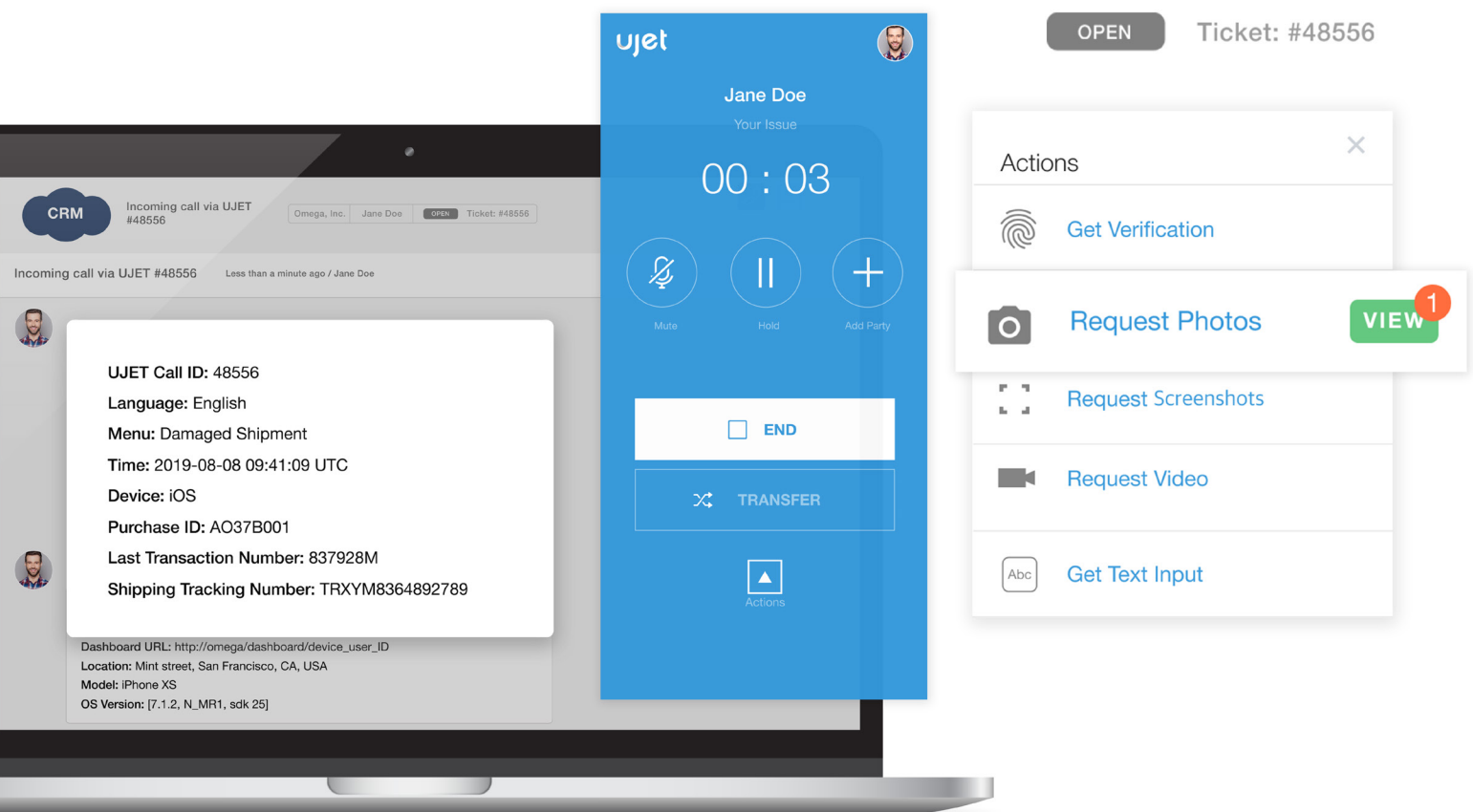




# Cloud Contact Center Buyers Guide

## Five Critical Dimensions to Assess for Operational Success





## Table of Contents

3. Excellence in Contact Center Operations Begins with the Right Platform

4. Ease of Setup

5. Ease of Use

6. Ease of Administration

7. Ease of Doing Business

8. Quality of Support

9. Customer Satisfaction Matters

10. Appendix: Contact Center Operations Grid Scoring from G2

# Excellence in Contact Center Operations Begins with the Right Platform

Customers’ expectations for support have never been higher. They seek a positive, professional, and seamless experience across every touchpoint. They also prefer to choose how they contact support — and increasingly, that’s through their mobile devices and apps. And most of all, customers want their issues resolved, fast.

