AppDynamics, to your configured environment to test drive AI, analytics and more.
- Practice upgrading your contact center to the newest version prior to production attempts to reduce potential errors and downtime.
- Test multi-vendor integrations



## Lab as a Service (LaaS)

- Reserve dedicated lab space configured to your specifications and professionally maintained by WWT staff
- Develop and test complex, multi-vendor topologies
- Test interface and usage changes, licensing enhancements, and new features.
- Add or change the configuration however you'd like to run your current day 2 operation procedures and make any changes for the new version.



## Product Comparison

- Compare technology solutions
- Develop customized test plans
- Receive unbiased evaluations



## Design Validation

- Understand impact of new technologies
- Receive architectural guidance and support
- Ideal for brownfield deployments



## Functionality Testing

- Remotely access customized sandboxes for testing



## Training

- Leveraging a Contact Center Enterprise or Contact Center Express Feature Testing environment, our Adoption Services team can provide training to your administrators for day 2 operations as well as agents and supervisors for handling daily tasks.

**\$500M+** infrastructure investment • **5,000+** customer engagements

**20,000+** virtual machines • **600+** pre-built capabilities

**275+** rack capacity • **200+** technology partners



# 80%

of businesses believe they deliver a superior experience.

# 8%

of their customers agreed.

Source: Bain & Company "Keeping up with your customers"



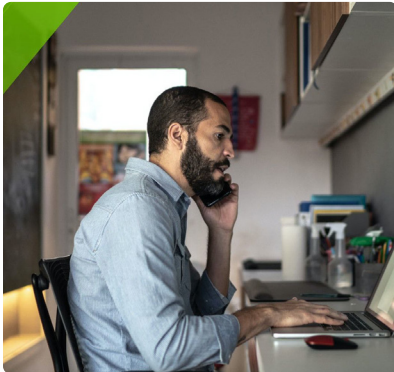
### **Pet retailer reduces missed appointments and increases revenue with automated notification solution →**

Many of this pet retailer's customers schedule their appointments weeks in advance through the website or by calling their local store and being routed through a centralized contact center. While the retailer was booking 200,000 appointments per week, staff noticed an increasing number of missed appointments. WWT partnered with the retailer to design and implement an automated notification solution to minimize the overall impact of missed appointments. After implementing the solution, the pet retailer experienced a significant decrease in missed appointments and increased revenue by \$600k per week.



### **Government agency modernizes contact center with omni-channel strategy →**

A city government agency's contact center was struggling to deliver a positive customer experience for its residents due to disjointed legacy solutions that lacked robust features and flexibility. The agency turned to WWT for help developing a comprehensive contact center strategy to simplify processes and better serve residents. After hosting several discovery and strategy sessions with key stakeholders across 40 departments, our team designed a solution incorporating multiple technologies that reduces the number of call transfers; provides automated, timely responses to general inquiries; and increases visibility across communication channels, allowing agents to resolve inquiries faster.



### **Regions Bank seamlessly transitions contact center agents to a work-from-home model amid global pandemic →**

When the Regions Technology team was forced to rapidly shift its contact center agents to remote work due to the global pandemic, they called WWT to help them with a seamless transition.

"We knew [WWT] could help us transition quickly," said JT Karney, Region's technology services group manager. "Since we first started working with [WWT], what's made them stand out from other companies is that they've always looked out for us."

## Our Experts

Our contact center experts bring decades of hands-on expertise across multiple industries and are complemented by our team of more than 2,000 consultants, engineers and architects to enable modernized contact center platforms.



### **Simon Kruger**

**Senior Practice Manager – Contact Center**

Simon Kruger has more than 20 years of experience helping companies transform their contact center, customer experience, networking, unified communication and data center technologies. He has successfully directed, evaluated, designed, tested and deployed solutions from leading vendors, including Cisco, Avaya, Genesys, Nortel and Microsoft, to help customers across industries improve business value and efficiency. Simon is passionate about helping companies meet their business-driven goals and objectives.



### **Todd Marthaler**

**Senior Contact Center Consultant**

Todd Marthaler is a 25-year veteran of the contact center field. His experience includes 15 years leading multi-channel and multi-site operations for Fortune 500 companies in retail, hospitality, utility and service industries and 10 years consulting for contact center technology companies on behalf of customers.



### **Kim Kiekeben**

**Senior Contact Center Consultant**

Kim Kiekeben has 27 years of experience working with contact center technology and business operations. She has successfully led many Fortune 500 companies through large, complex contact center transformation programs to drive improved customer service experiences. Kim is laser-focused on driving and delivering strategic business outcomes in the contact center.



# We make a new world happen

We are **thinkers** and **doers**.

We provide services that span strategy through execution to help solve complex business and technology challenges, accelerating meaningful outcomes for our customers globally. Our approach is the direct result of a culture that champions the courage to embrace change and the spirit of innovation to make that change count.

## We are driven to support your organization's success

Throughout the last 30 years, we have partnered with some of the world's largest organizations and developed insight and intellectual capital that reaches into every aspect of enterprise technology, across every sector of the economy.

Our track record of overcoming obstacles to advance digital transformation ensures you a trusted partner on which you can rely. We provide a healthy and agile culture, a vast portfolio of services, hyperscale innovation labs and a sophisticated global supply chain that accelerate your solution — from idea to outcome. **We create new realities for our customers.**

## Our greatest innovations: our people and our culture

They drive the results you want. Our team is committed to your success. Our company culture is reflected in our core values, our Integrated Management & Leadership Program and our Diversity & Inclusion Program. These are principles we live by. They shape who we are and how we interact with each other, with our partners and with you.

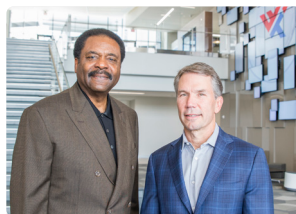
## DIVERSITY & INCLUSION



Minority-owned, privately held for 30 years



7,000+ employees globally



WWT's founders, **Dave Steward** and **Jim Kavanaugh**



\$13.4B in annual revenue



Global presence in 60+ countries



Technology provider to more than 70% of Fortune 100 companies



Award-winning culture, Great Place to Work ten years in a row



Committed to diversity, inclusion and equality

A Top Partner with Cisco, HPE, Dell Technologies, NetApp, F5, VMware and Intel

## Our Vision

To be the best technology solution provider in the world

## Our Mission

To create a profitable growth company that is also a great place to work for all

## Awards and recognition



Plus, more than one hundred awards from our partners, clients and communities recognizing our dedication to our company culture and the innovative work we do for our customers.