



**PUTTING INNOVATION INTO THE
HANDS OF ANY BUSINESS**

INTRODUCTION

Consumers have higher expectations of brands than ever before. They want to be able to choose how they interact with a brand, they want flexibility, they want ease – and they're not afraid to walk away if they don't get it. As the ability to switch between brands becomes easier, delivering an exceptional customer service is a must for organisations, looking to retain customer loyalty and protect brand reputation.

As the hub of customer service delivery, the contact centre lies at the heart of the solution. The contact centre is the face of your brand, and your agents the voice. How quickly your customers can contact your customer service team and how easily your agents can deal with each enquiry, can be the difference between retention and attrition, so it's important to get it right. However, all too often organisations' contact centres are shackled by the limitations of legacy platforms and system flexibility, leaving them unable to adopt new omnichannel technologies, or scale their operations to keep pace with customer demand.

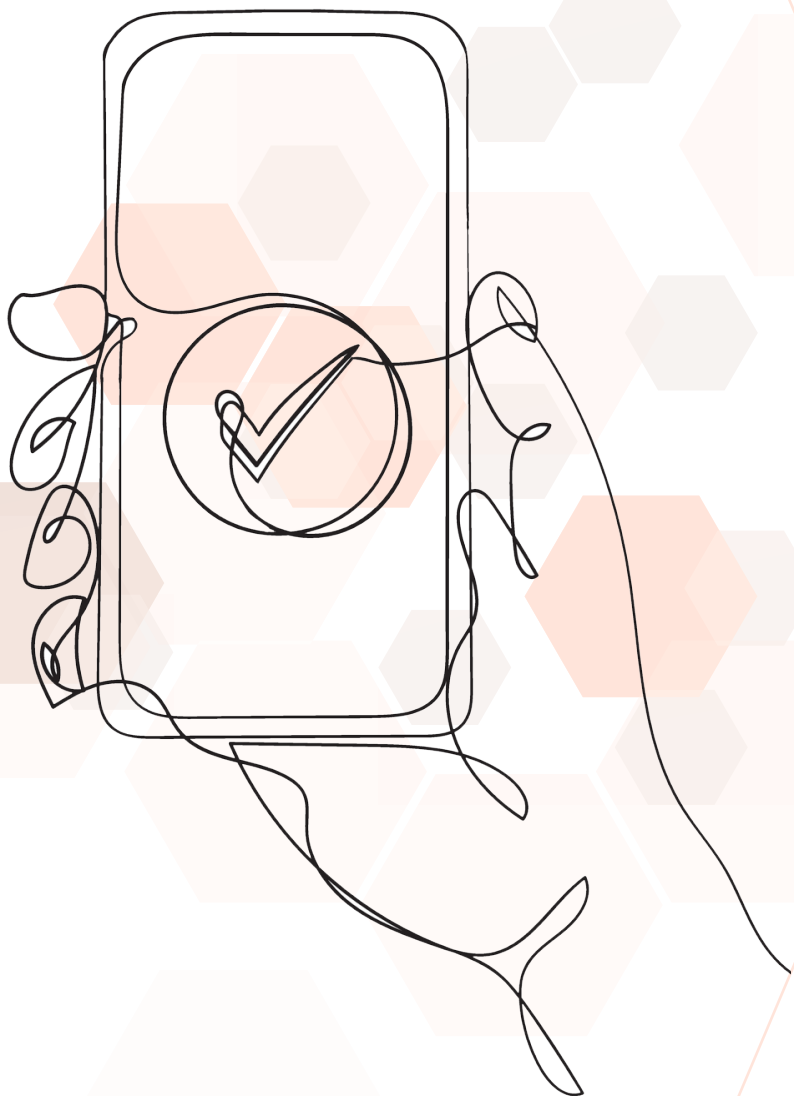
The cloud presents a viable alternative for organisations looking to embrace next-generation technologies to enhance the delivery of customer service. But not all cloud contact centres are created equal. And while many offer the flexibility and feature-set required to deliver a stellar customer experience, they also require an enterprise-grade budget to match.

Until now.

CONTENTS

- ABOUT ELASTICCX CCAAS
- ELASTICCX SERVICE RECOVERY
- ELASTICCX UNIFIED COMMUNICATIONS
- BENEFITS
- WHAT OUR CLIENTS THINK
- CONTACT US





ABOUT ELASTICCX CONTACT CENTRE AS A SERVICE (CCAAS)

Our flexible, unified solution for managing your omnichannel customer service that helps your people's time and your budget go further.

You'll get the AI-powered contact centre features ready to use straight out the box, with a highly configurable API architecture enabling you to plug-in your existing services and applications (e.g. CRM, ERP and other workflows). Delivered with total scalability and all protected by robust cloud security.



ABOUT ELASTICCX CONTACT CENTRE AS A SERVICE (CCAAS)

ElasticCX CCaaS is a comprehensive suite of solutions comprised of the following modules:



ECX Voice – provides feature-rich functionality within a scalable, easy-to-use voice solution. ECX Voice moves beyond the provision of traditional call routing to include powerful tools as standard such as customer journey history, built-in dialling, in-queue callback and customer surveys.