Enabling a high-quality, frictionless, and identical experience across all channels for support requires contact center operations software that is made for a connected world. Modern contact center solutions need to deliver actionable data that gives organizations the insight they need, both in real-time and historically, to create a customized support experience for every customer.

Many companies offer contact center operations software, but only a few provide these types of capabilities — and do it well. UJET is among them, according to feedback from our customers.

UJET has been named a Leader in Contact Center Operations Software by G2, a leading tech marketplace where users review and offer feedback about the products and solutions that they use. G2 scores products and vendors based on reviews gathered from its user community, as well as data aggregated from online sources and social networks. (See the Appendix on page 10 for a description of G2’s process for grid scoring.)

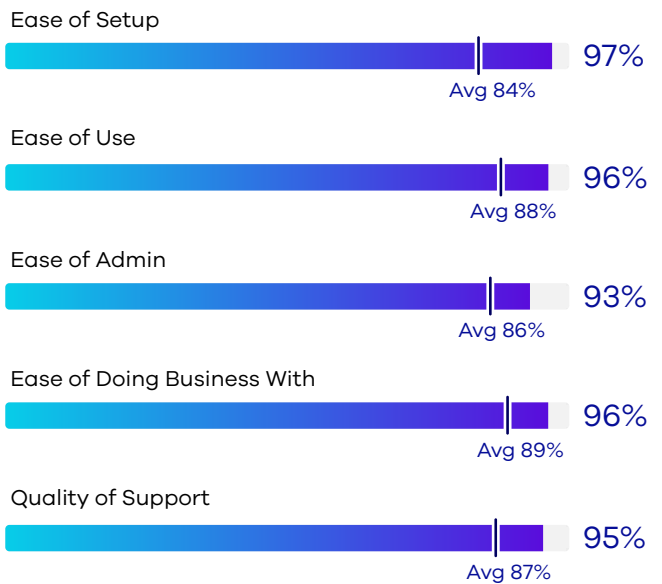
UJET received a high Satisfaction rating across several categories (see below). G2’s Satisfaction rating is affected by, among other things, customer satisfaction with end user-

focused product attributes based on user reviews; popularity and statistical significance based on the number of reviews received by G2; the quality of the reviews received, and the age of reviews. (See G2’s website for other criteria factored into the Satisfaction rating.)

- 1. Ease of setup
- 2. Ease of use
- 3. Ease of administration
- 4. Ease of doing business
- 5. Quality of support

The following is a closer look at the five categories of customer satisfaction listed above, along with an overview of modern contact center software features and capabilities that can help organizations achieve customer support excellence.

## UJET's Satisfaction Ratings



Source: Summer 2020 Grid® Report from G2

## 1 | Ease of Setup

One of the biggest obstacles to modernizing customer support is implementing new technology in the contact center. Many contact centers struggle with disjointed connectivity due to legacy, on-premises systems that have been layered on top of one another, without a thoughtful approach. Integrating these tools isn't easy — or even possible in many cases.

Also, with many leading contact center solutions, the process of setting up a new platform can be complex — and costly. Customizing the platform to suit the unique needs of the organization's contact center operations also can be a major challenge. So, too, can integrations with customer relationship management (CRM) solutions and other key systems like workforce management and quality management platforms.

A platform like UJET, which has an open, distributed cloud architecture and features a simple user interface designed to guide administrators and supervisors through an easy setup process, can get a support organization online quickly and efficiently. Contact center leaders can customize the solution without the need for programming, and can:

- Set up as many call or chat queues as they need, build them as deep as they like, and easily organize them any way they want to
- Scale teams around the world with multiple language and location support, including setting up local hours in different time zones

As for integrations, a modern contact center platform should feature integrations with leading CRM systems like Salesforce, Zendesk, Kustomer, and Microsoft Dynamics, payment processing solutions like Stripe, Apple, Pay,

and Google Pay, and WFM tools such as Verint Monet, Calabrio, and Aspect.

UJET offers these integrations, and also has REST APIs that allow the platform to connect with customers' other key systems for streamlining and expediting data sharing.

