

The Ultimate Service Cloud Voice Buyer's Guide

A Step-by-Step Map for Your
Journey to the Cloud



Introduction:

Why We Wrote This Buyer's Guide

It's never been more important—or made more sense—to move your contact center to the cloud. Just as important is to do it the right way. Hence this guide.

Since 2010, Vonage has worked closely with Salesforce to build a strategic partnership. The results include Summit Partner status, recognition as the top rated contact center vendor on the **Salesforce AppExchange**, and selection as an early adopter of **Service Cloud Voice Partner Telephony**.

Our motivation is simple: to ensure that you deliver a killer service experience that customers love, while keeping your agents satisfied. That should be a constant across any industry, and we relish helping our customers achieve it. How to do it is where things get a bit tricky.

We hope you find this cloud contact center buyer's guide useful. First, it will help you think about what's important for your unique situation. And second, it can steer your purchasing journey in a positive way—so that everyone who has a voice in the “what to buy” decision ends up on the same page.



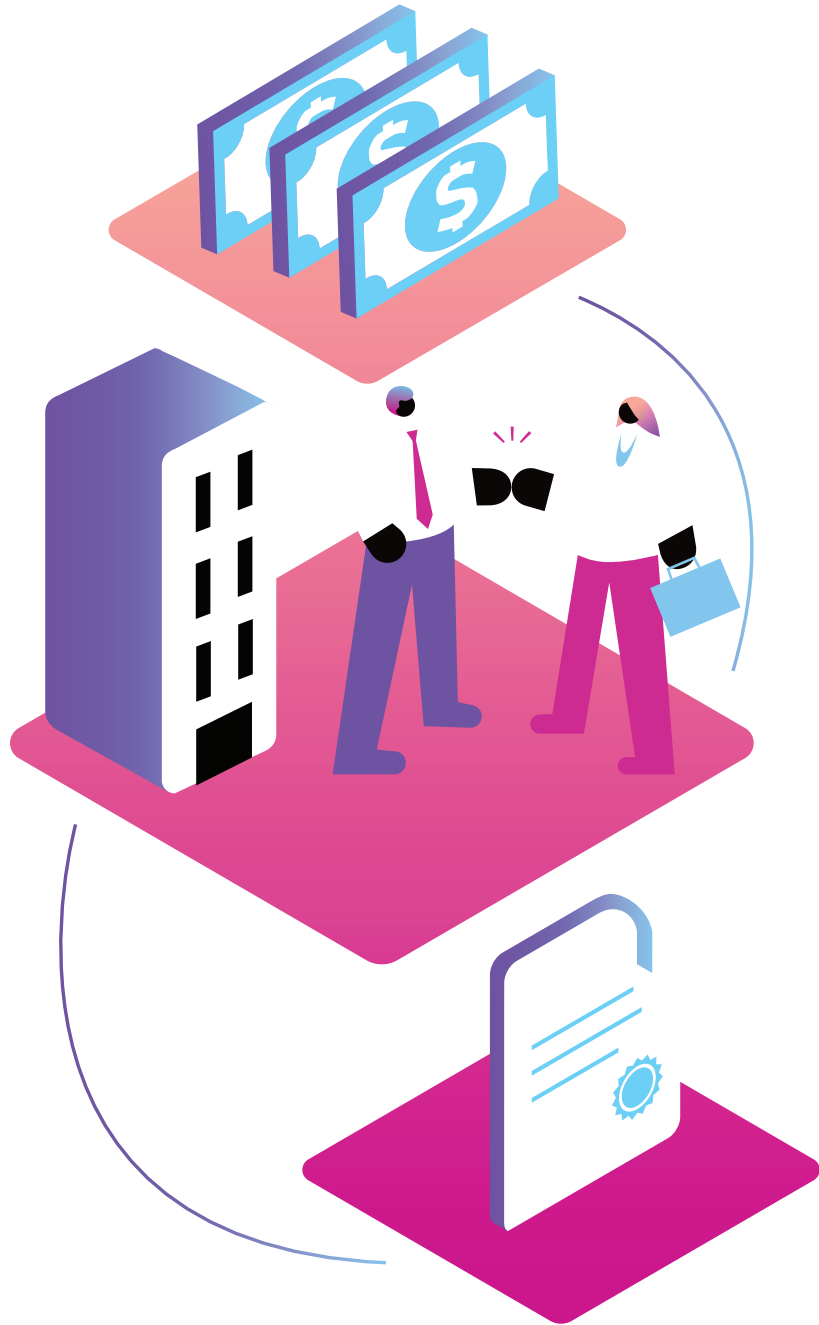


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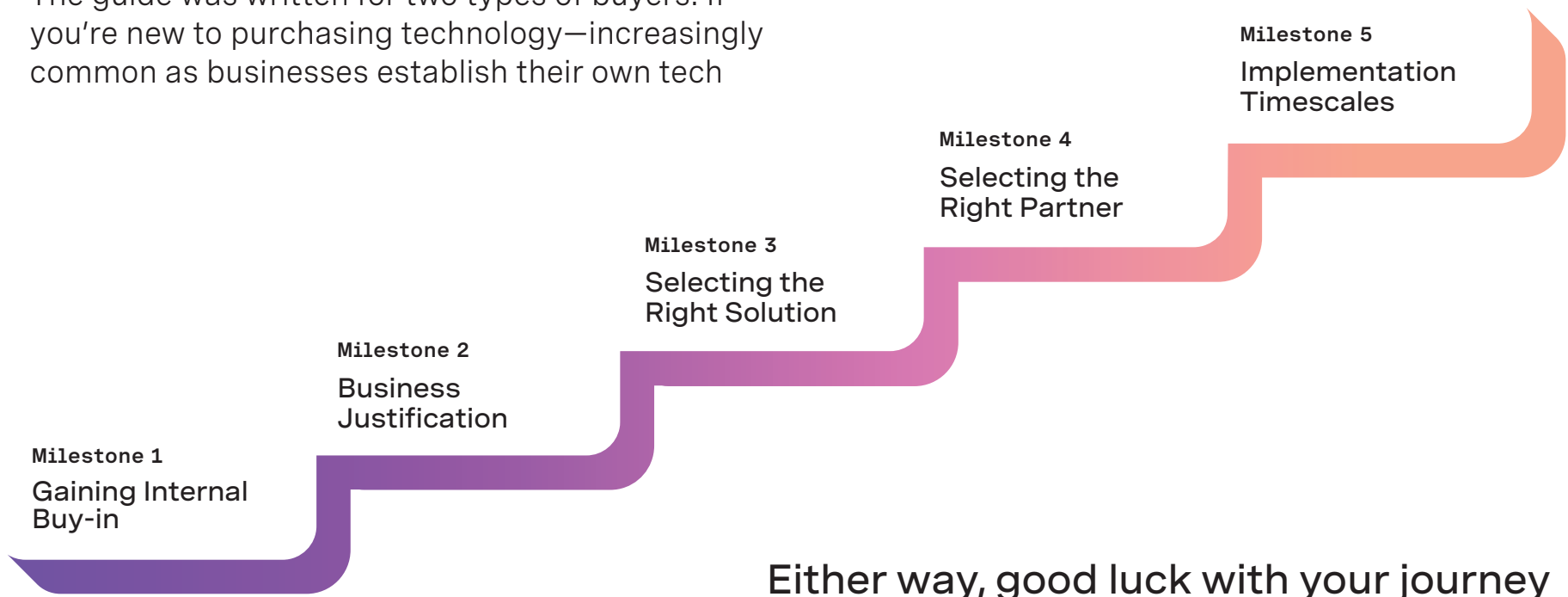
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How To Use The Guide

Before we began writing, we polled previous buyers, studied other guides, and thought long and hard about what would make this an ongoing companion as opposed to just a one-off read. We ended up using the sequence of your likely purchasing journey to organize our insights and tips.

The guide was written for two types of buyers. If you're new to purchasing technology—increasingly common as businesses establish their own tech

agendas—we've outlined a series of milestones, with checklists to help you complete each step of the journey. If you're a seasoned expert, we trust this guide will serve as both a reference and an introduction to the world of Vonage.



But first,

Why Buy Service Cloud Voice With Vonage Contact Center?

The short answer is that it makes life simpler when adding contact centre functionality to your Salesforce CRM. You can be up and running with Service Cloud Voice quickly and easily. And everything is available through a connected browser without a single download. You can even keep your existing telephone system, or migrate that to the cloud as well. Think about it—that's a dream for both creative resourcing and consolidating scattered service centers.



Daily life's better, too.

