



NEXX LINX



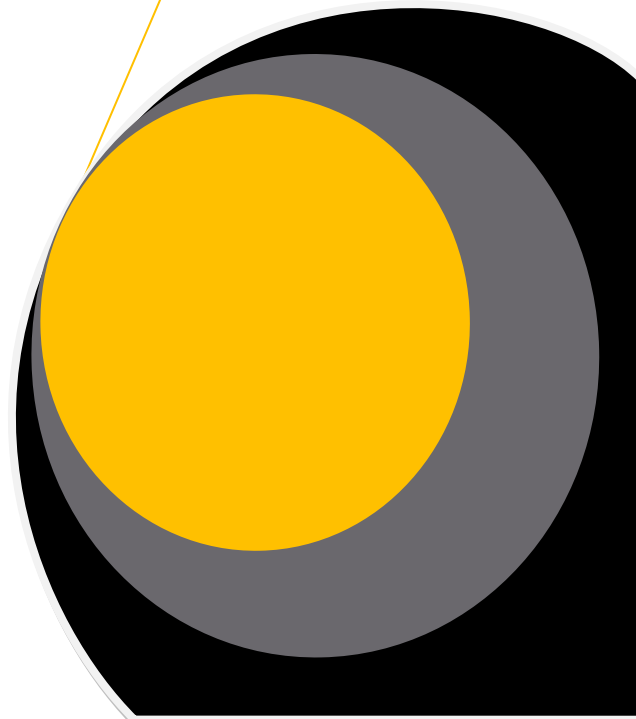
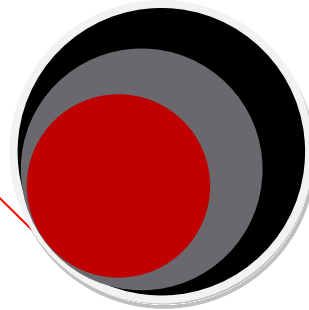
NEXXPHASE

Cloud Contact Center ROI

How the NexxPhase Customer Interaction Manager Technology has reduced Cost and Improved Operations in NexxLinx Contact Centers.

NexxLinx Contact Center ROI White Paper will focus primarily on the cloud contact center market and ROI of the NexxPhase cloud-based system.

Doug Morgan CMO
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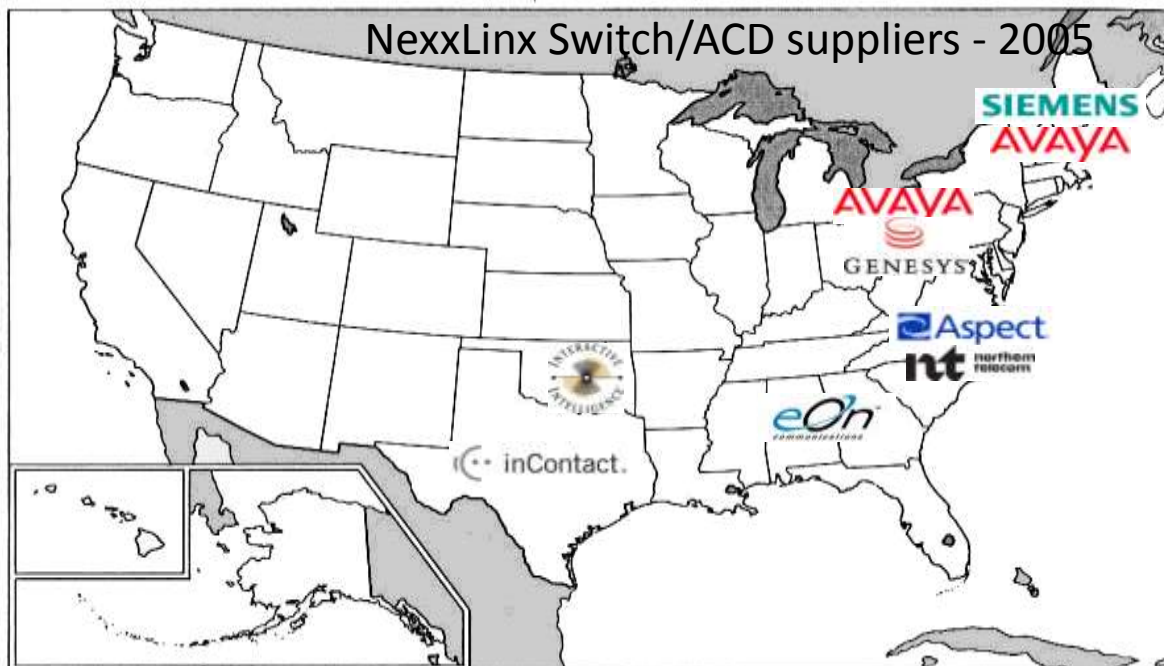
[NexxLinx](#), headquartered in Atlanta, GA, is a business process and marketing services outsourcing provider that combines skilled professionals, industry knowledge and advanced technology to help clients create profitable relationships with their customers. The company has experienced rapid expansion through organic growth and acquisition.

