



WANT TO BREAK AWAY FROM THE PACK? TIME TO CONSIDER CLOUD TECHNOLOGY IN YOUR CONTACT CENTER

Technology, retail and financial services companies are gaining unprecedented business advantages by migrating their contact centers to the cloud. From a customer's perspective, what really sets your company apart is its ability to build a bond with that valuable customer through every interaction. Given the pressure to "wow" customers with extraordinary service, many companies are turning to cloud technology and talent in their contact center because it offers greater flexibility, real-time visibility and more ways to meet customer needs.

What's to Gain with a Cloud Contact Center?

When you deploy a LiveOps Cloud Contact Center, there's no need for huge capital investments, long deployment cycles and costly support contracts. You can access capacity and high-quality services via a standard Web browser — all with little or no up-front capital investment.

LiveOps, a recognized leader in cloud technology and talent, provides a Cloud Contact Center Platform that:

- Delivers a cost-effective, highly-scalable solution with always-on, mission-critical availability
- Enables managers to change call routing in minutes via a Web browser

- Provides real-time visibility and control across all contact centers to enable contact center optimization
- Improves first contact resolution by ensuring that all calls and contacts are routed immediately to the best available agent, regardless of their location

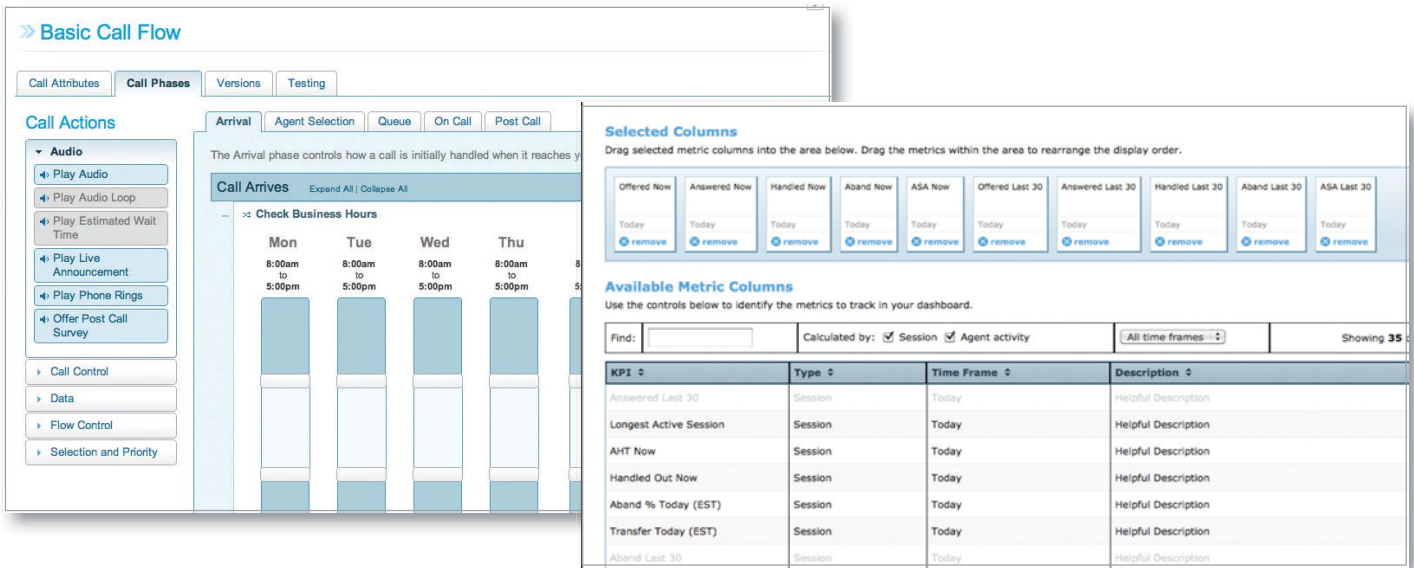
LiveOps Cloud Contact Center in Action

Cloud technology is being adopted rapidly by some of the biggest and most trusted companies in the world, including:

SALESFORCE.COM

Gaining Real-time Visibility Across its Network of Customer Support Organizations

Salesforce.com has made cloud computing a trusted way for companies to access world-class enterprise software. However, as salesforce.com grew, its customer support organization needed better visibility across their global support centers and a more scalable solution with mission-critical availability. They deployed the LiveOps Cloud Contact Center Platform and saw breakthrough results. Salesforce.com improved first contact resolution by leveraging LiveOps' results-based routing, which instantly routes each call to the best available agent globally. Also, thanks to built-in CTI that instantly provides agents with all customer interaction data from within Service Cloud, salesforce.com was able to reduce average call handling times.



WEST MARINE

Reducing Costs with a Cloud Contact Center by Eliminating Buildings and Retaining Top Talent

For West Marine, North America's largest specialty retailer of boating supplies and accessories, missed calls or poor customer experiences quickly hurt revenue and the company's brand. After 10 years of using an on-premise telephony infrastructure for their call centers, West Marine chose to deploy the LiveOps Cloud Contact Center Platform and enabled agents to work from home.

Explains Matt Wise, Senior Director of External Customers for West Marine, "Moving to a remote, cloud-based contact center model just made sense from a business perspective. With LiveOps Cloud Contact Center Platform, we gained tremendous business flexibility and innovative contact center functionality – while reducing facility costs and retaining top employees. We don't see this as just a cost-saving story, but also a vision for the future of how work is getting done today."

ADT

Improving Contact and Security, Combined with Increased Productivity and Significant Cost Savings

ADT deploys guards at New Zealand's largest welfare agency, the Department and Work and Income (WINZ). To report their own safety and status updates, every ADT guard had been required to check in via a phone call to the company once every hour.

Martyn Miller, the ADT Manager of Welfare Dispatch, Noise Control and Manned Service Help Desks says that ADT carries out between 72,000 and 92,000 welfare checks each month. That number rose to 100,000 in December 2010.

With the LiveOps Multichannel solution, instead of phone calls the guards are able to send text-message codes to let ADT know their current status. Miller reports that because LiveOps automates message handling, improved contact and security response times can be combined with increased guard welfare, increased productivity and significant cost savings. The program is a success story that is being rolled out to other parts of ADT's business.

"Today, salesforce.com considers having a cloud contact center essential to providing great customer support. We've been extremely pleased with the LiveOps Platform. All of our mission-critical infrastructure is performing to our high standards, enabling salesforce.com to provide high-quality, responsive customer service across all of our customer support centers."

Krista Anderson
SVP, Global Customer Support
salesforce.com