For instance, supervisors can monitor performance across regions—nearly impossible with an on-premises version. Also, functionality is standardized, so it's much easier to nail down best practices across teams or the entire organization.

Since there's zero footprint, you don't have to worry about data center space or the people to look after it. Yet a cloud contact center solution ticks all the right boxes for security, resiliency, and redundancy—absolute musts for disaster recovery and business continuity.

What else? OPEX-based pricing allows organizations of all sizes to access cloud contact center capabilities previously out of budget. Also, cloud pricing is based on your demand cycle, so there's no wasted licensing or other dramas during a crisis. You just rescale.

In between such critical moments, there are regular software updates—fast, global, and without disruption. You stay at the forefront of the “latest and greatest,” focused on executing brilliant customer experiences.

In big picture terms, the cloud is becoming home to lots of corporate data, applications, and workflow because it allows everyone to move much faster and connect all the dots.

It also marks a change in approach for larger organizations that have probably been chasing the expensive and complex vision of an all-in-one suite of applications. Cloud computing reverses this logic—you can pick the world's best application to meet every need, every user, and every business case.

Milestone 1

Gaining Internal Buy-in



Winning Senior Commitment and Sponsorship

Your first task in successfully steering your buying project is to get the right people on board. How complex this becomes depends on the decision-making culture within your organization and how difficult it is to find and engage the right people.

For smaller organizations, the route is usually simple and obvious. In larger organizations, you might first need to find a sponsor—someone who can help point you in the right direction and provide ongoing advice.

(If you are that person, please skip to Milestone 2.)

This is to confirm two things:

1. There is an
organizational
intent to invest

2. The process of decision
making will be facilitated
at a senior level to
ensure it stays on track

By the way, it may take a few steps to get final approval. Large organizations sometimes break this process into a number of "gateway" decisions, the first simply being permission to gather the facts needed to formally present the case. However, more nimble organizations might condense the whole decision to invest into a far shorter period of time.

In many cases, a face-to-face session with those who control the budgets is a smart move to build trust and learn their priorities. In return, let them know what matters to you and what you want to achieve.

What kind of person makes a great sponsor?

They should be central to the final decision-making process, either as a powerful influencer or final arbiter. Before that point, they might help remove roadblocks or act as a champion for the project.

Choose your sponsor with care. They can make a crucial difference to the final outcome.

Operational Buy-In

You have your senior endorsement covered; now it's time to win over the operational teams. At this point, you're simply introducing the idea of investing in a cloud-based customer service solution. Gathering detailed user requirements happens later.

It's always smart when "selling" an idea to think through what you want to say and anticipate how your audience will react. What matters to

them? Will they see your project as a threat or an opportunity? In their reality, do they win or lose as a result?

Just provide the main details—avoid over-selling. Listen closely to their reactions. Note anything they want you to take into consideration. Then later, you can address their concerns when you sit down for a more detailed discussion on user requirements.

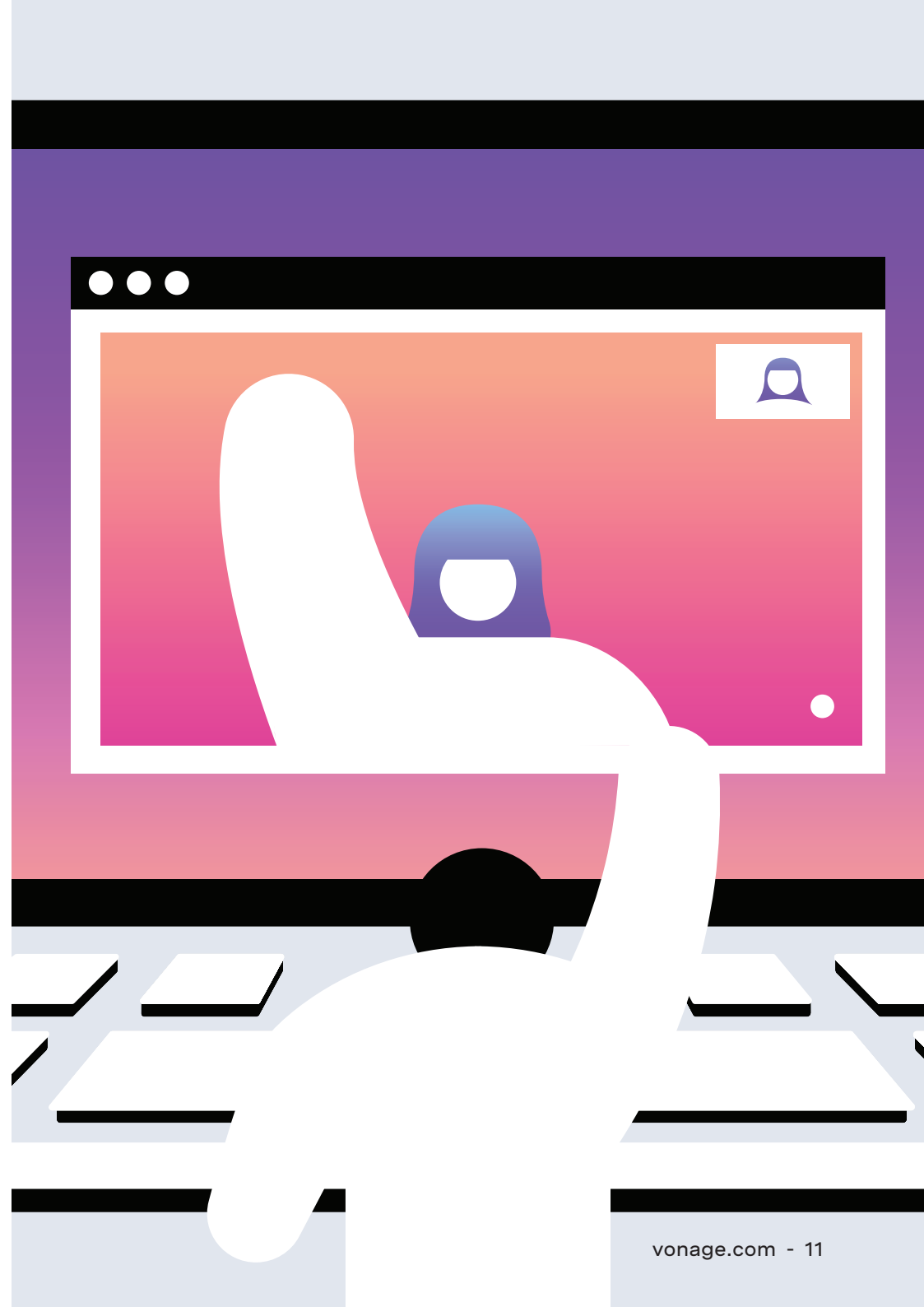


Who should you include in this phase?

Well, that depends on what you intend to use the solution for. If it's entirely service-centric, then just talk to those in the existing contact center. If you don't have a call center, determine who else needs to be consulted—sales, customer experience leaders, or others.

The principle is simple:

Talk to the people who would feel they deserve to have a voice in choosing a cloud contact center, and let them make an early contribution. In that way, you start with them on your side.



Internal Buy-in Checklist (click to check off)

-  Find out your business technology purchasing process
-  Conduct internal research and find key statistics on which to base the initial case.
-  Identify a suitable sponsor to help you influence key decision makers.
-  List decision makers
-  Identify a suitable sponsor to help you influence key decision makers.
-  Repeat the exercise with other important internal influencers—Customer Service, IT, Marketing, and Sales.
-  Seek advice from seasoned colleagues on key issues for the business and how to talk about them.
-  Have your “elevator pitch” well rehearsed ahead of engaging your sponsor.
-  Check that you have internal buy-in before moving on.
-  Build a realistic timeline of key activities.
-  Engage a sponsor and verify your timeline and where you need help. Identify next actions.

Milestone 2

Business Justification:

Building The Business
Case Framework





Your next task is to justify why investing in a cloud contact center makes commercial sense.

Organizations usually focus on the usual three-letter acronyms—like ROI (return on investment) and TCO (total cost of ownership)—as the core of their business case. But in truth, it should be more than that. It should capture the full scope and reasoning for making an investment.

This will include both “hard” and “soft” benefits. For instance, what is the quantifiable value of customer satisfaction? Few organizations can articulate how this directly impacts their commercial performance, yet many regard it as a central benefit for this kind of solution.

Business cases can range from comprehensive and highly structured to informal and brief. It all depends on your decision-making culture and what’s considered adequate proof.

What does this mean in practice?

If this is your first time, ask for examples of successful ROI/TCO models. Make sure you understand how your own organization frames a successful business case. Anticipate that the

decision-making criteria may be only partially set if this type of solution has never been purchased before. And make this topic an early discussion with your sponsor.