Throughout its history, NexxLinx has owned or operated premise and cloud-based systems from Avaya, Nortel, InContact, Eon, Interactive Intelligence, Genesys, Siemens and Aspect. Two things were apparent: having all these systems was a support nightmare and the cost of staffing, especially for the premise-based systems, was prohibitively expensive. Today, NexxLinx uses a comprehensive, cloud-based, secure contact center provided by their [NexxPhase](#) subsidiary.

This paper will focus primarily on the cloud contact center market and ROI of a cloud-based system. Research comes from NexxLinx, industry consultants, and the DMG 2012 Cloud-based Contact Center Infrastructure Market Report, available at www.dmgconsult.com (4,500.00).

Among the reason clients choose have chosen the cloud-based NexxPhase Customer Interaction Manager are:

- Rapid Implementation – Reduced operating costs and improved ROI from day one
- Flexibility – An open platform to fit your business exactly
- High Availability – Secure Communications Multiple, redundant data centers
- Most up-to-date Technology – Outstanding Multi-Channel customer experience
- Lower TCO – Redirect resources to core projects, not managing technology
- Simplify IT – Get innovations and processes to market quickly



Why Cloud?

While Microsoft, HP, IBM and others spent a fortune over the last few years convincing the IT community that the cloud was the only viable computing model brought forward in recent times, the cloud-based contact center has been a threat to the premise-based vendors, such as Avaya.

All the elements are in place for a successful move to a cloud contact center. Core routing and queuing capabilities are increasingly viewed as commodities. The adoption of session initiation protocol (SIP) along with multi-protocol label switching (MPLS) data networks and the reduced cost of bandwidth are facilitating the secure and cost effective transition to the cloud. In the contact center architecture of the future, solutions – whether for routing, queuing, recording, quality assurance, customer relationship management or knowledge management – will all be considered “services” that reside as applications in the network. And the future is now.

From a cost and ROI perspective, premise-based contact center implementations typically require large upfront capital investments along with costly and time consuming implementation and integration fees, and expensive staff to operate, cloud-based solutions can be fully operational within one day to a few weeks, and rather than lengthy and expensive professional service engagements, often have fixed-price start-up costs, with no operational or maintenance fees. The cloud-based vendors (such as NexxPhase) are using this situation to leap-frog their legacy competition with innovative features, functions, and pricing.

Market Growth

Over the last few years, Companies that needed new or additional contact center infrastructure but did not want to put up the capital to purchase it or the expensive staff to run it, have turned to cloud-based solutions as an alternative.

These managers have since realized that the cloud-based business model benefits far outweigh the challenges.

At the same time as funding for capital investments was limited, Avaya, the contact center market leader, has been struggling to absorb its acquisition of Nortel. The result is an opportunity gap being filled by close to 80 cloud-based contact center infrastructure vendors from all over the globe.

Accordingly, the cloud contact center market has solidified over the past four years, with over 800,000 active seats, and no signs of slowing. While the premise-based sector is struggling to hold its own, DMG predicts 40% growth per year in the Cloud Contact Center Infrastructure

market for the next 3-4 years. End users around the world, in contact centers of all sizes, are adopting cloud-based contact center solutions, and are considering this delivery [or service] model as an important enabler for their future.

Meeting Customer Needs

We used to be a mass-market nation. We had 3 or 4 main television stations, and mass-marketers like Sears were rolling in money by leveraging production volumes to reduce the price of goods to the mass market. But now we're in an age of precision markets, where even large categories of goods (athletic footwear) are broken down into categories such as running shoes, jogging shoes, tennis and cross-training.

