

Empower CX & EX with
Next-Gen CCaaS



Barphone

Reinventing Customer Experience



Legacy, on-premise CTI

- ✗ Disconnected from CRM data
- ✗ Not integrated with digital channels
- ✗ No ability to leverage AI
- ✗ Slow or No feature expansion
- ✗ Security & Compliance Vulnerable
- ✗ Limited Resiliency
- ✗ Cost Ineffective



99%

of CIOs include AI & Omnichannel in their CX Strategy

70%

of consumers say they will still use the phone to engage with companies

Next Gen CX & EX Ecosystem

Orchestration Engine

Data & Process Strategy

Interaction Intelligence

Business Intelligence

Journey Events
and History

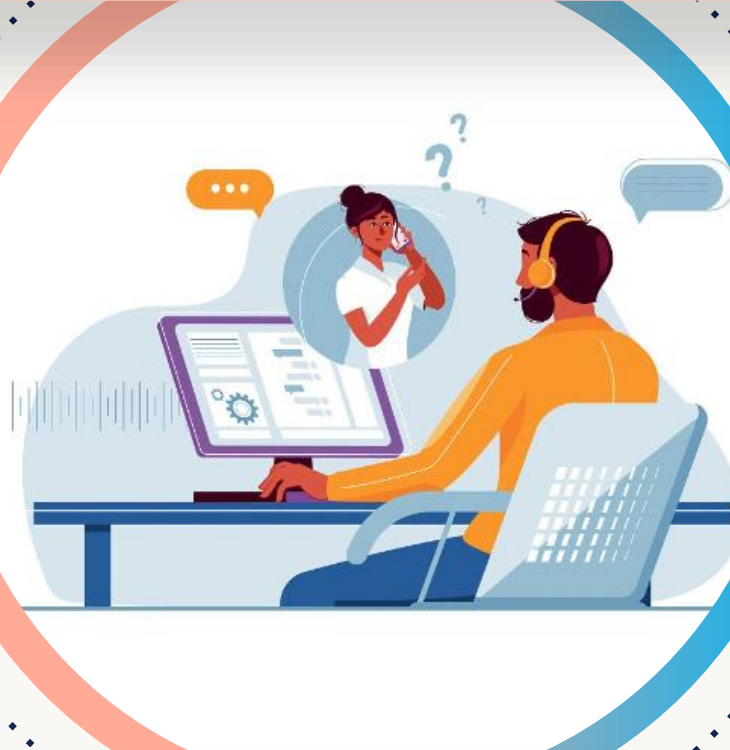
Journey Context
and Outcome

Customer Front End

Agent Unified Workspace

CCaaS

CRM



Focus on Customer & Business

Business Continuity

Security & Compliance

AI - Enabled

Speed to Market

Customer Experience

Channels Integration



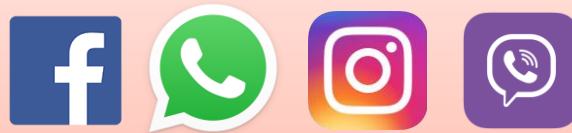
Voice & Video

Inbound Voice – BYOC

Outbound Predictive

CoBrowse & FAQ

Adhoc & Scheduled Video



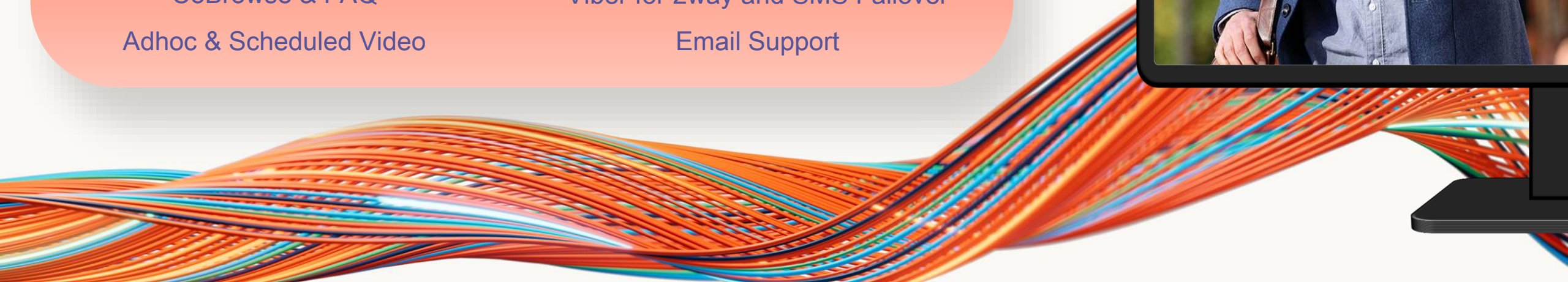
Digital

Website & Mobile Apps Chat

Social Media (Fb, WhatsApp, Instagram)