A couple points to remember:

MAKE A CLEAR ARGUMENT.

Write out your key headings and the main points you want to cover under each heading. Share this with the decision-making team to make sure you're on the right track.

COMPARE "LIKE FOR LIKE."

Say you're comparing TCO between an on-premises and cloud solution over a 3-5 year period. Since cloud solutions have innovation and latest features baked into the standard pricing, remember to estimate the additional cost of upgrading and replacement that an on-premises solution would require to keep pace.

The same goes for comparing ongoing operational costs. For instance, remember to factor in internal IT support staff and overhead costs for housing on-premises equipment versus a cloud contact center.

Capturing The Benefits

Below you'll find a chart laying out the full range of benefits you're most likely to reference in your business case. Not all will apply, of course, and you might need to justify them with locally sourced data.

The top section focuses on the generic benefits of choosing a cloud solution. The bottom section looks at the impact such a solution has on key stakeholders.

The Benefits of a Cloud Solution

Commercial	• Opex instead of Capex • Lower start-up costs • Lower viable entry point	• Low risk pilot • No upgrade costs • No In-house support costs	• Flexible licensing based on demand • Cost effective redundancy & disaster recovery capabilities • Combined impact = lower TCO
Behavioral	• Faster time to deploy and resize • Solution never gets out of date • Greater responsiveness to emerging customer service trends	• No more enforced 'end of support' upgrades • No dependency on internal IT priorities, resource or skill levels • Instant location alternatives for disaster recovery & severe weather strategies	• Flexible licensing based on demand • Cost effective redundancy & disaster recovery capabilities • Combined impact = lower TCO
Commercial	Customer • Increases average order value • Increases lifetime value • Increases retention	Contact Center • Superior routing increases 1st time resolution • Reduces abandonment and transfer rates • CRM integration improves productivity	Organization • Greater effectiveness reduces cost to serve • Reduced IT support costs • Affordable model for rapid growth
Behavioral	• Increases customer satisfaction scores • Decreases customer effort scores • Increases word of mouth (WOM)	• Sustains innovation from new releases • Improves responsiveness and scaling flexibility • Provides richer strategies for resourcing and regional consolidation	• Expands organizational capability in real time personalization • Improves collaboration across Customer Service, Sales and Marketing • Strategic nimbleness in reacting faster to new opportunity

Business Justification Checklist (click to check off)



Track down successful business case examples and find someone who can brief you on which parts really matter and the minimum you need for approval.



Work with your sponsor to build a rationale and decide on how you want to describe and give weight to the "hard" and "soft" benefits.



Check format and logic with the decision-making team.



Undertake analysis needed to populate ROI and TCO.



Build presentation. Rehearse.



At this stage you may need to gain approval for investment before progressing. In which case you are presenting the case for investment using whatever industry average costs you have sourced.



Check you have achieved what you set out to accomplish at this stage of the journey.

Milestone 3

Selecting the Right Solution:

Understanding Requirements





03. SELECTING THE RIGHT SOLUTION

Probably the most common mistake is choosing a solution without fully understanding business needs. It's easy to become fascinated with what a solution can do rather than checking to see if that's what you actually need. This section helps you avoid such pitfalls by developing a laser focus on user needs.

Every organization has its own language to describe the topics we're about to discuss, starting with "strategic needs"—those that relate to the broader, more impactful issues in your organization, particularly Customer Service, Marketing, and Sales.

03. SELECTING THE RIGHT SOLUTION

- 01 How do we deliver value to our customers?
- 02 Can we use customer service as a competitive advantage?
- 03 What's important in our ability to succeed at customer acquisition, retention, and growth?
- 04 How can we move beyond functional silos with our customers?
- 05 How do we balance our "cost to serve" goals against our "customer satisfaction" goals?
- 06 What style of interaction represents our brand values?
- 07 What do we mean by a multichannel strategy in today's market?
- 08 What is the future role of any existing on-premises applications versus cloud-based versions?
- 09 How does this solution need to integrate into our overall ecosystem that manages the customer lifecycle?

All great questions. But how do you use them to define needs? First, briefly consider each question. Then concentrate on answering the ones relevant to your organization.

Finally, ask yourself:

'Given each answer, what must the solution be capable of delivering?'

What you should end up with is a list of key capabilities, such as "proactive service," "personalization," "seamless customer experience," etc.





Your task is complete once you have satisfied yourself that:

- All relevant strategic issues are identified
- The way in which the solution needs to support them is articulated and clear
- Remember to include the strategic context for each capability, since it helps the solution provider understand your needs

After completing strategic needs, repeat the process for operational needs. This time, the focus of your questioning is quite different. Operational needs are those that relate to the day-to-day running of your customer interaction - (or whatever you choose to call it), like efficiency, effectiveness, user experience, compliance, security, decision-making, etc.

Here are some examples to get you started:

- 01 What levels of resourcing and site flexibility are needed?
- 02 What information do we need for strategic and operational decision making?
- 03 What matters to customers and colleagues in terms of user experience?
- 04 How do we cater for our home workers? (if used)
- 05 What compliance needs to be baked into the solution?
- 06 How can we deliver an outside-in view of our performance?
- 07 What are our complete security needs?
- 08 How will information and activity move between premise and cloud applications?

This technique is particularly effective for existing call centers who wish to highlight important needs by comparing the old way of doing a series of tasks with a desired new approach.

Even more so with transformational agendas, where the intended difference between old and new, is a step change. These scenarios bring user needs to life for everyone. They are especially useful when briefing partners on any demos they need to prepare.

One really effective way of defining and communicating operational needs is to invest time in 'day in the life' scenario planning. These are typically designed for each major role such as agent, team leader and site manager.

Establishing Priorities

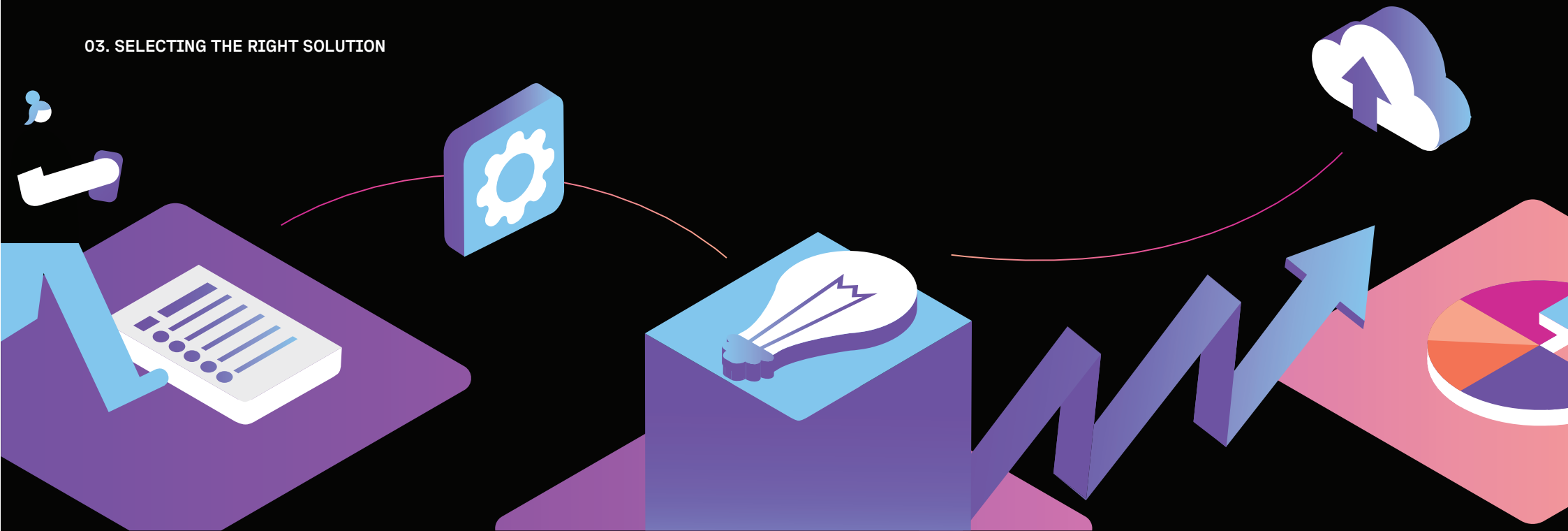
Once you've produced both strategic and operational lists, your next task is to sort your needs into "essential" and "nice to have"—this helps you focus on the right priorities when you get to selection time. It will also give you a point of reference to ensure that some of your non-essential needs are met later on.