The impact on the Contact Center may not be immediately apparent, but the center is affected in two ways: first, the era of one size fits all customer service is over. You must communicate with customers in ways they expect (Web, text, voice), and give your best customers the service that will keep them coming back (Outcome-based Routing). Second, product cycles are much shorter; therefore you need to manage rapid change. If you can't meet a new product launch date, or accommodate changes in service processes because your system is too inflexible, the dollars you are saving every month are meaningless.

Best-of-Breed versus All-in-One Solutions

Selecting a Call Center Infrastructure vendor is a bit like planning a vacation. Should you go for the "packaged tour" with an integrated system from one vendor, or plan your own itinerary, the so-called "best-of-breed" approach?

If you're looking for the optimal solution in each area, the best-of-breed option provides richer functionality. But convenience and cost can make the all-in-one packaged approach very appealing. Until you discover the compromises.

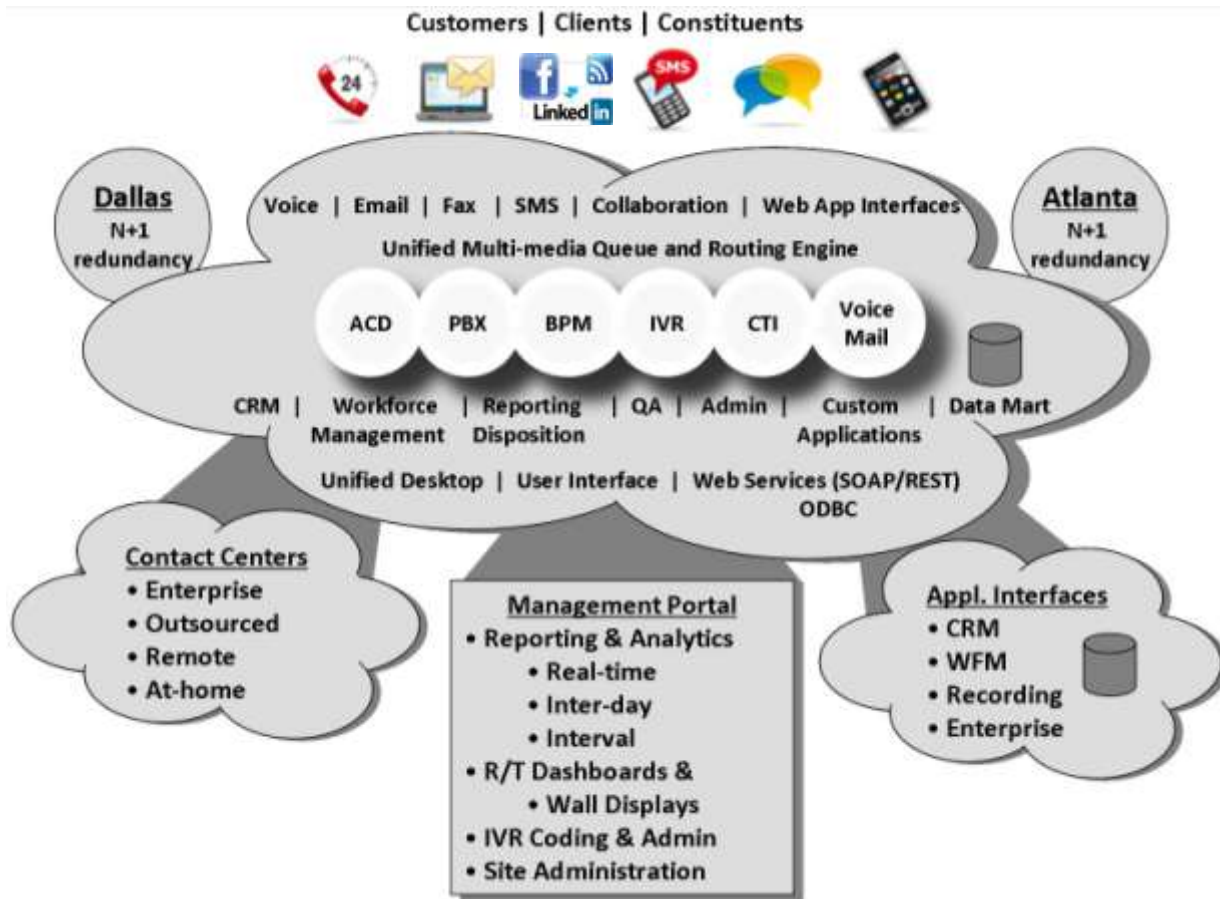
All-in-one systems provide multiple applications with a common look and feel. The downside is that some applications may have anemic functionality that frustrates users and may cause missed market opportunities.