ECX Omni – includes all the features of ECX Voice, as well as a true omnichannel digital CCaaS capabilities. ECX Omni offers all clients a unified agent experience across voice, SMS, email and webchat, normally the reserve of high-end contact centres.



ECX Max – offers all the features of ECX Omni alongside additional plug-ins for all social channels and integrations with video, chatbots and Artificial Intelligence.



ELASTICCX SERVICE RECOVERY

ElasticCX Service Recovery – supports a wide number of business scenarios including sudden shifts in demands, operational upgrades and planned migrations. With the Service Recovery contact centre on standby with rapid deployment, it can also be used to support worst-case scenarios such as outages to a subscriber's incumbent contact centre solution or a security breach. ElasticCX Service Recovery provides essential voice support to clients as standard, and can be upgraded to benefit from the 200+ additional features found within IPI's ElasticCX CCaaS full product suite.



ELASTICCX UNIFIED COMMUNICATIONS

ElasticCX Unified Communications – Unified Communications as a Service (UCaaS) revolutionises the way organisations connect. Bring your people together by integrating voice tools into a single, cloud-based platform and deliver immediate cost savings. Our UCaaS platform offers predictable, transparent pricing per user.

With digital communications and presence features, you can connect with experts instantly, no matter where you or they are located. Unified communications bridge the gap, enabling on-site engineers, retail and service teams to access essential information and seamlessly collaborate across handsets, PCs and smartphones, to make collaborative working, business as usual.



BENEFITS AT A GLANCE

Enhanced customer satisfaction: Elevate customer satisfaction by providing seamless, omnichannel experiences across voice, email, chat, social media, and more. Our CCaaS solution empowers agents with the tools they need to deliver personalised, efficient support, resulting in happier customers and increased loyalty.

Scalability and flexibility: Say goodbye to rigid, on-premise infrastructure limitations. With our CCaaS platform, businesses can scale resources up or down effortlessly to meet fluctuating demand, ensuring optimal performance during peak times without the hassle of costly hardware upgrades.

Improved agent productivity: Boost agent productivity and morale with intuitive tools and streamlined workflows. Our CCaaS solution equips agents with real-time analytics, AI-powered insights, and automation capabilities, allowing them to focus on high-value interactions and resolve customer issues more efficiently.

Cost efficiency: Drive cost savings and eliminate the need for large upfront investments in hardware and software. Our CCaaS platform offers predictable, transparent pricing, enabling businesses to align contact centre expenses with actual usage while reducing total cost of ownership.

Agility and innovation: Stay ahead of the competition with continuous access to the latest innovations and updates. Our CCaaS solution leverages cloud technology to enable rapid deployment of new features and integrations, ensuring that your contact centre remains agile and adaptable in a dynamic marketplace.

Compliance and security: Protect sensitive customer data and ensure regulatory compliance with robust security measures built into our CCaaS platform. From encryption and access controls to compliance certifications, we prioritise the security and privacy of your information, giving you peace of mind in an increasingly complex regulatory landscape.



WHAT OUR CLIENTS HAVE TO SAY ABOUT USING **ELASTICCX CCAAS**

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IPI is one of a small number of key suppliers that we've built a long-term partnership with – gaining its role as a trusted advisor due to its capability, innovation, openness and value delivered. We've benefited from IPI's broad expertise across telecoms for a number of years, so when the time came for us to consider the next phase of our contact centre's evolution, it was only natural to continue our relationship with the team. With a solid understanding of our business and our requirements in the on-premise world, IPI was the right choice to help us take our first steps into the cloud.

Julian Bond, Head of ICT at Hillarys

HILLARYS
You'll love what we do

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We have selected IPI because we believe that through its technology, we can offer our customers the best customer service possible.

Paul Baxter, CEO at The Green Insurer



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IPI's deep understanding of our business objectives, together with its feature-rich ElasticCX solution, had an immediate impact on the experience of our customers and agents alike, contributing to our industry-leading NPS and Trustpilot scores.

Zoe Reuter, CX Director at Findel



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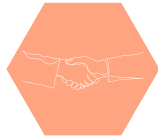
CONTACT US NOW



Your omnichannel contact centre, your way

Our omnichannel contact centre is built for flexibility, bring in new customer contact channels when you need to.

All backed by cloud security, knowing your customer data is protected at every step.



Improve your customer and employee experience

You'll get the latest industry features, including AI with every release, giving you the support you need to improve and elevate your key KPIs for your business.

Empowers your agents to deliver first time resolution and next best actions with ease.

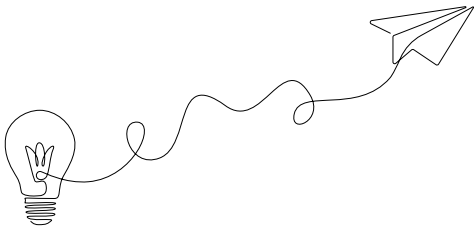


Flexibility built in, lowering your cost to serve

Our omnichannel contact centre is built for flexibility, bring in new customer contact channels when you need to.

All backed by cloud security, knowing your customer data is protected at every step.

Connect with our experts to explore how to enhance your contact centre strategy, elevate your customer experience, and see how IPI can be your customer-centricity partner.



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