

## Contact Center on Demand

### Benefits

- Deploy a global contact center in days, configure it easily as needs change, and instantly scale infrastructure up or down to match call volumes.
- Pay-as-you-go to deliver fast access to the next-generation contact center solution – without the need for costly upgrades.
- Use robust reporting and analytics across the entire contact center to monitor and report on processes, agent activities, and campaign outcomes.
- Gain highly redundant systems for high availability to support enterprise-grade contact centers.
- Communicate with customers in the medium they choose – and automatically route email and web chat to the right agent, every time.

Contact Center on Demand is a next generation, cloud-based contact center solution that allows you to minimize capital expenses and reduce operational costs.

Today's advanced contact centers empower customer service administrators to manage end-to-end support and outreach services, and interact with customers across multiple channels. Irrespective of how you communicate with your customers—email, phone, text messages, instant messages, Internet blogs or social media websites—the contact center brings it together as the central hub of customer interaction. Using Contact Center on Demand your organization can provide a more consistent, seamless and comprehensive customer experience that enriches satisfaction and builds loyalty.

The XO suite of virtual contact center services provides next-generation contact center features and functionality. With this solution, you can reduce infrastructure costs, gain more flexibility and control over your customer service operations, and better engage and interact with customers. In addition, with the XO Communications expertise in hosted voice solutions and the exceptional, high capacity XO nationwide network, you benefit from one of the most robust and comprehensive Contact Center solutions available.

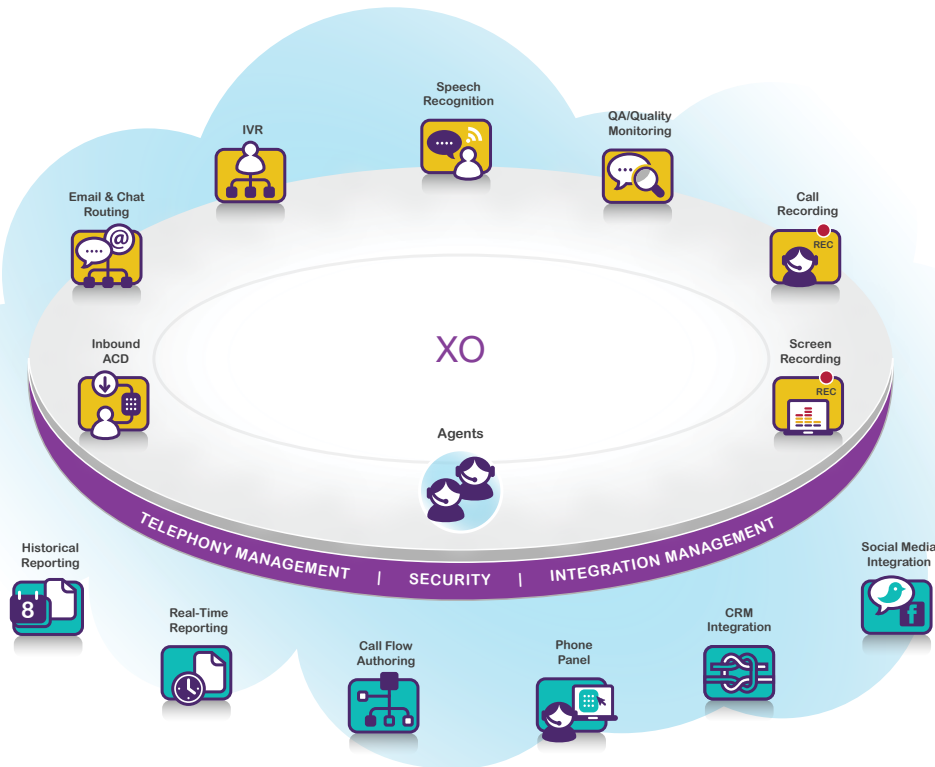
### Fully Integrated, Compatible Solution

Contact Center on Demand is an end-to-end Automatic Call Distribution (ACD) platform that uses LiveOps® award-winning Contact Center in the Cloud technology. The service can be rapidly implemented at your company because it uses published Application Programming Interfaces (APIs). Use Contact Center on Demand to quickly

set up and operate an enterprise-grade contact center – or layer it with your existing traditional call center to enhance the visibility, control, responsiveness, and performance of your total contact center environment. In addition, Contact Center on Demand is designed to complement other XO VoIP services including XO® IP Flex, XO® IP Flex with VPN, Enterprise SIP, Interactive Voice Response and Hosted PBX.