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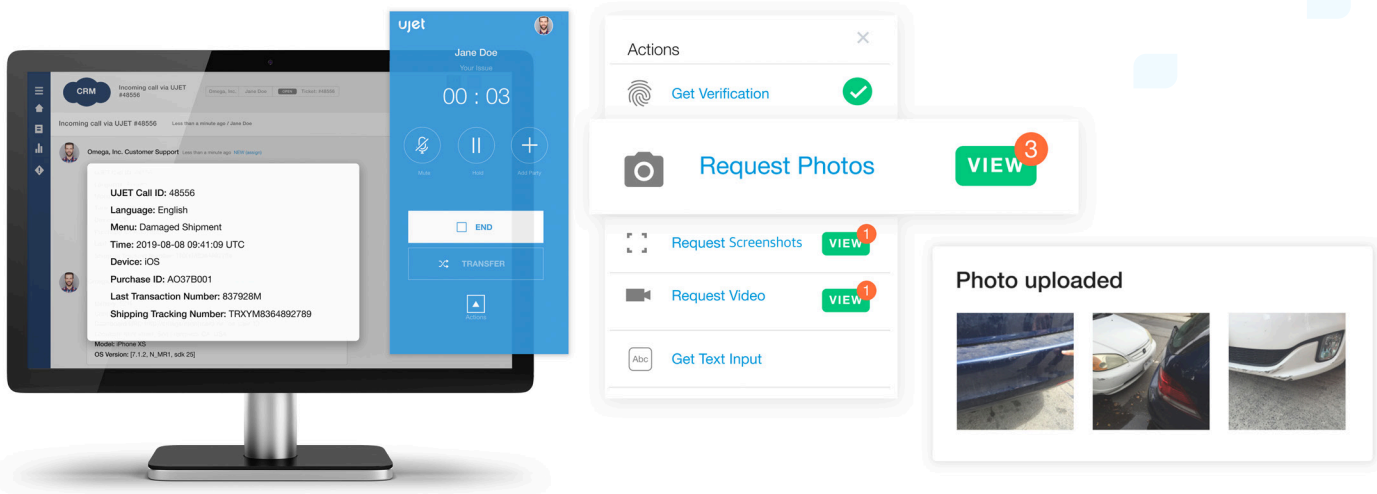


97%

**UJET ranked first in customer satisfaction for ease of setup — earning a score of 97%.**

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Source: Summer 2020 Grid® Report from G2



## 2 | Ease of Use

Siloed tools prevent contact center agents from resolving issues quickly and efficiently, and from assisting multiple customers. That creates queue delays and reduces the ability to predict wait times. It also leads to frustrating and disappointing support experiences for customers.

To prevent those issues from happening, and increase first contact resolution, agents need to be able to:

- Verify customer identities using smartphone authentication features such as facial recognition, thumbprint verification, and pattern lock
- Collect photos or videos
- Accept payments, if needed
- Save information to CRM systems automatically

Agents also need to do all of these things, along with many other simple but powerful actions, within the contact center platform — without having to open a new tool or window.

Above all else, the contact center platform must be optimized for agents. Equipping agents with smart tools, like those in UJET, to

manage call and chat volume and prioritize customers effectively helps to enhance their job satisfaction by reducing tedious, manual, and error-prone work. And when agents have more context about the customers they are helping, support interactions are not only effortless, but also more productive.

Meanwhile, contact center leaders can drive agent performance even further when they have a real-time view of agent activity and stats, and instant access to call recordings stored in the CRM and other key systems. Plus, if they can listen to agents' calls with customers in real-time, they can provide more timely and specific coaching.

With a contact center platform like UJET, agents, and their administrators and supervisors, can do all the above and more.

96%

**UJET ranked first in customer satisfaction for ease of use, with a score of 96%.**

Source: Summer 2020 Grid® Report from G2

### 3 | Ease of Administration

Administrators and supervisors struggle to elevate contact center performance when they are encumbered by siloed and difficult-to-use tools. If these contact center leaders are using technology that does not help them to monitor agent performance in real-time, or allow them to produce actionable data insights about customer support interactions, then they cannot target areas for improvement and drive overall excellence.

