



The best of both worlds... lower costs and a better experience - for everyone.

Key benefits

1. Significantly reduced operating costs
2. Fast deployment with minimal disruption
3. Improved agent performance
4. Enhanced customer experience
5. Agile to meet future demands

The customer experience is the key differentiator today. We know that customers will vote with their feet and stop doing business with you if they have a bad experience.

As a contact centre operator that means you've got one priority – to give your agents every tool they need to in the way they want to.

Also bear in mind that the chosen channel may shift at different points in the customer journey and so that needs to be seamless.

Coral is a single agent unified desktop solution that integrates with any or multiple CTI, ACD and CRM products. It's a web application, with no software to install at the agent seat, so it's scalable, quick to deploy, simple to maintain and easy to change.

Its multi-tenant architecture means all features, graphics or layout can be configured for each tenant, skill group, or specific user. With open APIs, it can even integrate with legacy and custom-built technologies.

Its stability and rapid deployment make it ideal for contact centres of any size but particularly where you may have thousands of agents as it can be rolled out in months, not years.

Coral is designed to allow you to customise the display for different user groups and can be integrated with CRMs. Its user-friendly layout makes it clean and easy to understand and frees the agent from confusing and cluttered displays — so they can spend more time boosting service levels and sales.

Who benefits the most?

Coral is ideal for enterprise or outsourced contact centres and multi-tenanted or hosted providers.

Large companies with multiple desktop configurations, those who need to manage a multitude of environments such as telecommunications, banks and outsourcers.



Powerful features

Coral is a unified communications solution that can be used across shared communication platforms, applications, CTI and multiple CRM products. A unique solution built upon a foundation of web technologies.

Coral's powerful features...

- Vendor agnostic: So, it works with any other technologies you may already have in place – including Genesys, Avaya, Aspect and Cisco CTI solutions.
- Customisation: You can customise each tenant or agent group, applying different toolsets, layouts, styles and security to each. It's as simple as clicking within a browser.
- 100% browser-based: It's a zero-client desktop with no software to install at

workstations making it quick to install, scalable, simple to deploy, maintain and easy to change.

- Flexibility: It's able to scale up and down to suit your needs. It runs on any device and supports BYOD
- Integration: It provides seamless integration with back office applications such as CRM, email, scheduling, analytics or WFM.
- Security: A simple URL login from any device with SSL encryption means that it supports most common security protocols.

Key benefits

Financial...

- Lower costs for deployment, support, management and training
- No system upgrade costs and no software required
- Lower departmental costs as it's multi-tenanted
- Increase sales and revenue with targeted upsell and cross-sell activity
- Future-proof your investment and achieve real ROI
- Reduced cost of onboarding and training of agents. At the same time, you'll increase agent retention and so reduce costs of recruitment too.

Operational...

- Can be deployed on-site, in a data centre or in the cloud
- Faster deployment, via a simple URL, as well as faster agent training
- Zero-client desktop model makes it scalable, stable and secure
- Flexibility to change the look, feel and performance to suit your needs
- Real-time reporting makes it easy for managers to optimise agent performance and service stability

Agent experience...

- Reduce call handling time and enable agents to handle more calls
- Improve the working lives of your agents with a simple all-in-one solution with a single login and single view of all systems
- Reduce agent attrition and maintain your key talent, best performers and reduce cost of replacement
- Improve agent performance by taking away the hassle of legacy, disparate systems
- Help agents to do their jobs better by providing the right tools and all the information they need

Customer experience...

- Customer calls get completed more quickly and successfully
- Consistent customer experience will keep your customers coming back
- Great experiences get recognised which will help you attract new customers
- Seamless interchange between systems and channels improves the customer experience.

What you achieve...



80%
reduction in
deployment time

Offshore sites savings
of over 23 s per call
on AHT improvement
in screen pop
effectiveness



Reduction in agent
turnover and training
time

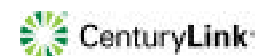
Reduction in Agent
Handling Time



80%
reduction in admin &
support costs



Over 100k agents use
our desktop solution...



Compatibility

Softphone (CTI Control)

- Standard call handling (answer, hold, release, transfer)
- Display of attached data

Enhanced functionality

- Ability to see estimated wait time on queues BEFORE transferring
- Custom speed dial lists
- Ability to see co-workers status before transferring

Built-in agent collaboration tools

- Coral Chat allows agents to communicate with individual team members, supervisors, and/or entire teams through instant messaging.

Sophisticated supervisor tools

- Call monitoring
- Statistics
- Coaching tools
- Securely supports any channel
- Voice, web, email, chat, video, social media, etc.

SIP endpoint

- Ditch the hardphone, and go with a pure softphone.

What will it look like?

Classic Coral style



Customised examples

