



## Customer experience matters to executives, organizations & consumers...

90%

**of executives** compete on the basis of customer experience (CX)

\*Stats from Gartner, Deloitte & Accenture

85%+

**of organizations** view CX provided by contact centers as a competitive differentiator

62%+

**of global consumers** switched service providers due to "bad" customer service experiences

## ...so the technology you use to support CX matters, too.

The growing need to improve customer experience in the market points to the need to integrate increasingly complex systems and rapidly growing amounts of data. Because when siloed technology gets in your way, the efficiency of your contact center suffers—and so does the service you can provide to customers.

## WELCOME TO CDC SOFTWARE

**CDC Software is a leading *Integration Platform as a Service (iPaaS)* provider serving the global customer experience and contact center markets.** With a proprietary technology platform designed to scale, CDC speeds and improves integration of CRM, telephony systems, and other types of contact center technologies, systems and data sources to provide agents with the information they need to delight their customers on every call.

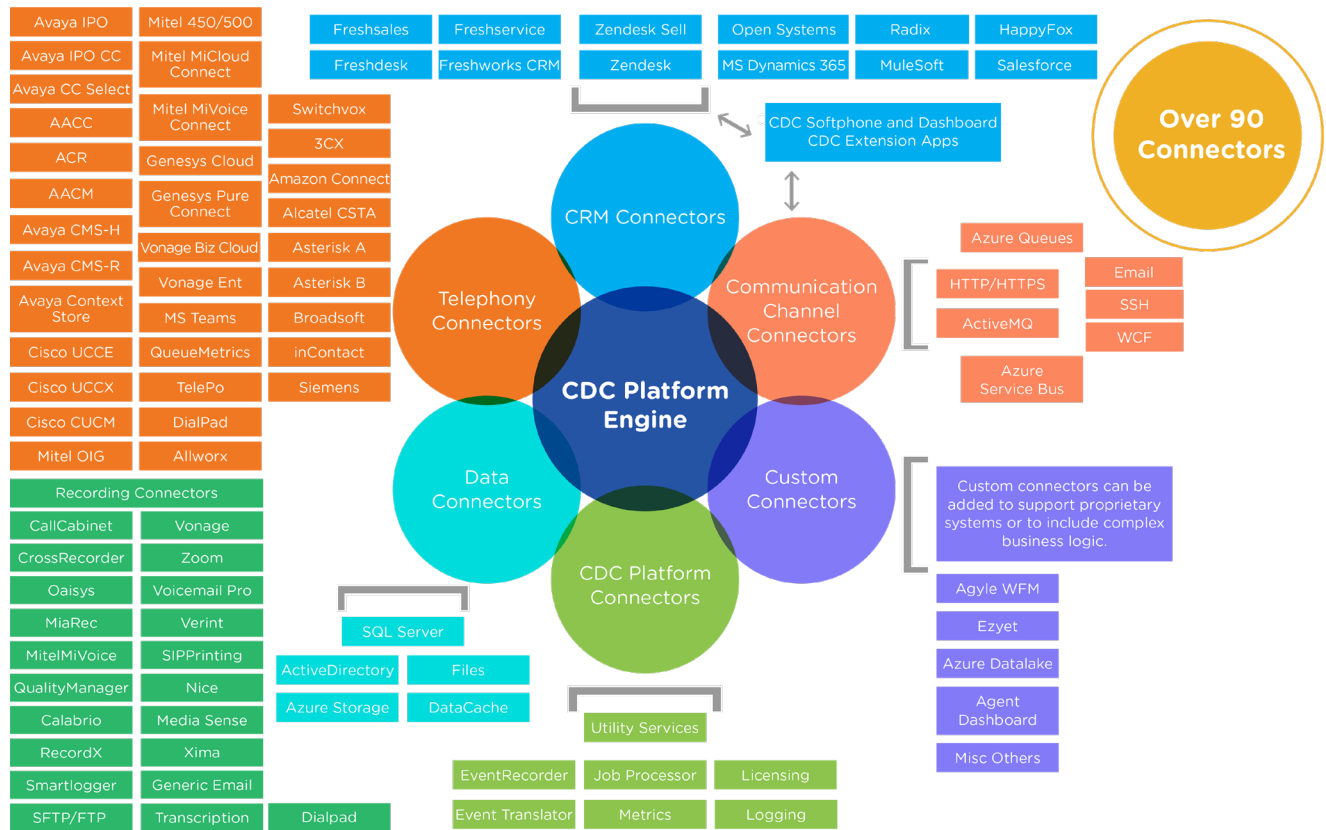
### KEY FEATURES

- Deliver caller information via CTI screen pop before agents answer a call
- Provide call control within the agents CRM system
- Automatically create users, tickets and items in real-time
- Archive call information and recordings in CRMs or third-party applications
- Provide connections between multiple contact center systems

### PRICING MODEL

- Priced per seat per month on annual subscription basis
- Volume discounts for 50+ seats
- Subscription includes support, software upgrades, and ongoing configuration changes
- Cash flow-friendly alternative with nearly all the capabilities of a custom-built integration

## CDC Software iPaaS Platform



## PLATFORM & TECHNOLOGY

CDC Software's iPaaS CX platform was designed to be a **powerful, flexible** and **cost-effective integration solution** for contact centers.