Organizations can improve customer interactions and increase first call resolution by implementing a modern platform that allows contact center leadership to, among other things:

- Proactively manage their agents with real-time and historical reporting for more efficient staffing, training, and more
- Streamline agent tools, so their teams can work faster and be more productive
- Assign agents to queues based on changing demands — without help from IT
- Apply intelligent routing rules and Direct Access Points (DAPs) to transfer customers to specialized support agents, self-service solutions, or a knowledge base
- Use actionable data to identify common customer issues and average call handle time

Additionally, supervisors should be able to set up CSAT surveys quickly and easily so that they can track customer satisfaction, including mobile support experiences. Creating custom reports also should be simple, as it is in UJET.



93%

**UJET ranked among the top three featured contact center operations software providers for ease of administration — earning a score of 93%.**

Source: Summer 2020 Grid® Report from G2





## 4 | Ease of Doing Business

Not all contact center software providers view customers as true partners — and that means they don't help their customers to get the most from their technology. It also means that they miss out on the opportunity to learn from and innovate with their customers, and improve the product based on their feedback.

Companies that want to achieve contact center excellence also need a customer support provider that can help them develop success plans and identify key performance indicators (KPIs), track and review progress toward key goals, and discover valuable techniques, best practices, and new product features. A committed partner can also assist in helping the organization to increase customer satisfaction, optimize agent processes, and enable support platform stability and scalability, when needed.

UJET actively takes feedback from our customers when we're developing or optimizing features. And we focus on delivering the same high-quality service you want to give your customers. We provide a modern and easy-to-understand support flow that helps our customers find the support they need quickly, whether that's self-service or with a live agent, and that increases first contact resolution. We also offer an array of training resources, which are accessible from the UJET Support Center for customers.

96%

**UJET ranked **second** in customer satisfaction for ease of doing business, with a score of **96%**.**

Source: Summer 2020 Grid® Report from G2

**"UJET is the right fit for the way we do business. I would tell other companies like iZettle to be brave and not always go for the big players. Partner with a company that has the same drive and passion as you do and that also wants to be at the forefront of innovation."**

Johnnie Hydling

*Head of Customer Engagement Operations*

**iZettle**  
A PayPal Service

## 5 | Quality of Support

### A great customer support experience:

If a contact center software provider is committed to offering that to its own customers, it's a proof point that the company is serious about helping to elevate the customer support experience for everyone.

In addition to being "at the ready" to assist its customers from day one, a provider should offer:

- **Professional and technical services**, including expert technical services for integrations and APIs, technical consultation for solution-related projects, and product escalations.
- **Dedicated technical support** for product configuration and account settings, quick answers to how-to questions, Tier 1 support for all technical support issues, triage when escalation is required, and tracking of service level agreements (SLAs).

UJET provides a wide range of product and service information for our customers, along with the types of services outlined above. We also deliver industry-leading availability and support response times to our customers. When our customers are logged into the UJET Support Center, they can easily submit feature requests, study new product releases, and submit a support ticket 24x7 right from our support page.

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95%

UJET ranked **second** in customer satisfaction for ease of doing business, with a score of **95%**.

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Source: Summer 2020 Grid® Report from G2







## Customer Satisfaction Matters

Organizations have an array of contact center software providers and solutions to consider. But if their goal is to offer an identical support experience across every single communication channel, the field they can choose from quickly becomes much narrower.

That's especially true if they want a dedicated partner with a strong track record of delivering high customer satisfaction ratings in the following five areas: ease of setup, ease of use, ease of administration, ease of doing business, and quality of support.

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**No provider or brand — except for UJET — received ratings of 91% or above across ALL customer satisfaction areas tracked in G2's Summer 2020 Grid® Report.**

