

**Start Your Transformation  
to the Cloud with 3CLogic's**

# **Contact Center Deployment Models**



**3CLogic**

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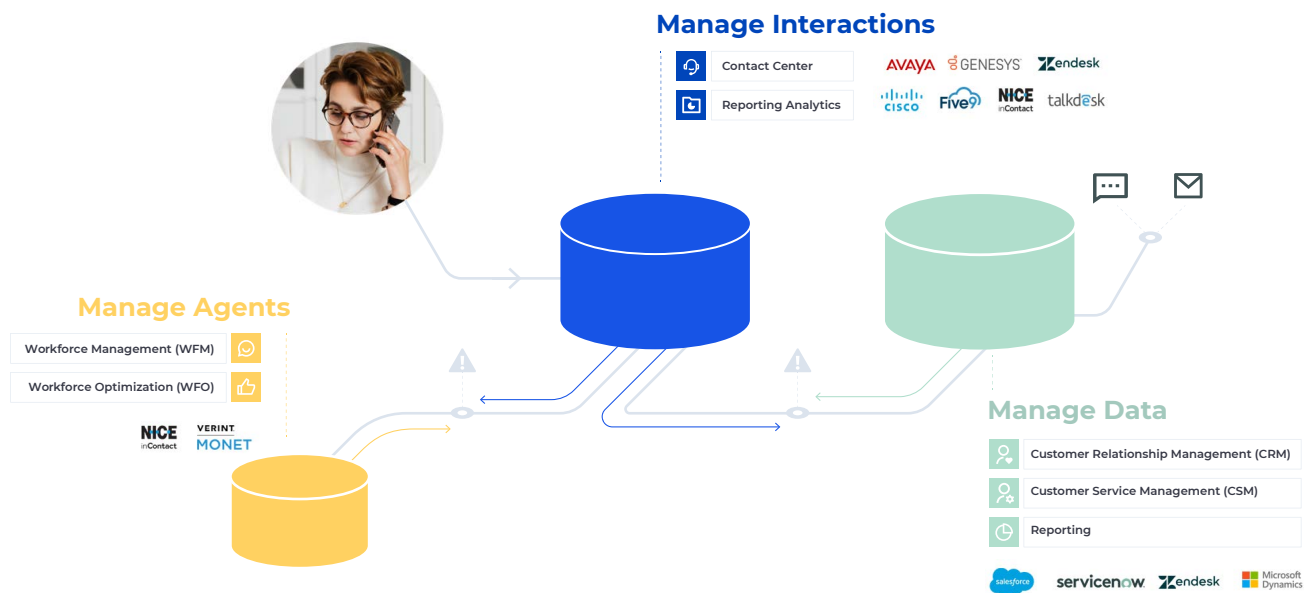
# The State of Digital Transformation and the Contact Center

In the last decade, enterprise organizations have focused their operational goals around their digital transformation, replacing manual processes and legacy technology with automated workflows and innovative solutions. At the root of this digital transformation lies cloud migration.

While some business operations have swiftly migrated to the cloud, all too often an enterprise's contact center may be overlooked in the process. Without a custom solution, voice is typically siloed from the digital, cloud-based elements of customer service delivery, like email interactions, workforce management tools, and customer data.

Enterprises are then faced with the hotly debated question: **What is our primary system of record?** The answer to this question can vary based on who is asked, resulting in split reporting environments, the need for multiple agent screens, and disrupted workflow management. This disconnect ultimately undermines an organization's efforts to migrate to the cloud on one platform, in pursuit of their digital transformation.

## Traditional contact center operations



In addition to being siloed from digital platforms, legacy contact center solutions are often tethered to on-premise technologies, limiting flexibility and scalability.

Developments in cloud-based softphone solutions do allow for a degree of location-flexibility, but agents and supervisors still have to face the technical challenge of setting up and maintaining VPN connections.

**The result?** A clunky experience for contact center representatives, which translates to a less than favorable customer experience.

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**Cloud contact centers achieve 43% greater annual increase in customer retention rates, compared to on-premises contact centers.”**

– Cloud Contact Center 2019: State of the Market 2019, Aberdeen

It is clear that the traditional approach to the contact center is no longer sustainable for growing enterprises. The future of work is here and legacy setups and systems are slowing down and preventing global organizations from rapidly transitioning their business processes in order to stay competitive.

