cloud, telco & collaboration
for smarter business.

smartcom
business communications

OmniChannel
Customer
Engagement
Platform

Version 3

Omnichannel customer engagement platform.

extraordinary CX capabilities for smarter business.

Better conversations happen when customers are able to engage via their preferred communication method.

The Smartcom Customer Engagement platform enables organisations to manage customer interactions across multiple communication channels in a single, easy-to-use platform that incorporates extraordinary functionality - that inherently promotes efficiencies and positive outcomes.

Digital & Voice Channels
Smartcom Omnichannel provides call centres with a means of achieving CX excellence across multiple communication channels.

Communication Channels

Voice	SMS
Web Chat	2-Way SMS
Email	Facebook Messenger
WhatsApp	1300, 1800 & 0800 Numbers
Conversational AI	

Core Functionality

Inbound Call Management	Work from Anywhere
Advanced IVR	Dynamic & Static Call Tracking
Predictive Dialler	WebRTC Softphones
Blended Campaigns	Multi-Layer Redundancy
PCI DSS Call Recording	Skills Based Routing
PCI DSS Payment Gateway	Workforce Management (WFM)
Bespoke Scripting	Speech Analytics
Bespoke Call Wrap-Ups	API & Webhook Integrations
Customised Wallboards	Drag & Drop Change Management
Drag & Drop Report Dashboard	Quality Assurance Screen
Team, Agent, Campaign Reports	Australian based Support

Voice
Inbound, Outbound & Blended
Communicate efficiently with our crystal clear VoIP. Customise call-flows with; unlimited Call Queues; IVR configurations; Phone Lines & Call Routes. Further, Auto-Dialler function can be used as a highly effective means of contacting large call volumes.

Email
Set up queues and route your emails through to the right team. Automate email responses and send one-to-one emails.

View and save email interactions against customer records, set up queues to direct specific emails to.

Set limits for the number of customer interactions each person is to deal with at a given time. Create one-to-one emails in a standard or HTML format; and set-up auto-responses for when an email lands in a particular inbox or to respond to specific enquiries.

Web Chat
Simultaneously handle multiple conversations in a timely & accurate manner - all in the one platform.

Make web-chat available to your customers at the times of day that best meets your business practices.

Ask pre-chat questions to validate enquiries for better conversations; and deliver dialog consistency via pre-configured messages. Customers can also elect to take a conversation on another channel.

Facebook Messenger
Bring your Facebook messages into the Smartcom platform to ensure consistent company communications; with skilled-up staff able to handle Facebook private messages with customers – just like any other channel.

SMS
Inbound, Outbound & 2-Way
Customers often pay attention to their text messages, more so than other channels – with a typical open rate of 90+%.

Use SMS to send customer reminders – to pay bills, or send customised reminders; or set-up automated marketing messages in response to inbound enquiries; or remind customers to top-up pay an outstanding balance.

WhatsApp
Send relevant & timely messages via WhatsApp, with two-way conversations; via the Smartcom platform; including attachments.

As well as responding to customers, you can also trigger WhatsApp messages to send customers notifications, whether that's about an up-and-coming event, or to pay a bill.

You can create initial message templates to provide teams with the ability to provide quick responses and conversation scripts.

Conversational AI
Conversational Voice AI is an automated voice channel that provides an automated means of interacting with customers with a free-flowing conversation.

Voice bots, also known as virtual agents, are AI-powered conversational interfaces that use voice recognition and natural language processing to interact with customers through spoken language. Voice bots are used to automate and handle customer interactions over voice channels such as phone calls.

Take inbound calls 24/7, and prevent scaling-up issues by leveraging Conversational Voice AI to handle interactions. Our AI can be tailored to suit your brand and can assist in providing answers to FAQ, as well as pass high-level issues to staff. Likewise, after-hours interactions can be transcribed and emailed to staff to action in business hours.

Single Platform Omnichannel Communications

Customer engagement across channels on a single platform provides a single view of the history of customer interactions; as a means gaining a better understanding of contact engagement.

Customer Journey

Create your own automated customer journey workflows across single or multiple channels.

Automated Identification & Verification

Automated customer identification and verification processes inherently promote operational efficiencies and quality engagement.

Advanced IVR Routing (Press 1, Press 2 etc)

The drag and drop IVR builder will enable you to efficiently serve your customers with expediency. Take control of customer paths and queues; and create routes to improve and refine the customer experience; as well as direct customers to the right place; and facilitate self-service options such as making secure payments; whilst gaining insights into customer behaviour in the process.

Integration

Integrate our platform with your CRM, Payment Gateway, or Business Intelligence software - in order to deliver efficient and effective processes; whilst providing an integrated view of a customer's interaction with your organisation.

