

# Enterprise cloud contact centre

Customer  
experience as it  
was meant to be



# Exceed your customers' expectations



Companies that prioritise customer experience generate **60%** higher profits than their competitors.”

**Emmet Murphy and Mark Murphy, Leading on the Edge of Chaos, 2013.**

Companies need to deliver unrivalled customer experience at all levels.

Customers have been empowered by technology that gives them access to more information and choices than ever before. When customers interact with companies, they expect to be recognised instantly and offered tailor-made solutions. They want personalised interactions that are convenient and seamless. **A good company will simply answer their call, but an excellent company will answer their question.**

Odigo, a leader in enterprise cloud contact centre solutions, provides an omnichannel **experience at every stage of the customer journey**. To keep up with customers' changing expectations, Odigo supports all customer interactions, on both voice and digital channels.

**Build more meaningful, productive relationships between your customers and your employees. Deliver customer experience as it was meant to be.**

**A Visionary** in the 2020 Gartner Magic Quadrant for Contact Centre as a Service (November 2020)\*.

# Our company

Odigo helps large organisations connect individuals through omnichannel solutions that cultivate value in every interaction – building happy, rewarding relationships between your people and your customers.

With data centres around the world, Odigo draws on proven expertise to develop best-in-class customer service strategies.



Our success today is the direct result of a collective ambition and passion, our technological foundations, and our drive for **continuous innovation.**"

**Erwan Le Duff**

Odigo – CEO



*Our data centres around the world*

**3bn+**  
interactions/year

on voice, email, chat, messaging,  
social media, text message.

**200+**  
experts

dedicated to helping  
you grow your business.

**250+** customers  
in **100** countries

with over 100,000  
simultaneous users.

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# Our offer

We consider ourselves a true partner and are committed to working hand in hand with you to achieve your goals. To this end, **we rely on our customer experience innovations to contribute to the development of your business.**

We design the best experience to improve end-to-end engagement while focusing on:

- Cultivating value in every conversation,
- Creating a seamless omnichannel experience,
- Prioritising agent satisfaction,
- Maximising flexibility and agility.

**Cultivate value in every conversation to create a memorable customer experience.**

Through advances in natural language processing and deeper qualifications adapted especially for your business, Odigo classifies, prioritises and distributes all vocal or digital conversations, to be answered by a self-service bot or live agent. Leveraging a global context and history of previous conversations provided by Odigo, or in connection with business tools like your CRM or ERP, Odigo empowers you to give personalised answers that make your customers feel satisfied and valued.

**Intelligent automation (IA) and behavioural targeting help you engage your customers at the right time and proactively anticipate their needs.**

## Create a consistent, seamless omnichannel experience to exceed customer expectations.

No matter the situation, time, or place, Odigo offers a smooth omnichannel experience.

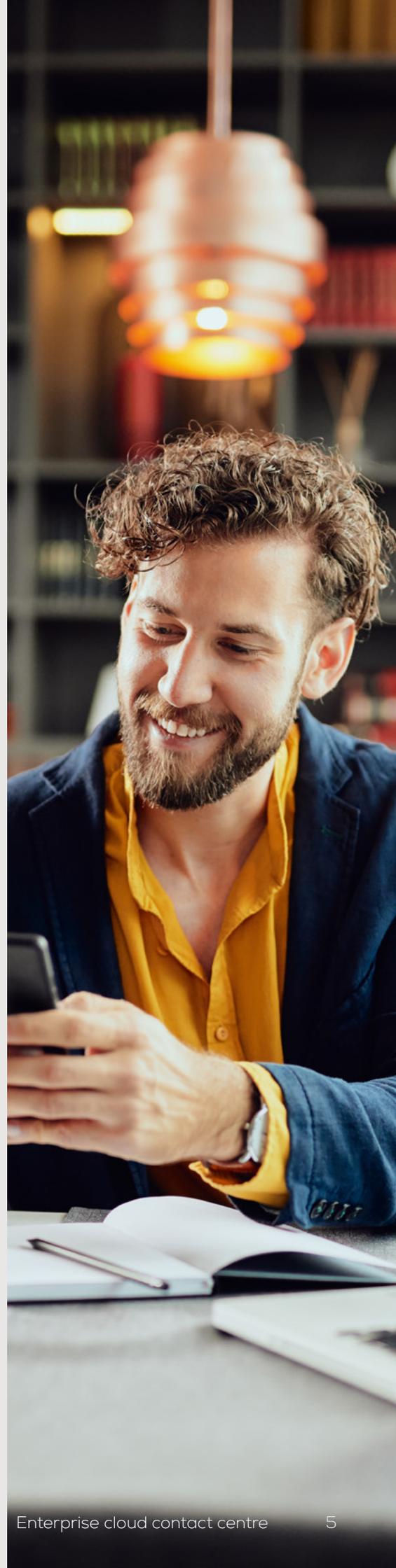
Conversations are facilitated by smart routing and distribution, so employees have the context to deliver a friction-less and coherent experience across all channels.