- Built with a rules-based engine and associated connectors linked to each telephony, CRM and other systems through their respective APIs
- Many-to-many architecture allows new connectors to be easily added within weeks
- Cloud, on-premise or hybrid implementation possible
- Implementation and professional services for customization and support

## CORE PLATFORM COMPONENTS

**Engine:** Ties all the connectors together

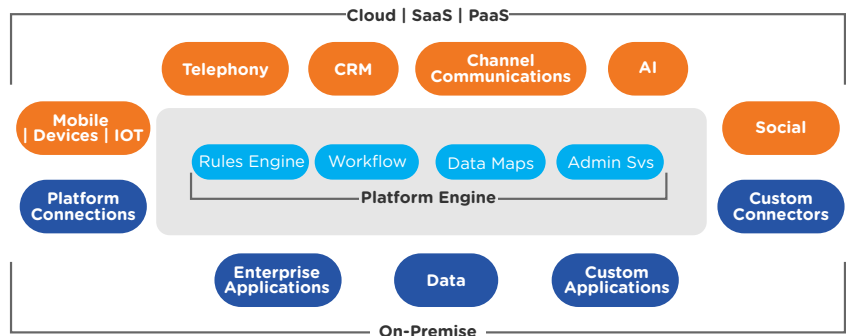
**Workflow:** Controls the complete behavior of the integration, deciding what event from one system triggers an event in another

**Data Mapping:** Defines how data from one system or service gets mapped to another

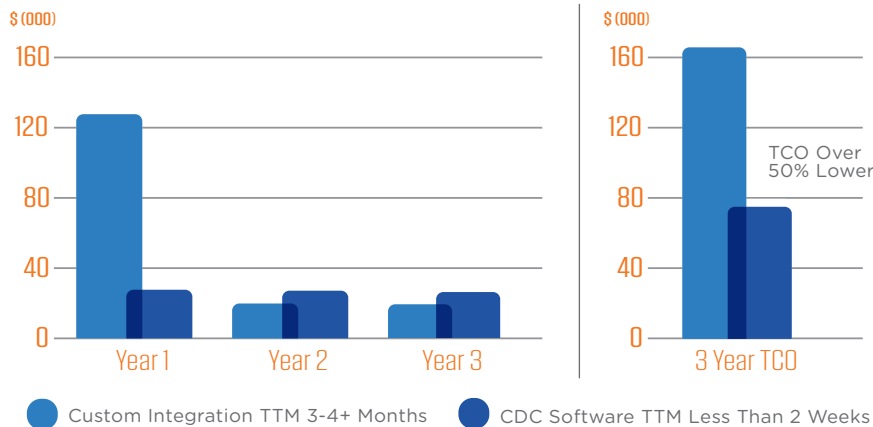
**Rules:** Defines the conditions that are applied to control if and when an event or service is processed

**Connectors:** Provides the API linkage to systems, databases, applications—almost anything

## CDC's iPaaS CX Platform



## Significant Value in Total Cost of Ownership (TCO) and Quick Time to Market (TTM)



### THE RESULTS

- ✓ Happier customers
- ✓ Increased brand loyalty
- ✓ Smooth customer service calls
- ✓ Reduced manual data entry
- ✓ Increased profitability
- ✓ **Real success**

## Features That Power the Connected Contact Center

- Screen-pop - pulls data from telephony and data systems to create and display information to agent in real-time
- Ticket updates
- Real time call status
- Real time agent status
- Softphone control within CRM application
- Click2Call - within CRM application
- Call recording integration
- Voice mail integration
- Call metrics integration
- Call history
- Custom system integration connectors
- Custom workflows and rules
- Jobs engine - provide synchronization between products and other systems, databases, web services, etc.

## WHO SHOULD USE CDC SOFTWARE?

Any business that processes phone calls would benefit from CDC Software, but especially those who have disparate legacy systems and need telephony, CRM and other contact center system integrations to streamline service operations.

- ✓ Insourced contact centers
- ✓ Outsourced contact centers
- ✓ Mid-market and enterprise organizations

## VALUE FOR YOUR BUSINESS

- Lower total cost of ownership with no upfront capital expense
- Quicker time to market and value reduced from months to weeks or days
- Highly reliable with CDC managing the integration and ongoing technology updates
- Scalable to an unlimited number of end users and configurable to meet customer requirements
- Makes computer telephony integration (CTI) available and affordable for all sized businesses across all market segments

Isn't it time your contact center technologies worked together seamlessly to deliver the ultimate CX? With CDC Software's iPaaS, it's possible.