Automated Dialling

The automated dialling function provides a means of contacting large number of customers in an efficient and timely manner. Dialling methods include; predictive, progressive and preview dialling.

Compared to manual dialling, the auto-dialling function can increase productivity by up to 300% - from 12-15 mins talk time an hour, to 40-50 minutes; as a result of vetting non-productive calls such as voicemails, no answers, disconnected numbers and busy tones.

Call Recording

Call recordings are retained on the platform for the life of the contract; with managers able to access recordings via multiple search fields in the Call Recording screen. Voice files can be either played or downloaded.

QA Screen

The QA screen enables managers to listen into to call recordings to assess agent performance; making notes and evaluations to rate, coach, and monitor agent performance.

Workforce Optimisation

Match your internal resources with customer demand with the WFM module. By using past statistics, managers are able to generate accurate, efficient, and cost-effective workforce schedules. Likewise, managers can build 'what if' scenarios, e.g. 'what resources are needed to deliver X level of performance'.

WFM features include; Agent self-scheduling, Real-Time Adherence (RTA), Optimised scheduling, Accurate forecasting and a Mobile App.

Speech Analytics

Gain a better insight into customer and employee interaction with our speech analytics module. Pre-filter nearly 70% of all critical and problematic conversations that require further attention and inspection for sentiment analysis, customer satisfaction and call driver analysis.

Full Visibility & Reporting

Managers and team leaders alike can view historical and real-time performance statistics, with over 30 'out of the box' reports. Furthermore, you can create your own custom reports with our drag and drop report screen. In addition, real-time management information is available via wallboards and dashboards.

Security & Compliance

Secure & compliant cloud based (in Microsoft Azure) data security and data controls is paramount.

Microsoft Azure

Our technology uses Microsoft Azure cloud services – utilising Microsoft's high-end security models that incorporate the highest industry standards for security and compliance in the world.

Certified Secure

The platform has ISO27001 and Cyber Essentials certification – ensuring your data is kept safe. Furthermore, we have high availability, full anonymisation and pseudonymisation functionality with full disaster recovery and 99.99% uptime.

Passwords

You can set configurable password plans that can be assigned to user roles – enabling password policies to be restrictive - based on the sensitivity of the permissions associated with each role.

Roles & Permissions Control

Determine who sees what on the system with simple role assignment. Customise all permissions to create multiple, bespoke roles to your business.

PCI-DSS Compliant

PCI-DSS compliant payment options allow agents to take payments in a PCI-DSS compliant way; or use the PCI -DSS Compliant Payment IVR which enables contact centres to receive payments 24 hours a day, 7 days a week, 365 days a year - without the need for any agent involvement.

PCI-DSS Agent SafePay

Our agent safe pay feature allows agents to take payments without viewing or hearing the card digits of the customer as they use DTMF tones via their keypad to transmit the card number, expiry and CVV.

Agents can securely take customer card details, verify, and process payments over the phone safely. Customer information is protected, encrypted and anonymised from the team member on the call. In short, no sensitive details are heard by staff; and credit card details aren't stored on call recordings during the payment process. Payments can also be taken through secure payment links within webchats, removing the need for agent interaction.

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Smartcom is a trusted provider of business-critical cloud, telco and collaboration services - for start-up to enterprise organisations.

Our applications are designed to improve the performance, quality and compliance of customer-facing operations for; the Office, Contact Centres & Virtual Workplaces.

We adopt a simple, yet effective means of doing business; in that we deliver quality, cost-effective services in a timely and accurate manner. Moreover, we fully engage with our clients in order to develop mutually rewarding relationships and quality outcomes.

Smartcom is in relentless pursuit of delivering sustained competitive advantage through our obsession with automation, efficiency, innovation, and continuous improvement. In turn, our clients gain sustained competitive advantage through 'speed to market' of contemporary, business-critical applications.

With our DNA firmly grounded in Australia, Smartcom is attuned to the Australian marketplace, and indeed the challenges of Australian companies expanding into APAC and globally. Moreover, in an increasingly sophisticated and competitive environment of constant change, our flexible commercial models are designed to improve the competitiveness of our clients.

Wanting to improve the performance of your business with cut-through technology? Contact Us to learn more.

Phone: 1300 196 386
Website: www.smartcombusiness.com
Email: info@smartcombusiness.com

"In the past, before traditional phones and the Internet, all communication was face-to-face. Now, most of it is via digital communication platforms, phone, emails & messaging services. If people were to start using virtual reality, it would almost come full circle."

Palmer Luckey
Founder of Oculus VR

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