



## OVERVIEW

Serenova has transformed the customer experience. Over a decade ago, we realized technology didn't exist that could deliver immediate, consistent, and exceptional service. So, we created a true cloud contact center solution that could.

The result is the ability to unify everything from customer engagement and quality management to analytics. This single source of truth provides brands insights about customer information and experiences as they pivot between channels such as SMS, voice, or Facebook messenger.

Whether it's technology, healthcare, or retail— brands from all industries come to Serenova for our global coverage and deep integrations into the business systems they every day. Why is this important? It creates the opportunity to keep pace with customers by quickly scaling up across the enterprise or out geographically.

Recognized by analysts such as Gartner, we are committed to building on our 18-year legacy leading the way in cloud-based contact center innovations.



## KEY FEATURE AND DIFFERENTIATORS

Serenova Deeply Understands Contact Centers: Serenova began as a business process outsourcer (BPO), acting as a contact center for a wide range of customer service organizations. We built our own cloud solution because we deeply understood the technology challenges that both we and our customers needed to solve. Our solution continued to evolve and the result is CxEngage, our unified cloud contact center platform built from the ground up for contact centers



## LOCATIONS

Austin, TX

We have offices in Austin and Dallas, Texas and Salt Lake City, Utah.

We have offices in the UK and Australia.



## SERVICE OFFERINGS

### CLOUD

Cloud is all we do. We have one focus: helping you take advantage of the cloud and achieving outstanding results by reducing costs, boosting efficiency, and improving the customer experience.

### INTERNATIONAL

Serenova has a global presence and serves 54 Countries with 340,000+ users around the world.

### CCAAS

CxEngage is a true cloud contact center solution with the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice or Facebook Messenger.

by a contact center.

One Unified Solution for a Single Source of Truth: Serenova seamlessly combines information from multiple systems to give dependable, actionable information. With our 3rd party integrations, users aren't left trying to combine many applications to obtain the "story" of what's occurring in their contact center.

- Unified Interface
- Unified Reporting
- Unified Administration
- Unified Architecture
- Security Policies

Unrivaled Simplicity for Your Cloud Contact Center Partnership

- Easy to Learn: World-class sales and technical product training
- Easy to Price: Fits simply into your price models
- Easy to Attract: Marketing support for Integrated Campaigns
- Easy to Sell: A single platform built for versatility
- Easy to Close: We provide the sales support you need to make deals happen

## IDEAL CUSTOMER PROFILE

- Small businesses to global enterprises in any industry – particularly finance, technology, healthcare and retail
- Looking for on-demand flexibility (ability to scale by adding/removing agents within minutes)
- Needs a flexible agent experience that can integrate to leading CRMs or come with integrated CRM functionality
- Uses more than one channel (voice, email, chat, SMS, etc.) for interactions and requires an omnichannel solution
- Already utilizes the cloud within the organization or is looking to migrate to the cloud
- Is fed up with maintenance downtime
- Wants to support at-home or a flexible agent workforce
- Uses multiple vendors and systems with different interfaces and reports, causing disparities
- Lacks integration, resulting in the “piecing” together of reports from many systems

## CUSTOMER TESTIMONIALS

Customer: Salesforce.com

“With Serenova™, we’ve significantly improved the quality of our customer experiences – consistently and across all locations. Equally important, we have a solid contact center platform that will grow with the business.” – SVP, Global Customer Support

Customer: City FM Australia

“When we put in Serenova, there was an immediate improvement in the key performance indicators related to answering calls.” – Systems Architect

Customer: Global Food Manufacturer (Anonymous, multi-billion dollar company distributing to over 50 countries)

“With the cloud-based solution, we are 100% voice-over-IP, and it’s been seamless. As long as you have a clean internet connection, that’s all you need.” – IS Manager



## QUALIFYING QUESTIONS

Is your customer a global organization?

- Serenova supports organizations of all sizes in any country and has in-region voice with a global reach.

Are they already using cloud products or considering migrating?

- Serenova helps organizations take advantage of the cloud’s many benefits on a platform that’s flexible, connected, and enables quality experiences.

Do they require integrations to CRM or other solutions?

- Serenova’s deep integrations seamlessly combine information from multiple systems – such as CRM providers, engagement solutions, and workforce optimization – to provide decision makers a single view of what’s happening in the contact center.

Are they fed up with “maintenance” downtime?

- With Serenova’s true cloud, organizations can leverage new functionality immediately without downtime for updates.

Do they need to easily scale up or down on-demand?

- Serenova can help address peaks in customer demand automatically in just a few clicks.

Do they support at-home or flexible agent workforce?

- Serenova's CxEngage is 100% browser-based with no software or equipment to install, which makes it easy to support remote works or a fully virtualized workforce.



## INDUSTRY RANKINGS

Challenger in Gartner's Magic Quadrant for the last 4 years

"Serenova's offerings are designed for ease of deployment, even in large and very large environments. Many deployments are completed using only phone support, with no professional services required."

Strong Performer in The Forrester Wave 2018

"Customers tout Serenova's ability to scale, support for voice services, strong set of APIs, and security."

Cloud Computing Magazine's Product of the Year 2018

"CxEngage is truly an innovate product and is amongst the best solutions available within the past 12 months that facilitates business-transforming cloud computing and communications."