The priority matrix below allows you to assess the impact of filling a need in two ways—first, on customers and colleagues, and second, on organizational priorities. Plot the locations for all your strategic and operational needs. Obviously, those located in the upper right-hand box are top priority.

Once you have filled in the matrix it can be used to screen potential solutions and assess vendor responses. It should get its final airing as a key source to build your implementation plan – check you are delivering against the needs you originally said were important.

The Priority Matrix





Gathering Operational Input

In the last two sections, we concentrated on needs analysis. This section looks at the options you have for collecting the data.

Most organizations will want to gather stakeholder views to make sure all relevant voices are heard. Who is ideally included? It should be key representatives from all the functional teams who will be impacted by a cloud contact center.

Many of them will have already been part of your first milestone—winning internal buy-in. Only this time,

you're in listening mode. Collect views through one-on-one interviews, online surveys, or workshop-style team exercises.

If you're under time pressures, you could complete the strategic and operational needs analysis alone or with a small team. Then simply share the output with your wider audience, so all they need to do is vote on pre-defined features. This allows the wider stakeholder group to still contribute by helping establish priorities.

The Procurement Process

You might think this topic would be central to a buyer's guide, but we're going to say comparatively little. That's because every organization has well-defined processes and protocols for buying, which everyone is expected to follow.

We will make the obvious point that the success of this phase is all about clear communication—even more important than adhering to a checklist.



Commercial Terms Will Vary

Be aware that each vendor has their own preferred contract terms—some might become showstoppers for you. Here are some of the most obvious terms for cloud contact center solutions:

01. Pricing options range from per seat, per user, per minute, per concurrent user, per call and usage-based
02. Standard contract lengths can run from monthly to multi-year depending on the number of seats
03. Some vendors have minimum purchase requirements in terms of seats, contract duration or monthly contract value



Avoiding These Most Common Mistakes

There are all sorts of 'gotchas' that can emerge along the buyers' journey. We have compiled a list of 'classic' mistakes. These are worth reviewing just to make sure you are nowhere close to committing them!

- Operating under deadlines that produce poor-quality choices
- Failing to distinguish between "needs" and "wants"
- Issuing RFPs that are so light on business needs that vendors respond with everything in the hope that something sticks
- Ignoring the practical value of demos and selecting entirely from vendor's written responses
- Failing to invest enough time on customer references
- Not getting "under the skin" of the differences between on-premises, hosted, and cloud-based solutions
- Not making an accurate comparison between upfront and hidden costs (e.g. provisioning and integration for the former, or database administration, help desk, and change management for the latter)

Right Solution Checklist (click to check off)



Devise a process for gathering stakeholder input.



Define strategic and operational priorities and connect with required system capabilities.



Produce "day in the life" scenarios for key roles.



Use the Priority Matrix to draw up a shortlist of solutions.



Prepare a requirements document and ensure business and IT needs are equally and fully communicated.



Create an evaluation template with the procurement team.



Spend time calibrating your collective view.



Start the evaluation process.

Milestone 4

Selecting the Right Partner



A Rapid Overview of Your Options

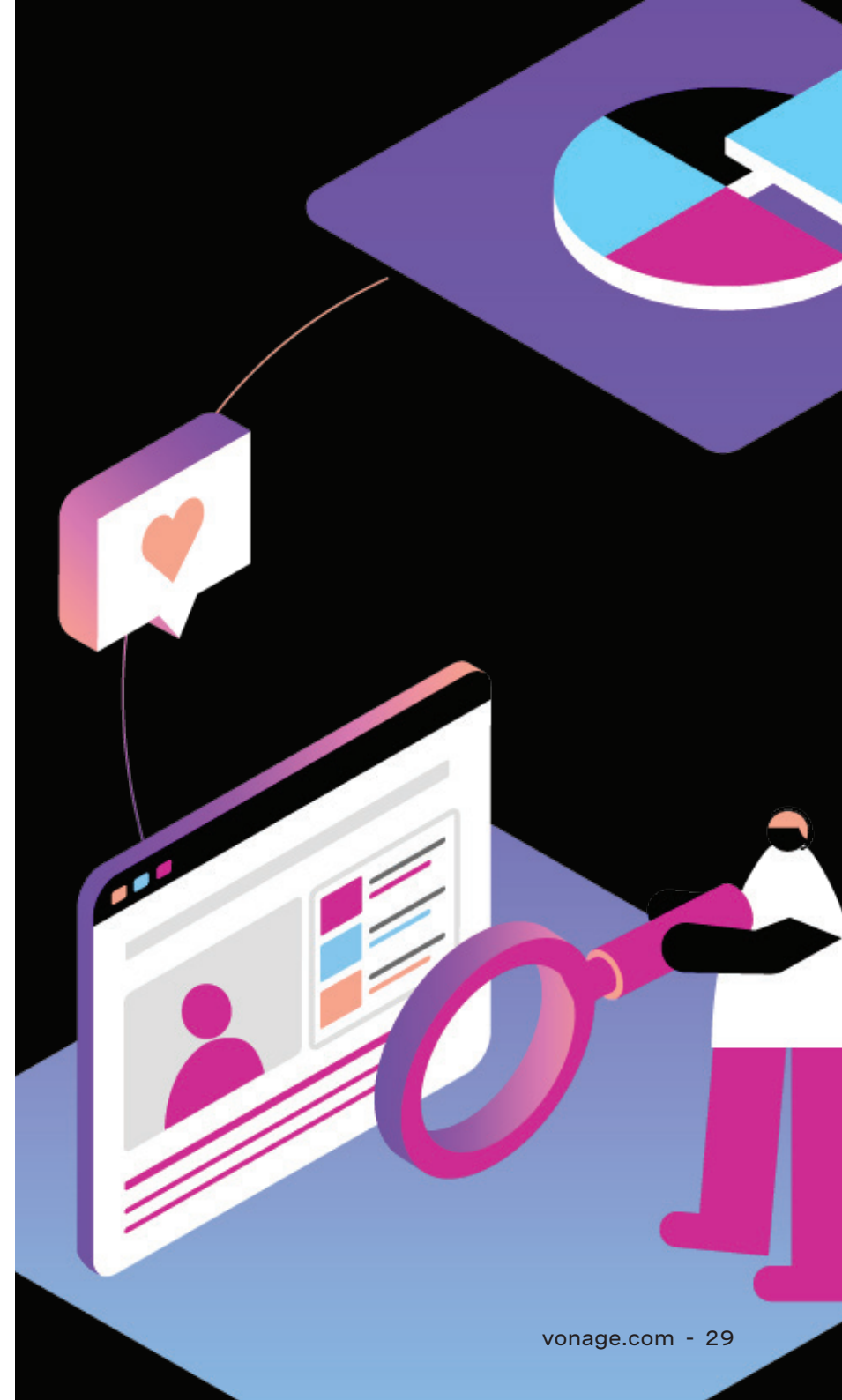
As we mentioned in the previous milestone, solutions and partners normally go hand-in-glove—if you buy one, you get the other. But that’s not always the case.

Solutions can be sold through a third party, such as an outsourcer or a hosting specialist. And for some, these options can make sense. For instance, an outsourcer might provide both the solution and people.

However, to simplify what is now an increasingly busy market, your choice of partner falls into one of two groups.

Premise Based
Vendors

Cloud Based
Vendors





Premise Based Vendors

They initially were skeptical of the appeal of the cloud. However, their customers are on board with the cloud, so these vendors are now in the process of producing hosted and cloud versions of their core solutions.