Viber for 2way and SMS Failover

Email Support



Customer Experience

Self Service Virtual Agent

Conversational AI

Greek Language with Greeklish text support

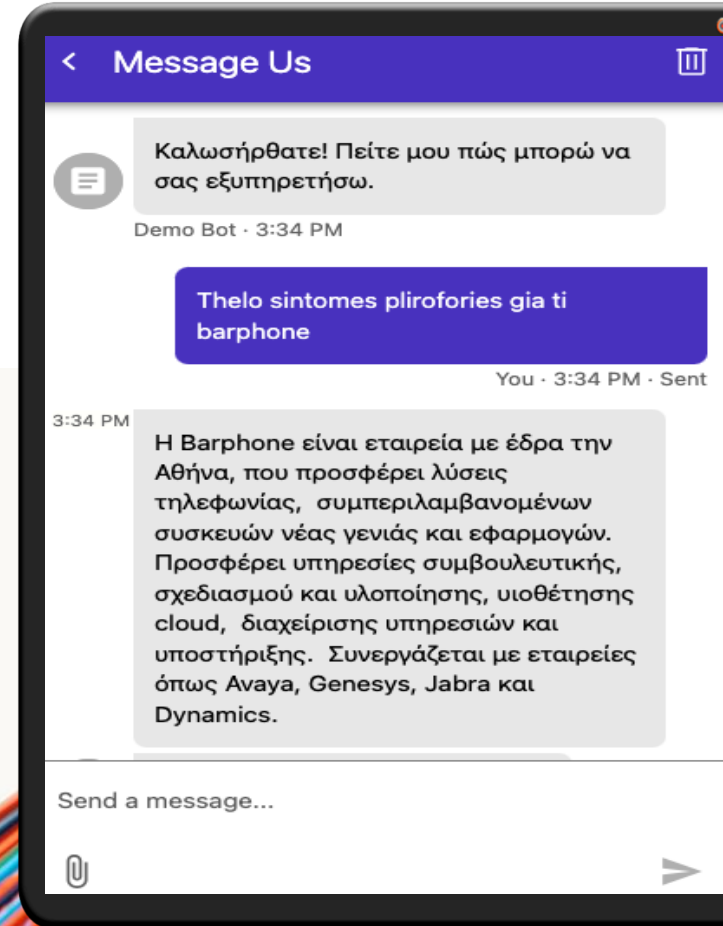
(Un)structured Data – CRM, Website, Files, FAQs, KBs

Hyper-personalized Flows and Actions

Handover Interaction & Data to Live Agent

Conversation Summary

Sentiment Feedback and Analysis



● Employee Experience



Agent Assist & Co-Pilot

Customer 360 Journey on all channels

Full Interaction & Browsing Context

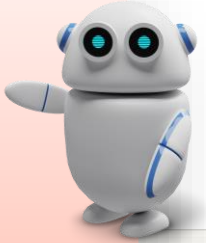
Translated Transcript, Summary & Sentiment

Dynamic Response Scripts

Access to FAQs & Knowledgebase

Next Best Action AI Suggestion

Real Time Team Stats & Supervisor Assistance



Employee Experience

The screenshot displays a customer service dashboard with the following sections:

- INTERNAL:** Koutsopagos Vassi... SIP Device
- EXTERNAL:** Koutsopagos, Bill +30 694 284 3047
- RECORDING:** START TIME: Mon, January 13, 2025 12:44:24 PM; PROGRESS: 0m 00s / 2m 38s; RECORDING END TIME: Mon, January 13, 2025 12:47:07 PM
- Voice Demo Survey:** Complete. Questions include:
 - 1. Total Experience: 1.1 Please rate from 1 to 9 your total experience. (Rating: 5)
 - 1.2 Did you resolve your issue at this call? Answer with a Yes or No. (Answer: Yes)
 - 1.3 Please record your feedback if you wish.
- Interaction Metrics:**

Interaction Call Type	Other
Callback	83.31%
IVR	14.81%
ACD	1.88%
Agent Talk	0.00%
Customer Talk	0.00%
Overtalk	0.00% (0)
Silence	0.00%
- Recording Information:** Call Recording 1 (Edit), Archive Date, Delete Date, Exported Date, Protected: No, Download
- Summary:** Score: 100.00%, NPS: 4

