MOBILE BUSINESS CONTACT

Mobile Business Contact provides an anywhere, anytime omnichannel solution delivered from the cloud, allowing operators and resellers to provide their business customers with a differentiated, modern, and cost-effective solution for customer engagement.

Communications Service Providers (CSPs) are under pressure to offer innovative offerings in highly competitive communications services markets. Mavenir is committed to supporting our partners with innovative services to create additional revenue streams, protect their existing customer base, and reduce customer churn.

KEY BENEFITS

- Rapid time to market for fast revenue generation
- Distributed Voice and API layers for better system performance
- Local voice gateways and centralized cloud application and dialers for enhanced quality of service
- Globally accessible with multiple points of presence
- API rich system that adapts to the needs of a wide range of business use cases
- Flexible framework that allows endpoint gateways to integrate with IP PBXs

WHY NOW?

Many businesses have used contact center technology for years to provide and measure customer service. However, a lot of these systems are rapidly becoming obsolete. It can be challenging to integrate new systems with a business's existing infrastructure, and deployment time is typically measured in weeks.

For businesses that need to immediately replace an outdated or inefficient system, want to gradually migrate to a new engagement platform, or have a pre-existing voice infrastructure in place, Mavenir's Mobile Business Contact can provide a seamless integration path to limit the business impact.

PRODUCT FEATURES

Mobile Business Contact is a cloud-hosted, omnichannel contact center platform suitable for businesses of any size. It allows customers to reach a business using voice, text, web chat, email, and social networks. With mutiple agent routing options, it improves first-call resolution and customer satisfaction.

The robust reporting engine allows supervisors to monitor and coach agents in real-time, provides instant feedback on statistics like average speed
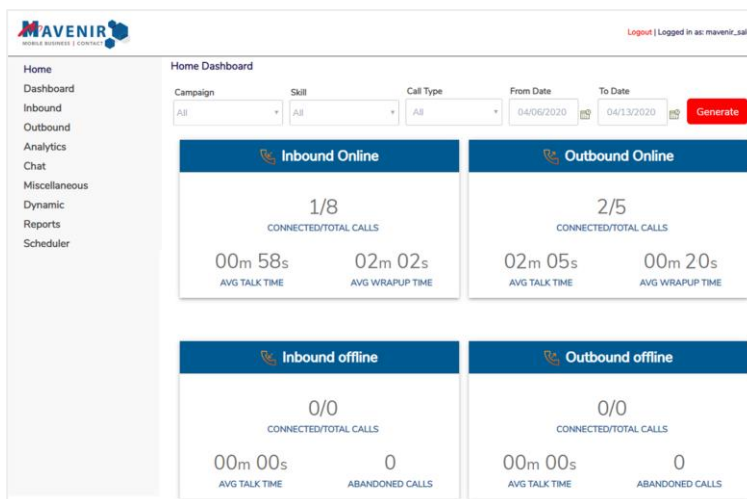
of answer and average handle time, and shows historical performance data that can be analyzed to ensure better agent performance and proper staffing levels.

Mobile Business Contact also has an advanced IVR engine to enable multi-level call flows, automation and self-service, and intelligent pre-routing. And for organizations with large-scale outbound marketing campaigns looking to boost the efficiency and productivity of their sales and marketing campaigns, it provides a variety of outbound dialers.

PROVIDER BENEFITS

As a cloud-based solution hosted in redundant, carrier-grade data centers, with multiple telecom Points of Presence (POP) across the globe, Mobile Business Contact can enable new opportunities worldwide for CSPs by providing the following benefits:

- Fast time-to-market —ready to deploy from Mavenir's cloud with minimal integration
- Enhanced performance — with separate layers for voice and API traffic
- Superior quality of service — through an innovative approach that uses local voice gateways connected to a centralized application and dialer system
- Seamless migrations — easily connects with existing SIP trunks and IP-PBXs. This allows the CSP to migrate the business customer over to the system without disrupting existing customer service flows.
- Powerful API engine — provides CSPs with multiple opportunities to generate valuable professional services revenue such as:
  - CRM integrations
  - Sticky agent
  - Profanity filter
  - Hiding of sensitive data
  - Voice sentiment analysis
  - Custom routing rules
  - And more!
- White-label solution — when business customers access the system, they will see the CSP's brand, strengthening their relationship.

CONCLUSION

With conventional solutions struggling to evolve to meet the changing needs of customer engagement and retention, Mavenir's Mobile Business Contact can provide a simple, streamlined approach to futureproof businesses with a full-featured omnichannel solution delivered as-a-service.

Part of Mavenir's Mobile Business Fabric, Mobile Business Contact is a low-risk, low-investment solution with rapid time to market for fast revenue generation, providing CSPs with a valuable upsell opportunity for differentiation in a challenging market. It is a win-win for CSPs and their business customers, allowing both to grow new revenue streams.

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