### Partner With the Leader

Why XO Communications for Contact Center on Demand solutions? XO Communications has partnered with the technology supplier that operates the world's largest virtual contact center in the cloud. You benefit from more than 20 years of advanced voice experience, industry best practices, award-winning contact center platforms, and continual developments to help you simplify agent management, call routing capabilities and on-demand technology.



Contact Center Platform

## Application-Agnostic Platform

Manage your customer service agents' activities—irrespective of whether they are working in a centralized office, in remote offices, at home or in another country—and irrespective of the type of communication device, technology or telephone carrier they use. Contact Center on Demand may be used with any telephony device from any carrier that uses any type of transport (Time Division Multiplexing or Internet Protocol standards) and works with third-party applications and multi-media channels, from any country.

## Pay-as-You-Go Flexibility

With Contact Center on Demand, you eliminate the need to make any further investments in contact center equipment to support each agent and location. Instead, you enjoy simple, pay-as-you-go pricing per user. Without

having to involve your IT department or buy new equipment and systems, you can quickly add resources where and when you need them to support spikes in business operations or to help meet special project demands. Pay only for the resources you need, when you need them.

## Unique Call Flow Authoring Capabilities

One of the key advantages of Contact Center on Demand is how it enables group administrators to custom design end-to-end intelligent call routing and sophisticated call flows, enabling everything from first response resolution to best response expertise, from arrival to post-call strategies. Create your own complex call flows in hours instead of months without having to ask for assistance from your internal IT department or a third-party technology partner. Using unique call

flow authoring capabilities, you can gain complete control over your entire caller experience. In-demand, advanced features such as scheduled call flow phases, arrival, agent selection, queued call back, live announcement, secure exchange, on call recording and post call follow up, can be changed quickly and easily as your business needs fluctuate. With intelligent routing capabilities, you can ensure that the right agent interacts with the right customer, regardless of communication channel or geographic location. Use simple drag-and-drop set up to more easily manage caller and agent experiences from beginning to end.

## Full Reporting Transparency

In addition to call flow control, your contact center administrators gain comprehensive, centralized control of administrative and management reports and dashboards. Contact

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Center on Demand gives you real-time and historical metrics within the same application and accessible through a central web-based portal. Call recording is integrated directly into the core call routing and reporting components of the platform and contact center administrators can configure call reporting by call type and at agent levels. Your organization's contact center administrators can retrieve call recordings within the secure, web-based portal at any time by requesting the recording using any key word associated with the call or segment detail record. With a powerful, built-in custom query analyzer, you can instantly custom design the reports you need, when you need them, to help you make timely and informed decisions. This makes your organization more nimble in any business environment, able to respond faster to changing requirements, predict scheduling and staffing needs in advance, and attract and retain higher-quality customer service talent.

## Multichannel Capabilities

Increasingly mobile, tech-savvy customers have changed customer expectations. More customers use social media websites and email to communicate with businesses. With Contact Center on Demand, you can interact with your customers through multiple channels and respond quickly and efficiently. By multiplying the ways that you can talk to your customers using full Computer Telephony Integration (CTI), you can listen more attentively to their needs and use predictive analytics to better evaluate and forecast customer behaviors. Talk to your customers using inbound calling, by email, instant messaging and web-based chat, through social media websites and by integrating with other contact centers. Using all of these tools, you can be more proactive about

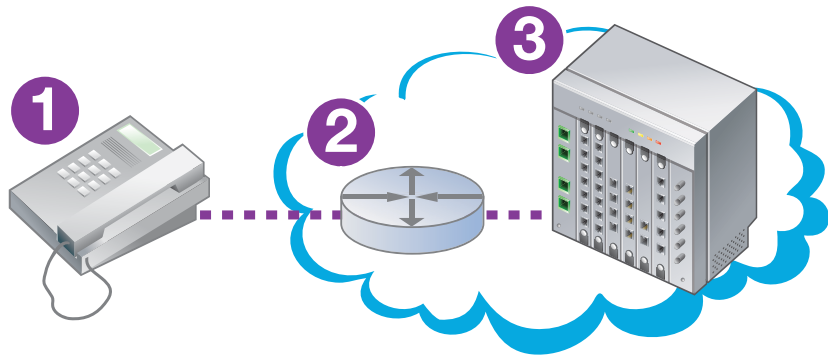
engaging customers in an ongoing dialogue. Constantly listen to the voices of your customers through many channels to discover new cross-sell and up-sell opportunities.

## Centralized Agent Tools

With Contact Center on Demand, your agents can access the full Contact Center suite from anywhere using a web-based portal. Your agents can help resolve inquiries quickly because everything they need is available to them through a centralized toolbox.