**There is a better way.**

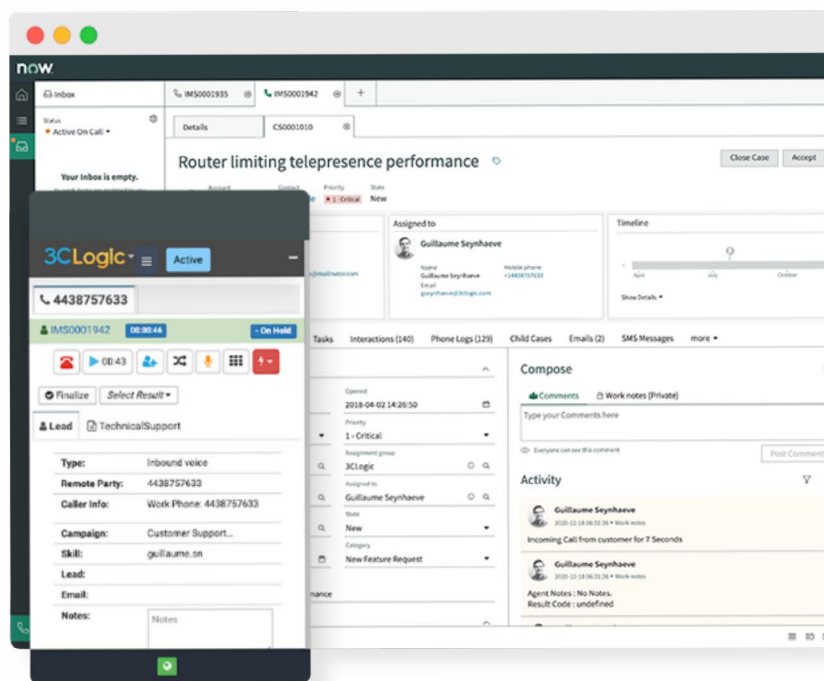
# Dial Up Your Digital Transformation with 3CLogic

To successfully embrace their digital transformation, enterprise organizations must migrate from their on-premise siloed contact center systems to a cloud-based solution that works in harmony with their system of record.

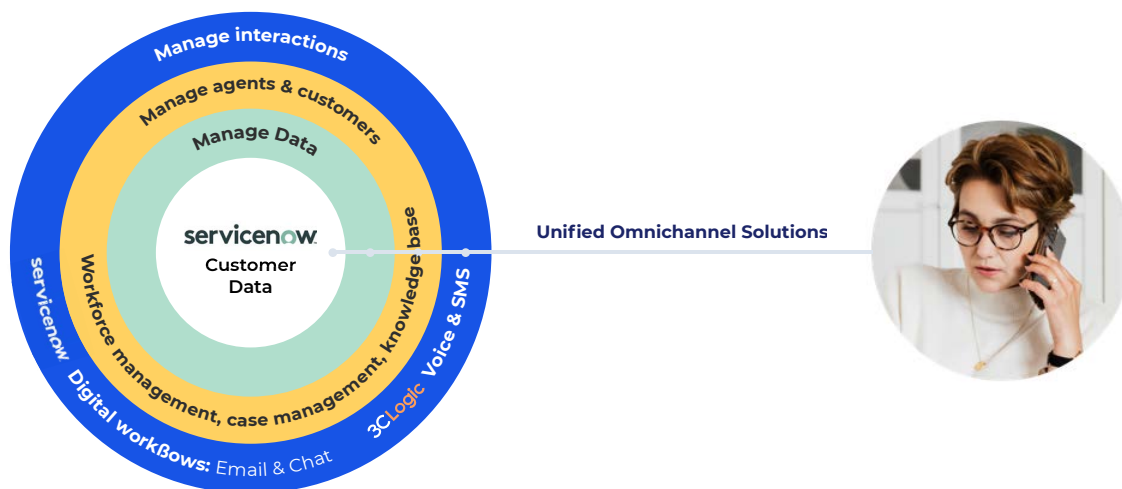
**3CLogic is the premier voice-enabling solution for cloud service platforms.**

Built on Amazon Web Services (AWS), 3CLogic integrates natively with service platforms like ServiceNow or CRMs like Salesforce to complement existing digital channels and to create omnichannel experiences with voice and SMS text capabilities so organizations can readily migrate to the cloud.