## To improve customer satisfaction, focus on agent satisfaction.

Designed by UX experts, every tool offers an intuitive user experience that helps employees be more efficient and effective at answering customers' questions. A single ergonomic interface empowers employees by displaying all channels, providing comprehensive customer insights and intelligence and offering dedicated training for skills development. It gives users the option to go even further with performance tools like recording, feedback management, quality management and workforce management. It takes into account work preferences and is easily integrated with other systems.

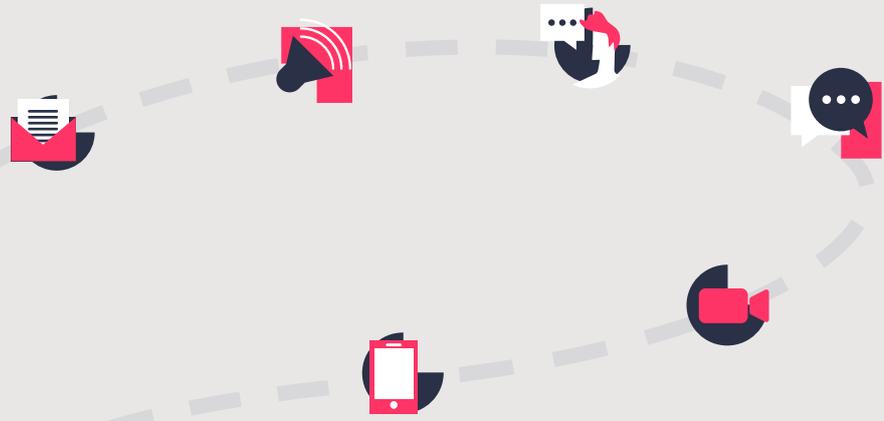
## A flexible and agile approach will grow your business through continuous innovation.

The Odigo cloud platform provides you with the flexibility and scalability to grow your business and benefit from the latest innovations in customer experience. It includes an open API platform that offers the best and latest technologies to easily configure your service. But Odigo is much more than software. We also have a team of experts to help you implement and optimise your configuration.



# Odigo manages the full customer lifecycle

- Open platform (API)
- Robustness and scalability (cloud-based)
- Secure (ISO27k)



## Collection

- Phone, e-mail, live chat, messaging, social networks, etc.
- 9 PoPs over 4 continents
- All kinds of phone numbers

## Qualification

- Conversational, DTMF
- Natural language
- Omnichannel bot
- Callbacks
- Notifications
- Voice biometrics
- Semantic analysis
- Customer information (CRM)
- Business data (IS, AI)
- IVR payments

## Routing strategies

- Interaction flow designer
- Contextual routing
- Skills management
- Distribution rules

# More than a software company

Odigo offers an end-to-end commitment and a true partnership.

## Customer Contact Software

- Omnichannel engagement (voice and digital)
- AI-based processing
- UX design
- Open platform (API)

## Solution "as a Service"

- Security, scalability, reliability
- High capacity routing
- 24/7 solution
- Native evolution

## CX expertise

- Consulting
- Customer Success Management
- Business benchmarking
- Voice of Customer based on semantic analysis

## Engagement

- Unified agent console
- 360-degree view
- Outbound calls campaign
- Behavioural targeting
- Agent phone
- CRM connectors



## Improvement

- Real-time supervision
- Statistics
- Analytics
- Call recording
- Workforce management
- Quality monitoring
- Surveys



## Odigo's network

- The Talk CX
- Odigo days
- 250+ clients

## Project expertise

- Proven project methodology
- Odigo Academy
- NLU experience (corpus)



We chose the Odigo solution because it allowed us to virtualise customer relationships and provide the same response [...], no matter which agent picks up the phone. We become available again and have managed to improve our customer relationships."

### François Banse

Digital and Operational Marketing Director  
KparK



## About Odigo

Odigo helps large organisations connect with individuals through world-class, cloud-based contact centre solutions. Its cutting-edge, proprietary technologies enable a seamless, efficient, omnichannel experience for its customers and a satisfying, engaging experience for service agents.

Odigo serves more than 400,000 agents and business users globally. With a 25-year history of industry firsts, Odigo has more than 250 clients around the world.

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