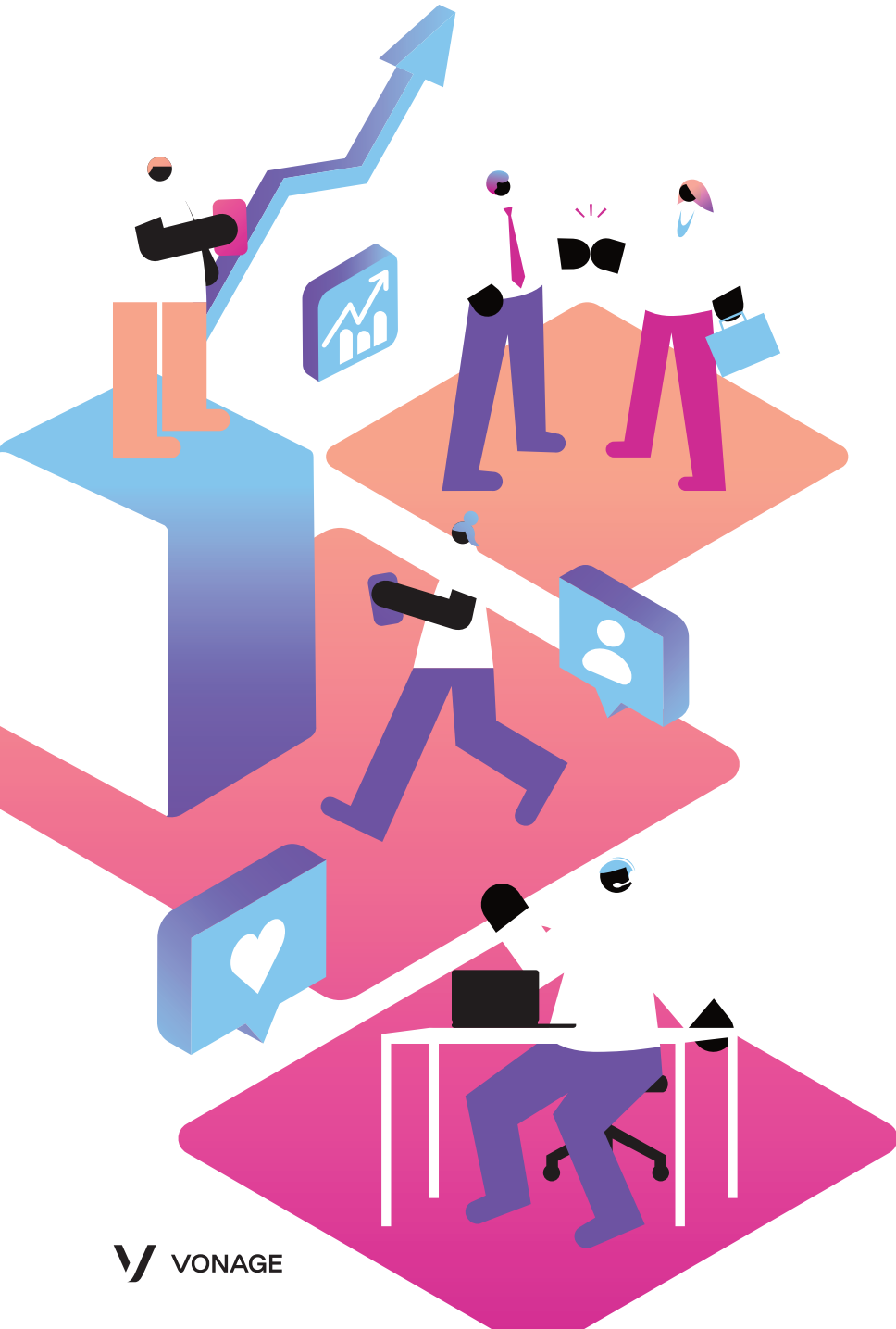
But they face the fundamental mismatch that cloud solutions introduce into the heart of their culture and operating model. They struggle to match the speed of innovation from “pure play” cloud vendors, given their own longer R&D cycles. And finally, many are suffering the consequences of how they have historically dealt with customers. The younger cloud vendors come across as more responsive and customer-focused.



Cloud Based Vendors

They’re still typically in rapid growth mode as the market expands from small-sized deals to the opportunity of upgrading medium-sized contact centers. Their core issue is that they are typically smaller than the premises vendors and are still catching up to 30 years of R&D. But their general agility and speed of innovation means that the functionality gap is rapidly closing.

A key issue at this point in the market’s development is to select a partner who has a strong, creative, forward-thinking vision with enough stability to stay the course.



How to Assess a Potential Partner

There are many opportunities to check out whether a potential partner fits your criteria. Such scouting might even start months before any formal tender process.

How you go about this is obviously up to you. But we've identified some points that warrant careful consideration, yet can be easily ignored in tick-box evaluation cultures:

- The organization's vision for cloud-based innovation and the quality of their leadership team
- The cultural fit between their people and yours
- The financial stability of the organization
- The quality of relationship they develop with customers
- Their attention to detail and commitment to being the best
- The level of passion for what they are doing
- The solution and its forward momentum as described in their road map

Questions To Ask

In addition to your selection team's formal evaluation process, there are always opportunities for further insight. A well-timed question can sometimes reveal much more about the type of partner you're considering than anything conveyed in an RFP. Here are some you might want to fire off at some point during the selection phase:

Talking to the organization

- 01 Why are you our best choice?
- 02 What extra value do you offer over your competition?
- 03 What does your CEO believe makes your organization special?

Talking to reference customers

- 01 How close was reality to what was promised?
- 02 What's the best and worst of working with them?
- 03 Which of the benefits that you've gained matter most and why?

Right Partner Checklist (click to check off)



Draw up your own partner criteria. Think broadly about what matters to your ongoing success and how you're going to assess that.



Get to know potential partners, online and face-to-face.



Keep notes and build a profile of each candidate.



Prepare questions for their reference customers. Make sure you take the time to engage them fully to learn from their insights.

Milestone 5

Implementation Timescales



05. IMPLEMENTATION TIMESCALES

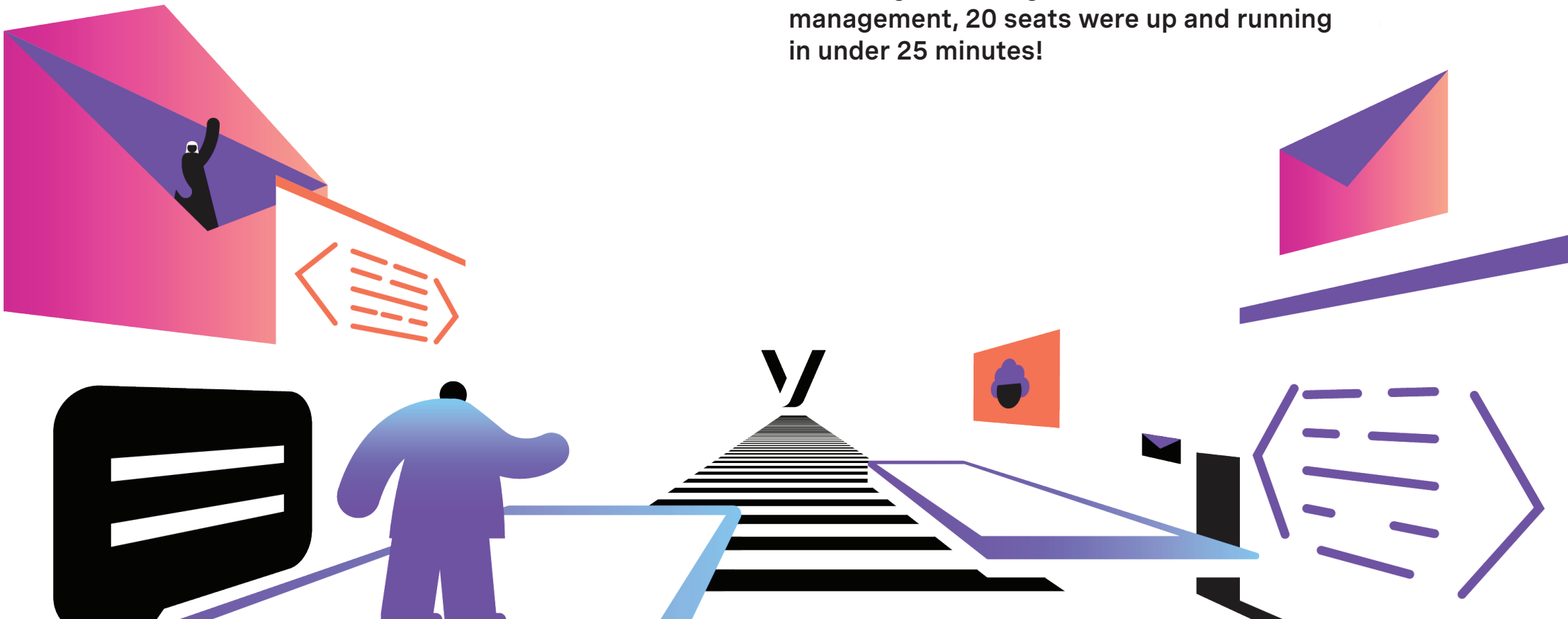
Although this is primarily a buyer's guide, we wanted to include a few thoughts on this final phase, since it requires as much attention as the other steps you've taken so far.

Compared to premises-based installations, provisioning a cloud contact center is lightning fast. In Vonage's case, the average time required to implement a 50-seat single-site contact center is 1-2 weeks, and 4-6 weeks for a 250-seater.

What about more complex situations? A Vonage client who needed to consolidate customer interactions across 20 countries had their three regional service hubs up and running in eight weeks. This included all the behind-the-scenes changes implicit in such a project.