With 3CLogic, contact center agents and supervisors work within one intelligent platform to access customer information, provide better customer service, and assess customer experience performance with advanced features such as IVR conversation designer, voice-enabled self-service, and speech analytics.



## 3CLogic's Cloud Contact Center Solution



As a cloud-based contact center solution, 3CLogic resolves the flexibility, scalability, and cost-effective challenges of an on-premise system. With our cloud-based solution, your contact center can realize the following benefits:

- ✓ **Speedy Deployment** - The implementation of an on-premise contact center often takes between 6 to 12 or more months to complete. By comparison, cloud contact center deployments are generally completed in weeks.
- ✓ **Lower Cost & Higher ROI** - Cloud solutions require minimal upfront costs and capital expenditures and often have no costly annual support or maintenance fees.
- ✓ **Infrastructure Flexibility** - Cloud solutions enable agents to work from anywhere, while on-premise contact centers depend on physical desk phones, require virtual private networks (VPNs), and have hardware proximity limitations.
- ✓ **Ease of Scale for Global Enterprises** - Cloud environments often maintain a global footprint with multi-tenant installations scattered globally, limited only by the reach of their cloud providers, like Amazon AWS.
- ✓ **Comprehensive Reporting** - Cloud-based contact center solutions offer a wealth of cost-effective, flexible, and modern real-time and historical metrics, such as speech analytics.

# Successfully Migrate To The Cloud With Flexible Cloud Deployment Options

While migrating your contact center entirely to the cloud should be your end goal, migration is not as simple as flipping a switch – especially if your enterprise has already invested in on-premise telephony infrastructure. That's why 3CLogic offers three flexible deployment options to migrate your system to the cloud:

**Total Cloud, Hybrid Cloud, and Connector.**

Whether your enterprise is ready to take the leap to a fully hosted cloud contact center platform or simply in need of basic functionality, 3CLogic has a deployment option to suit your current needs and your operational goals.





## 3CLogic Total Cloud Deployment

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**Ideal for organizations that need a transformative contact center solution that is fully hosted in the cloud.**

3CLogic Total Cloud is fully hosted in 3CLogic's AWS-hosted cloud offering and does not require any on-premise infrastructure to operate. With this deployment model, 3CLogic has full ownership and management of the contact center solution, including platform functionality, the integration with your system of record, end-to-end support, and more.

3CLogic Total Cloud is the ideal solution for organizations that have no pre-existing infrastructure or are prepared to migrate to the cloud entirely. With this solution, you'll enjoy a globally distributed, turn-key deployment built on technology that is Gartner-recognized for its scalability, flexibility, reliability, and security.

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**In the wake of the COVID-19 pandemic, only 7% of companies anticipate returning to a traditional on-site contact center model. Migrating to a cloud-based solution will be essential to this transition.**

- 2020 CCW Market Study

## Is 3CLogic Total Cloud the best solution for my organization?

If your organization is ready to cut the cord on your legacy systems and is prepared to take the leap to full cloud migration, this may be the best deployment option for your enterprise.

### Benefits

#### OF 3CLOGIC TOTAL CLOUD DEPLOYMENT

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-  Seamless integration with your cloud platform or CRM delivers an omnichannel customer experience and boosts contact center productivity
-  No on-premise infrastructure required, resulting in improved flexibility and scalability to adapt to globally distributed work models
-  AWS-hosted solution offers secure and compliant cloud, adhering to strict regulatory standards including PCI, SOC2, and FedRamp
-  Reduced upfront or maintenance costs and increased return on investment

### Drawbacks

#### OF 3CLOGIC TOTAL CLOUD DEPLOYMENT

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-  Organizations may not be readily prepared for this transition
-  Assumes non-technical personnel can manage and maintain contact center operations



## 3CLogic Hybrid Cloud Deployment

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**Ideal for organizations that need a CRM-centric solution capable of leveraging an on-premise environment.**

3CLogic Hybrid Cloud is a shared deployment model that continues to leverage your existing telephony hardware via a direct SIP Trunk setup but deeply integrates with your service platform to manage all of the IVR routing responsibilities, speech analytics, reporting, and more. This deep integration boosts agent efficiency and performance, expands the flexibility of operations without the need for technical resources, and allows for rich and actionable analytics.

