



SUTHERLAND CONNECT

Support services are arguably the most vital element for customer retention and loyalty and thus impacts both topline and bottom line growth for an organization. Customer expectations across both business and retail have transformed significantly. Today's customers prefer to engage seamlessly across social media, messaging, interactive chats and a plethora of other channels. They want interactions handled effectively regardless of the channel they choose, with consistent and continuous support even if they switch channels midstream.

Most organizations select multiple providers for their contact center support operations, which creates **disparity in customer information and compounds information silos within those disparate systems**. Moreover, contact centers are distributed across locations – branches, back offices, and outsourcers, which adds more levels of inefficiency. Also, they struggle to treat multiple interactions across channels as a single conversation; siloed automation through chatbots and other solutions add to this information fragmentation.

Therefore, organizations that wish to connect with customers across **multiple channels and engagements** in a **unified fashion** need a customer engagement platform that **continually analyzes customer data and interactions** and utilizes **digital assistants** that can provide **intelligent and interactive responses** through **Artificial Intelligence that is fueled by Machine Learning**. They need this platform to be **functional today**, since customers will not wait for any company to improve their support capabilities.

This transformation, however, is not straightforward, with organizations facing several challenges.

The Cost and Complexity Conundrum

- Building a digitally transformative platform that is best suited for their business can get very expensive. Organizations need to keep in mind geo specific regulatory compliance, systems support, and ongoing maintenance. The addition of capabilities such as Interactive Voice Response (IVR) and Natural Language Processing (NLP) would need additional infrastructure apart from the increased licensing costs. If these capabilities are being developed in house onto an existing platform, niche skillsets are needed that are scarce and demand a premium in the market place.

Time to Market

- Most contact center platforms with these capabilities are extremely complex to implement, taking years to fully implement along with high professional services and support resource costs.

Engage customers and improve customer loyalty through a comprehensive omnichannel cloud-based **'Customer Experience as a Service'** platform that's powered by an ecosystem of partners, including Genesys and Google Cloud.

The Cloud Option

Faced with these challenges—cost, complexity, and time to market—organizations are looking at cloud-based ‘as a service’ providers. Cloud-based contact center platforms offer the advantage of being **significantly cheaper with ‘pay as you go’ models**, and are fairly quick to implement, therefore **reducing time to market**. However, cloud-based contact center platform providers today **offer only basic vanilla features** and lack several options offered by on-premise platforms, such as deep integration into backend systems. This holds true for the cloud variants of popular on-premise platforms as well. This means that existing cloud-based platform offerings **exacerbate the information silos** and cannot truly provide the unified engagement platform that organizations truly need.

The Sutherland Connect Platform

Sutherland Connect is a **comprehensive cloud-based omnichannel Customer Experience as a Service (CXaaS) Platform**. It brings together the very sophisticated engagement platforms that we use to service our customers globally and extends these in a secure, multi-tenant hosted environment. Sutherland Connect’s hybrid model offers **features available only in on-premise solutions** but in the cloud through an ‘as a service model’.

This means that you can **activate and pay for features as you go**, without waiting for integration, implementation, and rollout. Clients can bring on board **Artificial Intelligence (AI) solutions, powering interactions through chatbots, conversational IVR, or digital avatars**. Sophisticated features such as conversational IVR can be turned on quickly and cost effectively. The Sutherland Connect Platform **interoperates with existing systems**, and our customers can **add additional features and channels by simply bolting on** to their existing infrastructure. This means our clients can **ramp up in weeks**, instead of the traditional 1.5-year implementation duration.

Sutherland Connect’s **Single Pane of Glass design** offers a 360-degree view of a customer across any channel, business unit, or touchpoint, regardless of provider or system. Therefore, **information silos are broken down** and the organization now has a single and consistent source of truth on each customer—driving effective engagement and customer loyalty.

Powerful Ecosystem

Sutherland Connect is powered by the Genesys Engage Customer Experience Platform, the industry’s preferred on-premise contact center platform. It utilizes the rich functionality of the platform’s on-premise features and offers them in a true ‘as a service’ model.

The Genesys on-premise platform allows us to integrate other third-party components such as Google’s AI engine for advanced chatbot and conversational IVR capabilities and Google Agent Assist for real-time speech recognition and AI-based agent prompting. This makes Sutherland Connect the most robust platform on the market today.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals around the world.

For more information on how we can help you transform your processes, visit us at www.sutherlandglobal.com, email us at sales@sutherlandglobal.com, or call 1.585.498.2042.