Switched Telephone Network (PSTN) transfers. Your customers use XO Communications toll-free numbers to call you, and these calls originate in the XO network. XO Communications uses intelligent routing to direct the calls on our nationwide network to our virtual Contact Center platform nodes. The calls terminate out to XO network endpoints. With an end-to-end call cycle residing within the XO Communications cloud, you gain full visibility of your call sessions. True virtualization and SIP-based architecture eliminates the two-tier routing inherent in other contact center offerings.

## True Cloud - Call Routing



1. Call Originates via Toll Free
2. Call is Routed to LiveOps Node and Routing Logic is Applied
3. Call terminates to XO Customers

The interface is easy to use, with little training required. Use of these intuitive, web-based tools make your agents more empowered and more productive. All this translates into reduced hold times, lower churn rates, better customer experiences, and higher customer satisfaction rates for your business.

## True Cloud Architecture

Contact Center on Demand integrates seamlessly with XO VoIP services, thereby eliminating additional egress usage costs associated with Public

## Reliability and Security

The Contact Center on Demand platform is highly reliable, with up to 99.99% availability. Furthermore, the solution guarantees multi-layered security to help safeguard customers' sensitive information at the physical, network, application, and data layers. The Contact Center on Demand platform includes:

- Network-based firewalls, intrusion detection systems, and around-the-clock monitoring of the XO network.

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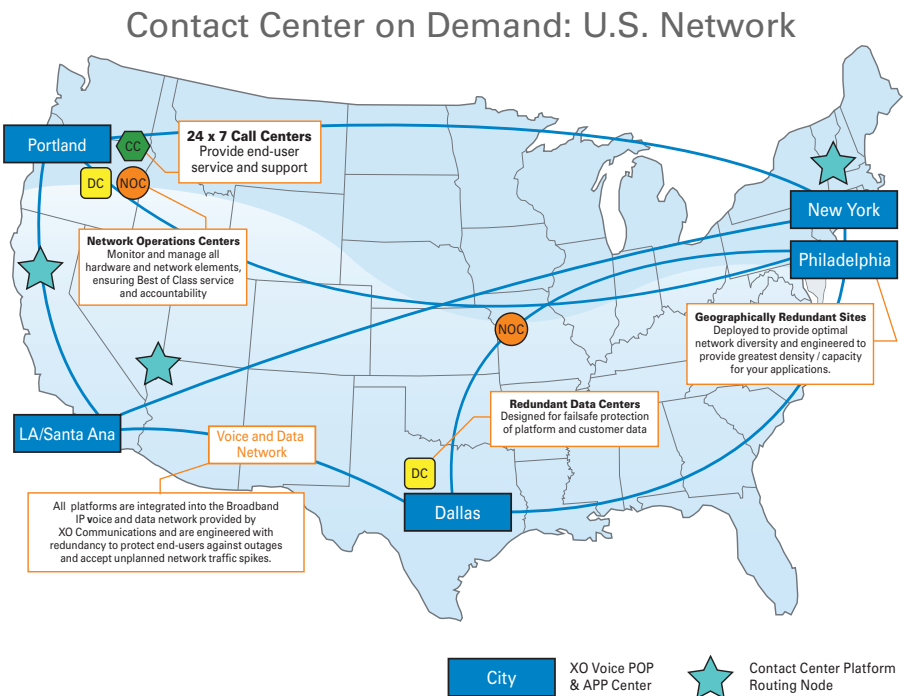
- Roles-based permissions and data encryption at the systems and applications layer.
- Physical surveillance of network-based facilities by armed personnel, 24/7.
- A contact center platform certified to comply with retail industry Payment Card Industry (PCI) Data Security Standard Requirements and Security Assessment Procedures and Health Insurance Portability and Accountability Act (HIPAA) privacy rules.
- Personal data-level protection using a secure exchange feature that blocks contact center agents from hearing or accessing sensitive personal information that is provided by phone.
- Use of geographically redundant sites that provide optimal network diversity and capacity for your applications, as well as redundant data centers to ensure failsafe protection of platform and customer data.

## Contact Us Today

Benefit from one of the most comprehensive, robust and advanced contact center suites available. Contact Center on Demand is the ideal choice for a cost-effective and scalable platform that has all of the integration, security and reliability features you require. Let XO Communications help you implement the contact center solution that can help you deliver a more consistent, seamless and comprehensive customer experience.

## “True Cloud” Topology

### Distributed Grid for High Availability



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XO Communications is a leading nationwide provider of advanced communications, managed network and IT infrastructure services for business, large enterprise and wholesale customers. These customers include more than half of the Fortune 500, in addition to leading cable, mobile wireless and domestic and international telecommunications companies. XO offers a superior customer experience through its innovative data and IP solutions, its employees' focus on customers and the proven performance of its advanced network.

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