The 3CLogic Hybrid Cloud deployment model is useful for organizations that would like to migrate entirely to the cloud in the near future, but still need to make use of their on-premise investment or have a specific requirement to maintain media operating within their firewall or network. This out-of-the-box solution allows for the immediate modernization of your contact center, without the need for significant customizations and costs.

## Is 3CLogic Hybrid Cloud the best solution for my organization?

If replacing your current communication system with a new cloud solution is not a practical or realistic transition for your organization at the moment, the 3CLogic Hybrid Cloud model may be your best deployment option. With this solution, you'll enjoy the best of both worlds while inherently adopting a long-term cloud migration plan for your center.

### Benefits

#### OF 3CLOGIC HYBRID CLOUD DEPLOYMENT

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-  Drive more intelligent customer experiences and improve agent performance by deeply integrating your contact center with your system of record
-  Leverage low code/no code operational portal to easily manage your operations, such as IVR call flows, without on-premise technical resources
-  Save time and boost efficiency with superior reporting capabilities

### Drawbacks

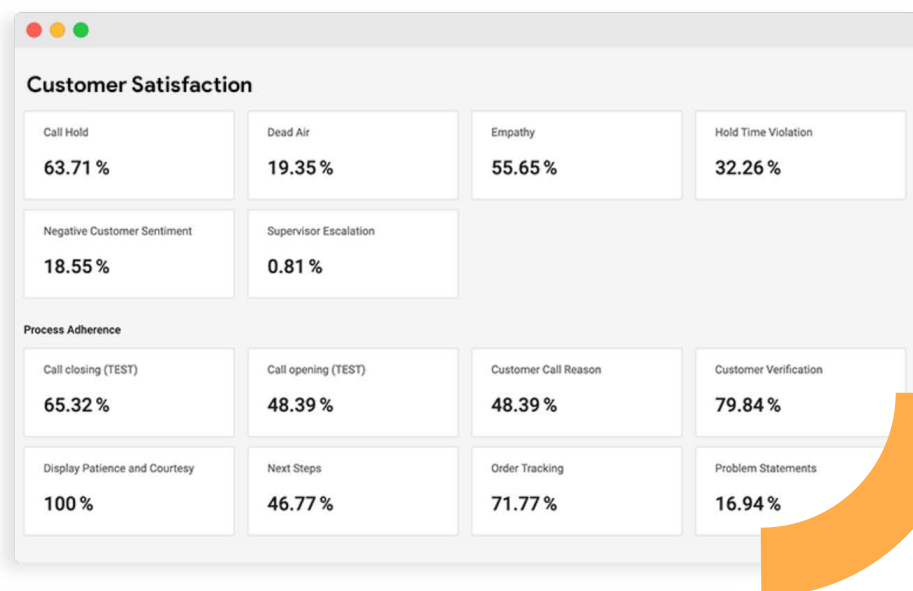
#### OF 3CLOGIC HYBRID CLOUD DEPLOYMENT

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-  Shared infrastructure model retains some dependency on technical resources to maintain your on-premise environment
-  On-premise capabilities can limit scalability
-  Work-from-home capabilities are still VPN-dependent, which can cause performance issues

## 3CLogic Total Cloud and Hybrid Cloud Features:

- ✓ Supervisor Silent Monitor and Whisper
- ✓ Automatic Call Dialing (ACD)
- ✓ Administrative Contact Center Portal (queues, agents, etc.)
- ✓ Predictive, Power, Progressive, and Preview Dialer
- ✓ Configurable Skills-based Routing and/or Integration with your service platform or CRM objects with 3CLogic's native Interactive Voice Response (IVR) Designer
- ✓ Natural Language Processing and Voice Bots
- ✓ Integration with Advanced Work Assignment (AWA)
- ✓ Embedded Text-to-Speech
- ✓ SMS and SMS-based Surveys
- ✓ Real-time Wallboards and Dashboards
- ✓ Advanced Integrated Reporting and Business Intelligence
- ✓ IVR Analytics
- ✓ Sentiment Analysis integrated with your service platform





## 3CLogic Connector Deployment

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**Ideal for organizations that need a basic connection with an on-premise environment.**

3CLogic Connector bridges the gap between your current on-premise infrastructure and your service platform or CRM. This deployment model offers an easy-to-implement, cost-efficient CTI softphone connector for an immediate boost in contact center productivity and streamlined activities.