Supervisor & Quality

Real Time Dynamic Dashboards

CCaaS metrics combined with CRM KPIs

Integration with BI systems

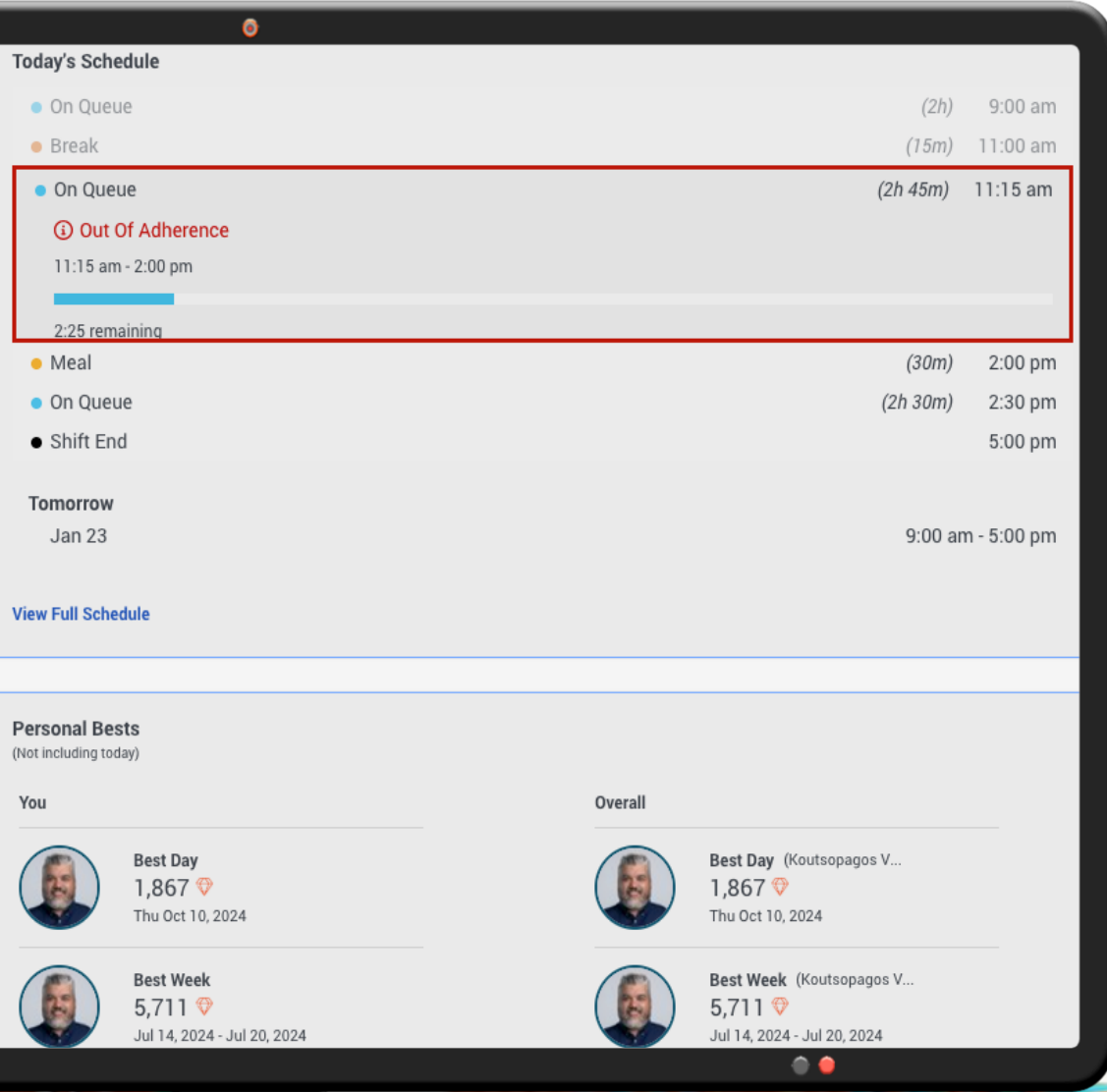
Speech & Text Analytics

Full Interaction View with Recordings & NPS

Quality Scorecards & Evaluation

Coaching & eLearning

Employee Experience



Workforce Engagement

Forecasting on SLA & KPIs

Capacity Planning Scenarios

Scheduling with AI algorithms

Real Time & Historical Reporting

Integration with HR Backend

Unified UI & Mobile App

Gamification incl. CC & CRM metrics



 GENESYS™

AVAYA

 Microsoft Teams

Market Leaders

 audiocodes

Jabra®

 salesforce



Google

Dynamics 365



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Reinventing Customer Experience

A-Z

Consult – Design – Deliver

Maintain - Evolve

Team

Largest Certified CC Group in Region

Inhouse Dev Team



 EUROBANK

 AEGEAN

 **πλαισιο** Customers  **ΚΩΤΣΟΒΟΛΟΣ**

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UC & CC Market

 MOTOR OIL

 volton

 Teleperformance
each interaction matters



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