Implementations can be completed on-site or remotely. In fact, our fastest ever turnaround happened off-site at Dreamforce.

Following a challenge from senior management, 20 seats were up and running in under 25 minutes!



Associated Planning

One of the great joys in buying a cloud contact center solution is that there's still creative energy to make sure the new solution really works.

Often, the time and costs of training, changing workflows, and generally bedding things in were ignored in on-premises implementations. Technology dominated the agenda. The net result was that little actually improved, and the expected ROI fell short.

This time, things can be different. Go back to the original reasons why you wanted to invest in this new capability. What improvements had you envisioned? Imagine once the technology is working—what else needs to change? The answer will be a cocktail of people, behavior, policy, and work-flow.

Each of those might have their own challenges. So make a plan. Use the on the next page to ensure you've identified all the important topics and that everyone is aligned with the changes you're introducing.



Implementation Checklist (click to check off)



Agree solution implementation timescales with chosen partner.



Design and schedule user training plus any workshops needed to review workflows and policies.



Configure call flows and design call routing plans.



Configure dashboards and alerts.



Design an internal communications plan including everyone who initially contributed.



Customize presentations for each audience and re-use your 'day in the life' scenarios if you created them previously.



Review customer journeys as they relate to the contact center and improve them with the new solution.



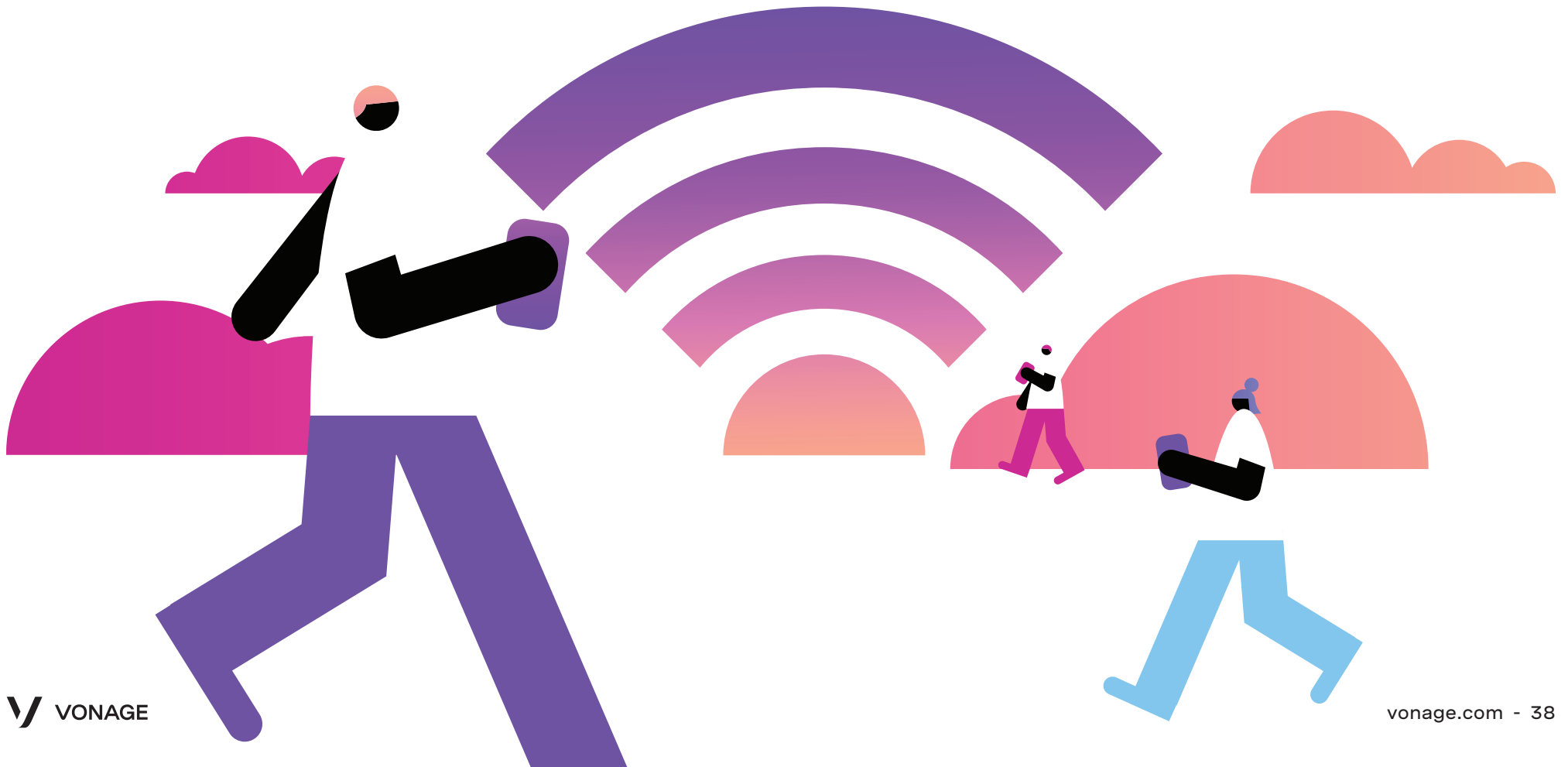
Upgrade performance management strategy and operational model. Created a detailed plan for how this will be introduced.



Wrap everything into an overall rollout plan.

About Vonage and Service Cloud Voice

There are many different ways of expressing why we should be working together...





We know a thing or two about contact centres, and we've used that knowledge to build Vonage for Service Cloud Voice.

With Vonage, you can put awesome customer service front and center. Our seamless integration with Salesforce and Service Cloud Voice gives your agents the context they need to quickly resolve customer calls. Advanced routing ensures that customers are connected with the right agent. And we join your contact centre and the rest of the organisation into one powerful, reliable communications platform.



How Vonage Approaches Cloud Innovation

We code our own solutions. We control our own roadmap. Your life doesn't suddenly crash if something happens to a third-party piece of the overall solution—more common than you might think.

Vonage works closely with Salesforce product teams to ensure our contact center solution works optimally with Service Cloud Voice. As a preferred pilot partner, Vonage is proud to be at the forefront of helping customers get the most out of their Salesforce investment.

That's why we can offer proven availability and are one of the few cloud contact center providers to publish performance data. This allows you—and for that matter our competitors—to check if all our services are currently operating within expected thresholds.

At the same time, having our own coding team presents a huge creative opportunity. You'll find proof in the many patents we've secured, each developed around a piece of core functionality, such as routing, workforce management, or analytics.

Vonage for Service Cloud Voice: An Overview

In addition to providing Vonage Contact Center for both Service Cloud and Sales Cloud, Vonage now seamlessly integrates with Service Cloud Voice.

Read the eGuide:

**Service Cloud Voice With Vonage:
Salesforce's Vision for the Contact
Center of the Future Is Here**

There are also standard and advanced versions of the solution to suit your needs—from as few as five agents to many thousands.



Let's Look Under the Hood

Vonage's core system components include automatic call distributor (ACD), computer telephony integration (CTI), interactive voice response (IVR), call recording, conferencing, voicemail, personalized messaging, post-call IVR-based surveying, and reporting. Plus, Vonage Contact Center integrates seamlessly with Service Cloud Voice.

You choose whether to use PSTN or VoIP. Voice quality over IP can sometimes be a challenge, especially across globally dispersed centers. We recognize that and cater to both needs.

Routing options, including skills-based, conditional, personalized, context-based, and real-time adaptive routing, let you get very smart in how you design traffic flows. This enables personalized services by customer segment or even individual, which works especially well when a Service Cloud Voice is deployed with Vonage Contact Center.

A quick note about two of our call-recording features:

01.

Recordings are automatically attached to Salesforce customer record at the end of the call, making them instantly shareable across sales, marketing, and service.

02.

Call recording also works for mobile users of Vonage Contact Center, such as "on the move" sales teams.

Some of Our Key Management Features

Vonage Contact Center works hand in hand with Service Cloud Voice to optimise the role of the Supervisor or Team Leader. But let's look at a number of features that together provide an effective performance management framework:



REPORTS:

Real-time and historical reports are easy to build as one-off or standard reports from a library of templates; they can be scheduled and sent via email on a daily, weekly, or monthly basis



ALERTS:

Team leaders can set up alerts delivered as emails or SMS that trigger whenever SLA thresholds are reached.