3CLogic Connector is available for Cisco (UCCE, UCCX, and PCCE), Avaya, and Genesys on-premise installations.

The 3CLogic Connector solution is ideal for organizations that are looking to reap the benefits of an omnichannel solution without disrupting their current physical infrastructure.

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**As of 2018, approximately 85% of contact center agent seats are still supported by on-premise solutions.**

- McGee Smith Analytics

## Is 3CLogic Connector the best solution for my organization?

To determine if this deployment model is best for your organization, you should first consider how satisfied you are with your on-premise solution. An on-premise environment does come with the challenge of limited flexibility and often is heavily dependent on technical in-house or external resources. However, if your organization rarely needs to make changes to its technology and is happy with its current service, this solution enables you to take your first step toward cloud migration.

### Benefits

#### OF 3CLOGIC CONNECTOR DEPLOYMENT

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-  Keep the benefits of your existing on-premise solution
-  Achieve new levels of agent efficiency and productivity by integrating contact center with your CRM or cloud platform
-  Maintain security benefit of keeping data and call flows on site

### Drawbacks

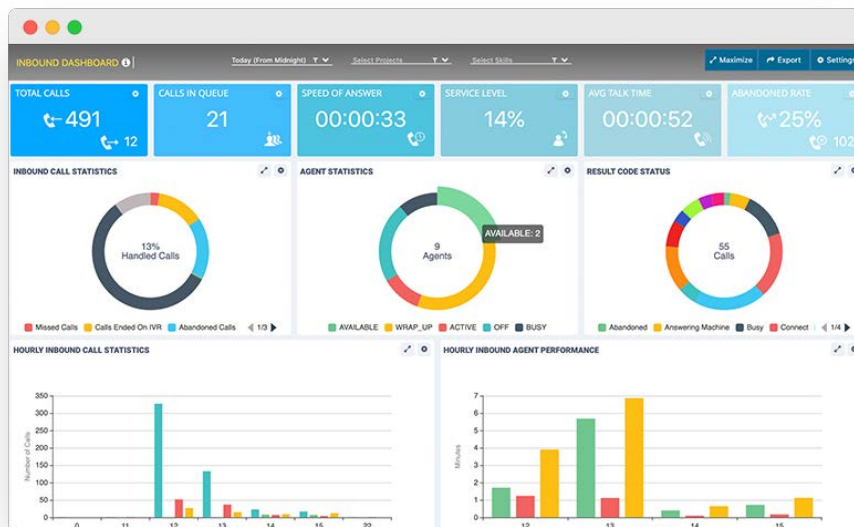
#### OF 3CLOGIC CONNECTOR DEPLOYMENT

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-  Flexibility is limited to on-premise setup
-  Heavy reliance on technical resources to maintain on-premise systems
-  High cost of on-premise hardware

## 3CLogic Connector Features:

- ✓ Embedded Click-to-Call and CTI Softphone
- ✓ Call and screen transfer, hold, or conference
- ✓ Automatic CRM Incident, Case, Service Request, or Contact Screen-pop
- ✓ Automated activity postings to your service platform or CRM
- ✓ Integrated reports
- ✓ **For ServiceNow:** Unified Call Presence Integration for an omnichannel experience



# Start Your Transformation to the Cloud with 3CLogic

Research makes clear that cloud migration is no longer a nice-to-have but has become a must-have for any contact center that wants to deliver exceptional, competitive customer service to the global market.

With 3CLogic, your enterprise can successfully migrate your contact center to the cloud, no matter your starting point, and include voice in your digital transformation. Advance your contact center operations with these robust features:

- ✓ [Computer Telephony Integration](#) that improves agent productivity
- ✓ Deep integrations with your CRM or system of record, such as [ServiceNow](#), [Microsoft Dynamics](#), or [Salesforce](#), that improve employee workflows and boost customer satisfaction
- ✓ [Voice-enabled self-service solutions](#) that alleviate your workforce from routine tasks and delight your customers
- ✓ Insightful and actionable [dashboards](#) and [speech analytics](#) that enable distance coaching

## A trusted industry leader

for improving the customer experience with voice solutions



**Forbes**  
GLOBAL  
2000

Support Global  
2000 companies



Live on five  
continents



10+ years of  
experience across  
industries

## Dial up your digital transformation today.

Schedule a live demo of 3CLogic.

[Request a Consultation](#)