Typical Best-of-breed systems are designed specifically to excel in just one or a few applications, and can also pose challenges, such as increased training and support and complex interfaces with other systems.

The NexxPhase Customer Interaction Manager (CIM) gives you the best of both worlds. NexxPhase CIM Silver offers a comprehensive tier one multimedia Contact Center platform with full CTI, IVR, skills and outcome-based routing, comprehensive management reporting and dashboards, with support for at-home agents. NexxPhase CIM Gold combines all the

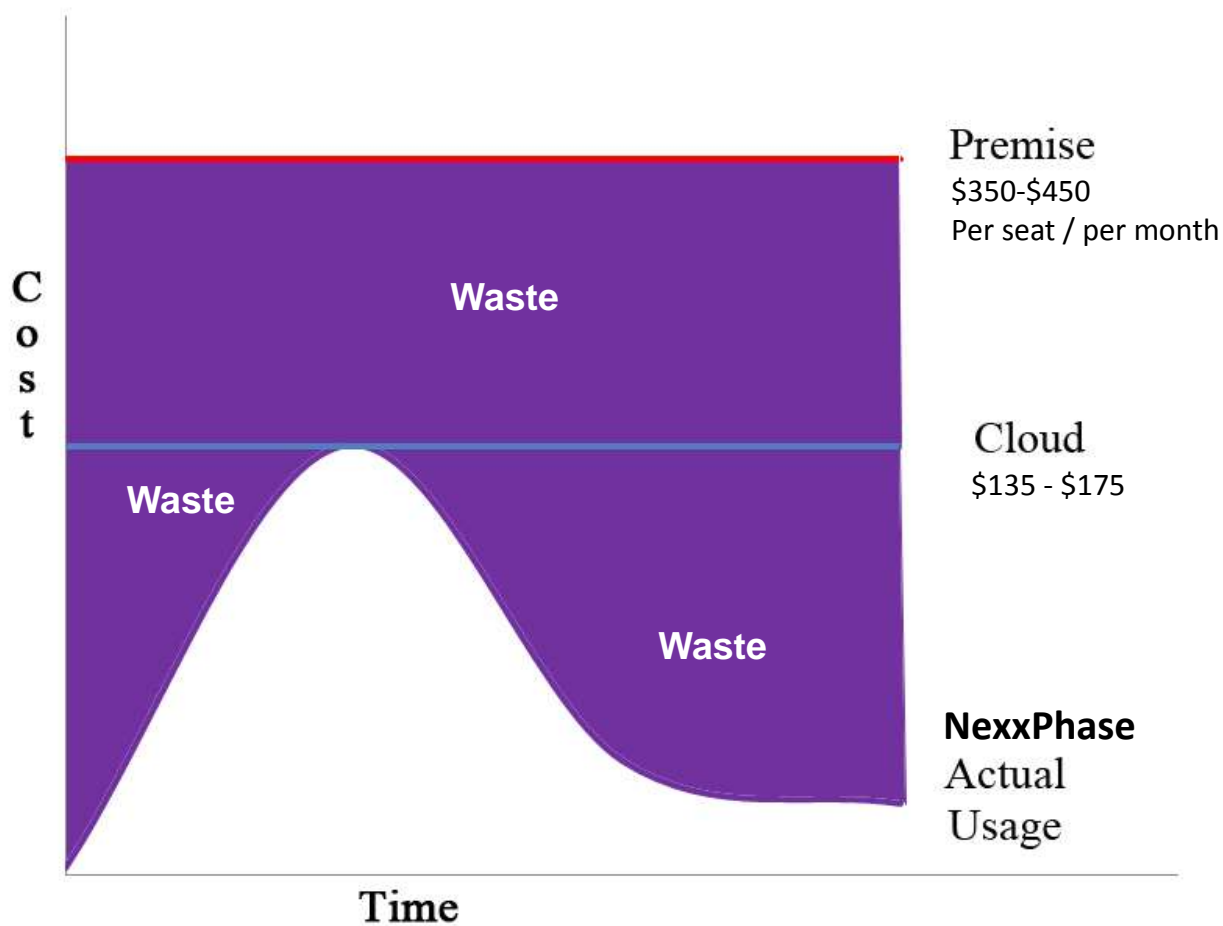
capabilities of CIM Silver with workforce management (Pipkins), Quality assurance (VPI) and agent productivity (Intradiem) all available in a pre-integrated, best-of-breed offering.