DASHBOARDS:

When reports aren't fast enough, use real-time configurable dashboards allowing everyone to focus in on what matters minute-by-minute



QUALITY MONITORING:

Team leaders can monitor live interactions, whisper coach, or conference in on a call as needed; post-call survey results can be used for agent evaluations



MESSAGING:

Team leaders can influence performance during a shift using a broadcast feature to distribute information to agents



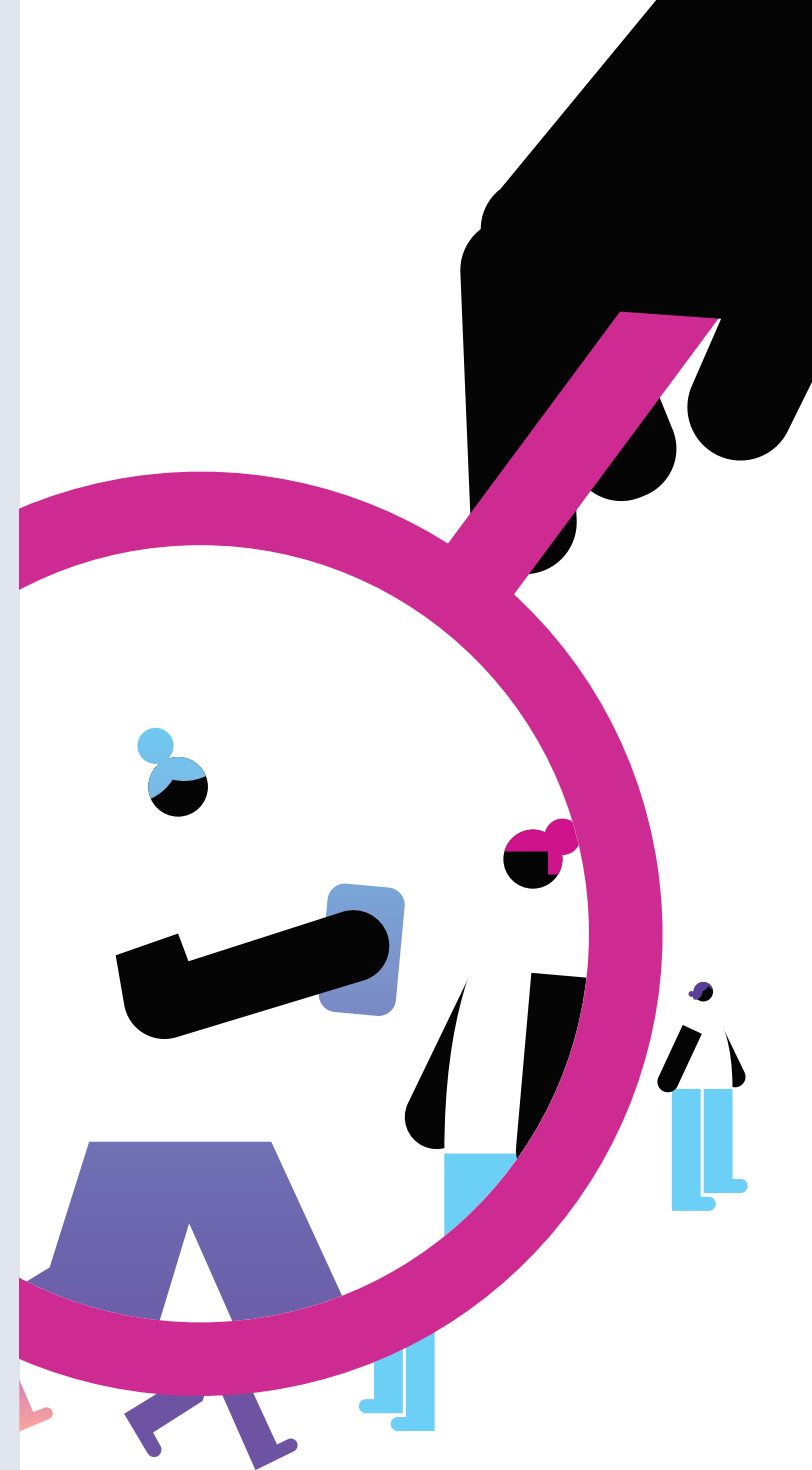
SCREEN RECORDING:

Team Leaders can see the whole picture, identifying problem areas and reviewing the agent's screen to evaluate processes, applications, tools, compliance, and more

And Some of Our Biggest Differentiators

These modules also deserve a mention:

- 01 Vonage's video and screen share, integrated into the contact center, can reduce average handle time, expedite first contact resolution, and lower the cost to serve
- 02 Vonage Contact Center's self-service IVR helps your customers when they don't actually need to speak to you.
- 03 Vonage's speech analytics tool, Conversation Analyzer, monitors up to 100% of all calls, fully transcribing all phone conversations recorded in the system and ensuring that the correct phrases are being said and identifying incorrect or undesirable phrases.
- 04 Vonage's AI Virtual Assistant, integrated with Vonage Contact Center, adds intelligence to any conversation in a customer's journey, delivering enhanced self-service interactions that engage every caller in natural language.
- 05 Vonage Contact Center includes a fun gamification option to reward employees when they reach a personal or business goal.
- 06 Global Voice Assurance routes calls through the most efficient path by leveraging the local telephony infrastructure—regardless of where the caller and agent reside—to deliver exceptionally clear voice quality.



What You Can Expect From Vonage



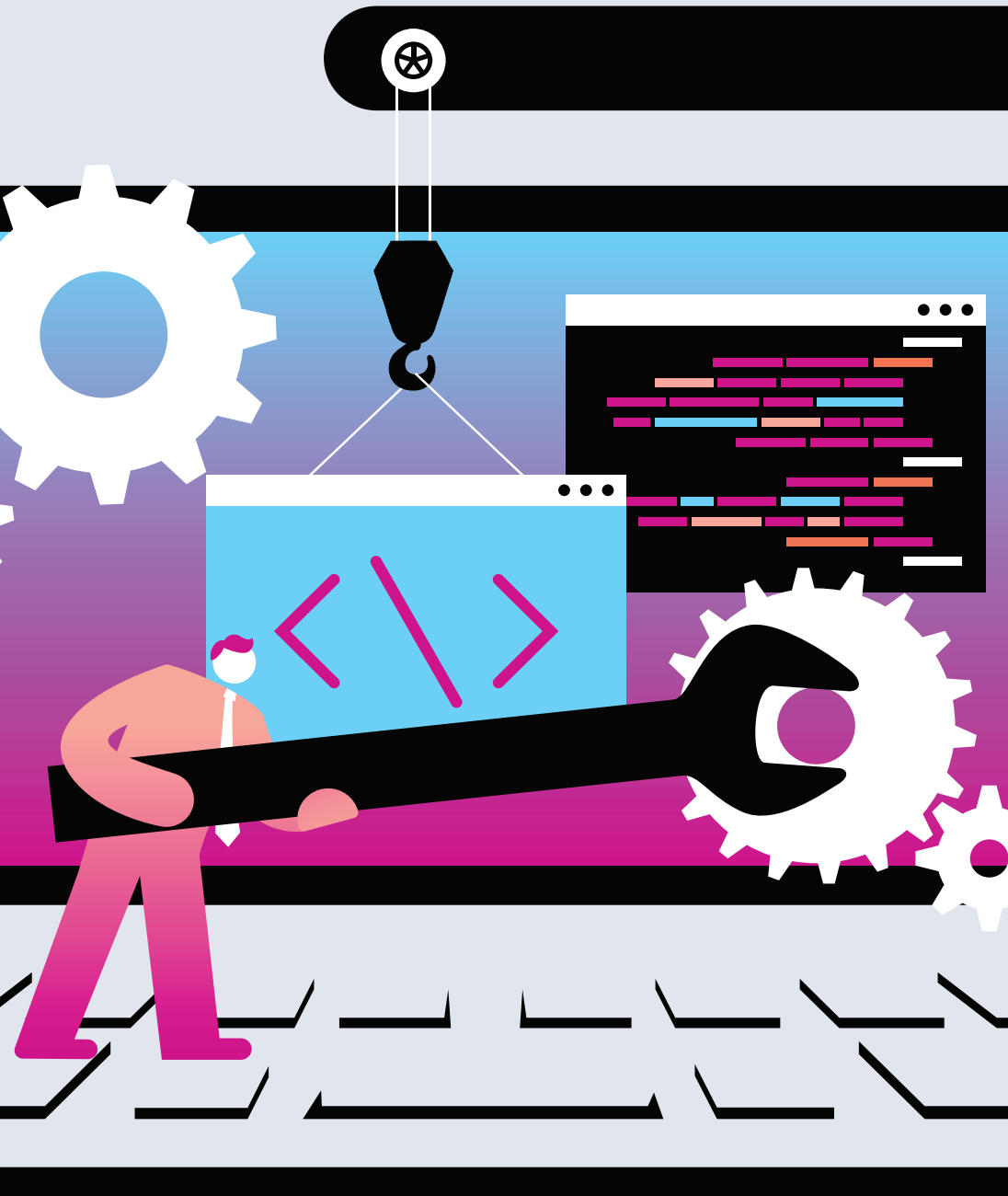
Stability

Vonage Contact Center is the result of Vonage acquiring NewVoiceMedia in September 2018. Beyond the financial stability—Vonage is a Nasdaq-listed company with several thousand employees and revenues in the billions of dollars—the acquisition means Vonage owns all the technology of its three-way play across cloud contact centers, unified communications, and APIs.