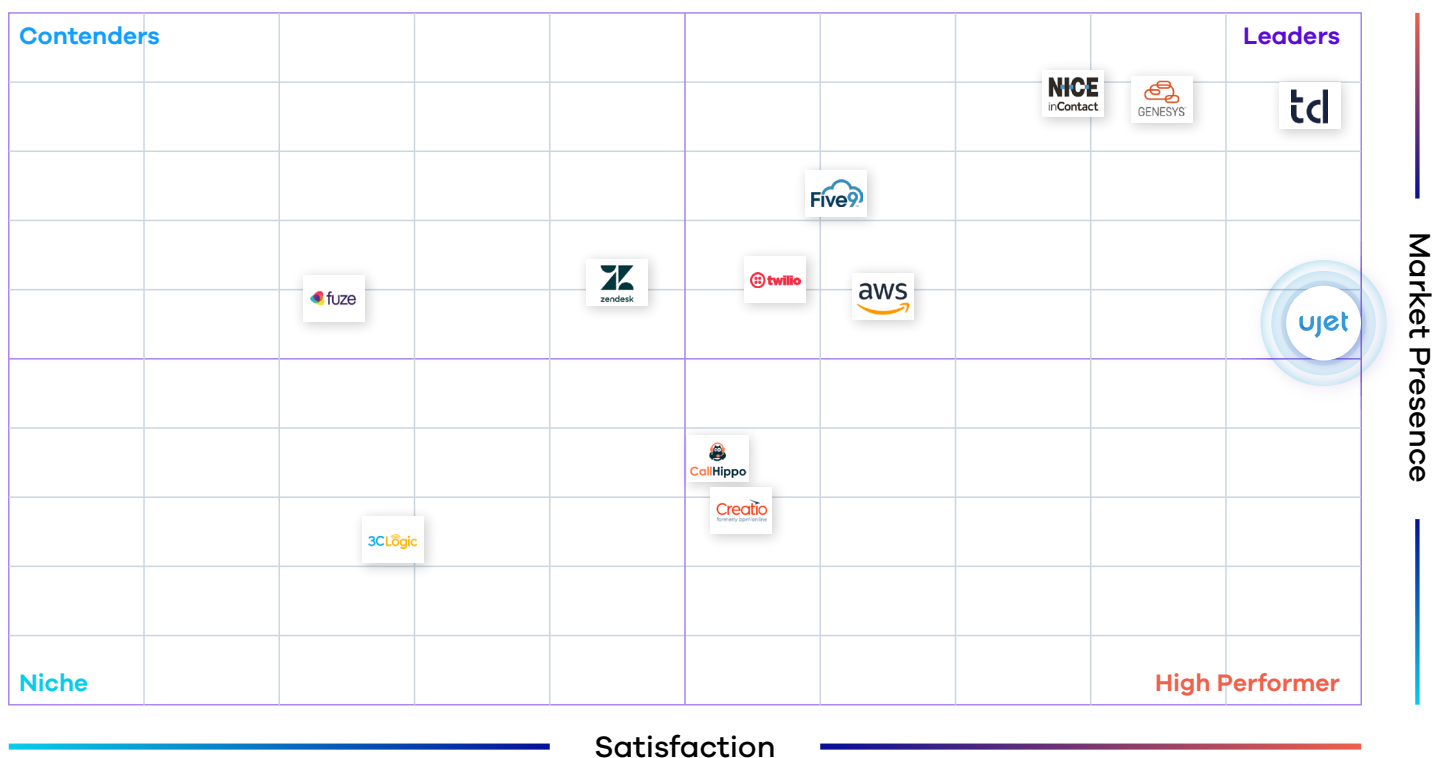
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Through our drive for innovation and our passion for accelerating digital transformation, UJET helps our customers to realize their true potential for providing outstanding customer support.

Our cloud contact center software supports voice, IVR, and messaging (SMS/MMS, website live chat). And the UJET Mobile SDK for Android and iOS supports these channels in-app, allowing customers to stay in a company-branded support experience without any friction. UJET also integrates tightly with leading CRM solutions and features enterprise-grade security

We empower organizations of all sizes, across industries, to create intelligent workflows, make data actionable, and access the modern tools and technology they need to elevate contact center team performance, scale their teams around the world, achieve post-implementation ROI faster, and create an immersive, engaging, and one-of-a-kind experience for every customer.

For more information about UJET or to see a product demo, visit [www.getUJET.com](https://www.getUJET.com).



## Appendix: Contact Center Operations Grid Scoring from G2

Products appearing on G2's Grid® for Contact Center Operations have received a minimum of 10 reviews/ratings in data gathered by March 03, 2020. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid®:

Products in the Leader quadrant are rated highly by G2 users and have substantial market presence scores.

High-performing products have high customer satisfaction scores and low market presence compared to the rest of the category.

Contender products have relatively low customer satisfaction scores and high market presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings.

Niche products have relatively low satisfaction scores and low market presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings.

For more about G2, visit [www.G2.com](http://www.G2.com).