In choosing between an all-in-one or best-of-breed approach, a lot will depend on the demands and requirements of your end-users and management. Often the core Contact Center platform features, such as those found in the NexxPhase CIM Silver will meet your needs. Other times, the advanced functionality that only a best-of-breed system like the NexxPhase CIM Gold will be a better fit.



Contact centers with 800 to 2,000 seats are starting to adopt and/or consider cloud-based contact center infrastructure solutions. As these solutions are installed in larger and more complex environments, vendors are forced to support integration with back-office and third-party applications; i.e. third-party CRM, workforce management (WFM), recording, QA, knowledge management (KM), etc.

The vendors are responding to the increasing demands of their clients. Many times these are requirements and advanced functionality that only a best-of-breed system can provide.



Pricing

The NexxPhase Customer Interaction Manager uniquely provides true usage-based pricing. Premise-based vendors typically charge a monthly per-seat license on a 3 year term, based on the highest number of seats you anticipate. When you add the cost of running and maintaining hardware, network and applications, the fully-loaded cost of most leading premise-based systems is about \$350 to \$450 per seat, per month.

Most cloud-based vendors charge a base monthly fee averaging about \$150. Per seat, per month, based on the highest number of concurrent users, or actual agent log-ons during the month. Also, extra charges for add-ons like e-mail, call recording or reports are typical.

NexxPhase charges a flat per-minute fee, based on the actual number of minutes used. This makes NexxPhase CIM attractive in any market, especially if you have part-time or at home staffing, or seasonal fluctuations in your workforce.

Summary

Vendors make compelling claims about ROI, but the best place to judge the ROI of any system is **in your environment.**

From an ROI perspective, the cloud-based approach may be less than current software and hardware maintenance and upgrade fees. And your staff could migrate to fixing core business problems.

If you're already using a cloud system, we can be priced as much as 40% lower, however when asked about ROI, clients will point to custom mash-ups that save 30 – 40% of agent time, or new markets they could enter because of our rapid development tools before pointing to monthly savings.

You may not want to do a wholesale replacement of your entire system. With no long term commitment, NexxPhase offers the opportunity to pilot a work group of 25-50 agents and see if the mash-ups work as advertised, if the IVR is easy to navigate call-flows are straightforward, if the report generation is as simple as they say it is.

If the system works as expected, you can move forward. If it does not, you have no further commitment.



DATA SHEET

Customers, clients, and constituents are the lifeblood of all industries. Your mission is their complete satisfaction in a global, multi-channel world of ever changing technology, instant information, dynamic business and regulatory climates.

With nothing more than a PC, Internet connection, and a browser; NexxPhase delivers a better customer experience at a lower cost. In an “always on” society, your customers can get the answers they need...anytime, anywhere, any device.

NexxPhase provides a global SaaS Contact Center service with a difference. We’re open, for *YOUR* business. Where you do business, the way you do business. More than just a cloud-based contact center, we provide business applications and workflow services on a global scale. Around the world. Around the clock.

The NexxPhase Customer Interaction Manager has two levels of capability. Silver is designed for the BPO contact center that wants a robust fully featured offering at a low operational cost. The Gold version is a true best-of-breed platform that includes everything in our Silver version and adds Intradiem agent productivity, Pipkins work-force management, and VPI quality assurance. Both versions provide a SaaS service customized to the way you do business.

| Feature | Silver | Gold |
|---|--------|------|
| Complete contact center functionality PBX, ACD, CTI, IVR skills-based routing, Universal agent desktop Metrics and management reporting | X | X |
| Cloud-based SaaS delivery Monthly or per minute pricing, as your staffing practices dictate | X | X |
| Multi-channel Communications Voice, email, chat, SMS, data, Web, text, mobile, @Home | X | X |
| Rapid Service Application Development Web services, Studio design tools, APIs, Data interfaces | X | X |
| Integration of your processes Call Flows and Service Applications to fit your business | X | X |
| Third party providers Virtual Agents, speech recognition, TTS and Dialer Services | Opt. | Opt. |
| Work Force Management (Pipkins) | Opt. | X |
| Quality Assurance (VPI) | Opt. | X |
| Agent Productivity (Intradiem) | Opt. | X |
| Social Media monitoring and integration | Opt. | Opt. |

On-Demand Customer Interaction Manager