Culture

For the human angle, please check out who we have in our **leadership teams**. We're proud of the talent we've put together. Everyone is committed to powering perfect conversations between our clients and their customers, ensuring that they can market, sell, and service better than their competition. You can expect simple, transparent, and honest communication from us at all times.



Design Philosophy

From a technical perspective, Vonage adheres to this core cloud philosophy:

"To deliver a single instance, multi-tenant product with a single version of code in production."

The result: an enterprise-class, omnichannel communications platform delivered via true multi-tenant cloud architecture—all our clients and calls share a common infrastructure and application as a globally available service.

Since we own our own code, we're free to customize. We don't use third-party plug-ins, since our design aim is to reduce complexity, but can integrate to third-party products.

We also offer hassle-free provisioning—you don't need to download anything to the desktop. We're 100% web-based, unlike many others who require legacy components to function.



SLA (Service Level Agreements)

With Vonage, you can expect full resilience. We deliver flexible and elastic scalability, so you can cope with any short-burst upsurges in demand. And we spell it out in industry-leading SLAs.



Security and Compliance

We take our security seriously, and Vonage Contact Center has a comprehensive set of security measures based on best-practices and lessons learned. This includes, but is not limited to: regular penetration testing, security patching and antivirus anti-malware scans, intrusion detection, daily vulnerability alert monitoring, and building servers to a specification to meet best practices for security.

Access to the system is role-based and controlled via log-in and password authentication. Data is encrypted, both in transit and at rest, and Vonage Contact Center includes certifications and compliance for ISO27001, HIPAA, SOC2 Type II, GDPR, and PCI DSS.



Testimonials

What Our Customers Say About Vonage Cloud Contact Center

"We have found a technology partner that truly understands our company and the high standards our customers expect. Exceptional service is core to our business and we are constantly striving to deliver world class experiences to customers, each and every time. Vonage Contact Center integrates seamlessly with Salesforce, and is helping us to deliver on this vision, as we can now offer a consistently personalized service, while improving the satisfaction of our Lifestyle Managers".

**Paul Drummond,
Commercial Director
and Co-Founder,
Quintessentially Lifestyle**



"Vonage Contact Center has revolutionized our customer service efficiency and helped us create a great place to work, with 91 percent advisor satisfaction. We're pleased to have improved first contact resolution and our customers now benefit from a completely unique, personalized experience every time they call. As a cloud solution, Vonage can scale as our business grows and users are able to log into the same system from wherever they are, meaning our staff can work from any location – great for disaster recovery planning and enabling home working."

**Samantha Tomlinson,
Head of Customer Service,
Wowcher**



"We needed to keep up with our own success, and telephony was a major barrier. It came down to the integration with Salesforce, and Vonage Contact Center was the clear front-runner. Because of Vonage Contact Center, our new recruits are speaking our language on day three".

**Scott Chesworth,
Commercial Manager,
RAM Tracking**



What Our Customers Say About Vonage Cloud Contact Center

"Our sales and service teams are on the same system—using Salesforce and Vonage Contact Center - and the booking system behind it. The whole reason for moving over to Salesforce was to have that single customer view, to have all the information in one spot. Vonage Contact Center fits perfectly in that you have every single voice interaction on that same profile."

Sam Barker,
Sales Director,
Golfbreaks.com

Golfbreaks.com

"The integration of Vonage Contact Center and Salesforce is best-in-class with MTD using the Salesforce Sales, Service and Marketing Clouds. We've built a great partnership."

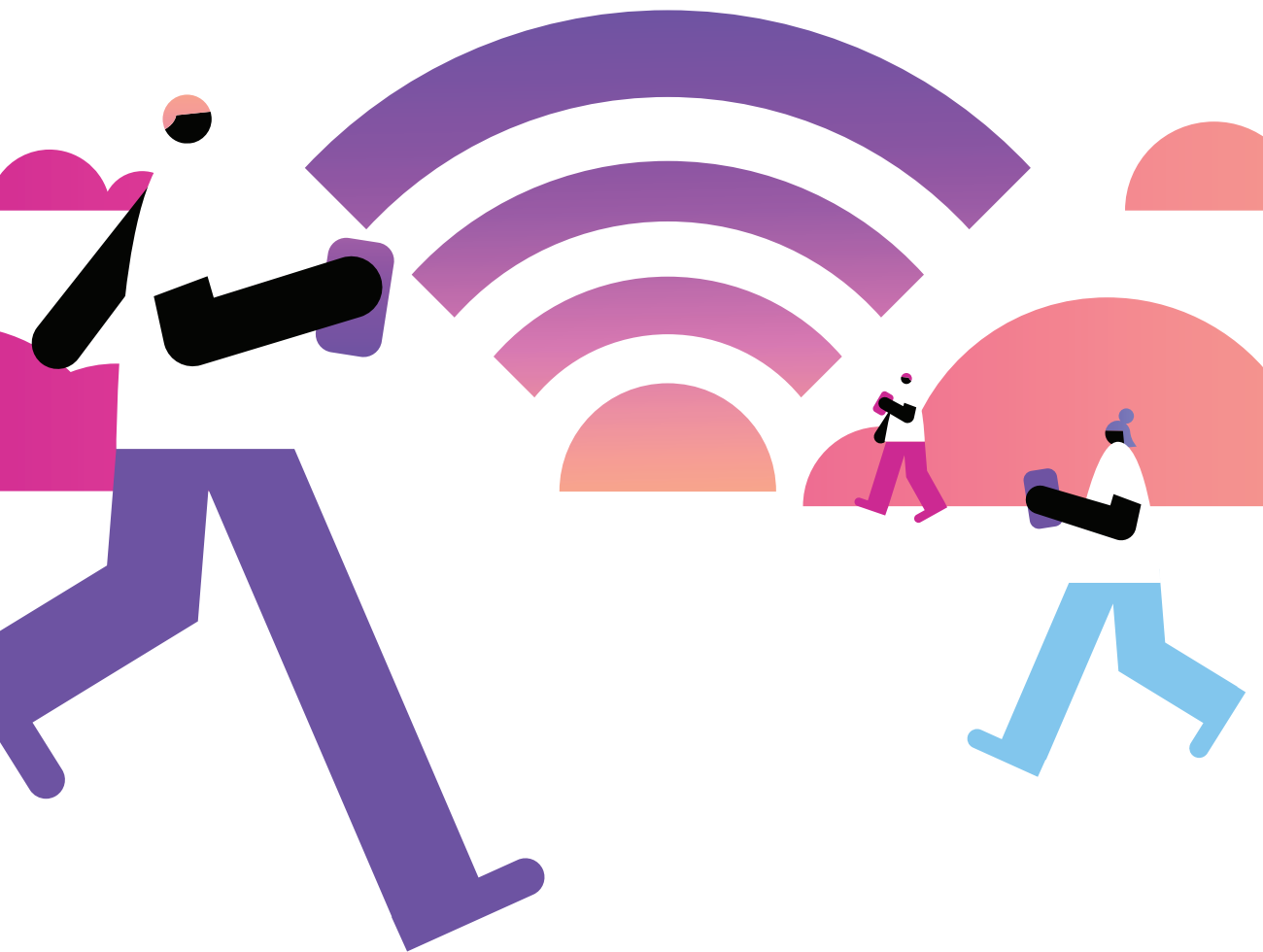
Ken Kotlarek Jr,
Customer Service
Operations Manager,
MTD



"We are 100% happy with the choice we made and will recommend Vonage Contact Center for Salesforce to anyone. Since the installation of the Vonage platform, the productivity benefits have been immense. Everybody we met was very professional. It was not just about the product. It was, and is, about the partnership as well."

Allan Farrell,
CIO,
FCR Media





Contact Us

Vonage Contact Center for Service Cloud Voice powers customer engagement that transforms businesses globally. The award-winning cloud customer contact center platform revolutionizes the way organizations connect with their customers worldwide, enabling them to sell more, serve better and grow faster.

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