

Overview

The PureCloud platform is the first cloud platform using microservices architecture built for multi-use cases; customer engagement, communications, and collaboration.

Services Sold

- **Collaborate** - social media app that contains data about the people in a workplace and ways to connect with them including chat, video, and document sharing
- **Communicate** - add telephony to Collaborate making it a unified communications solution. Features include phone, voicemail, conferencing and transfers
- **Engage** - transforms Communicate in a comprehensive contact service that handles every aspect of customer interaction including IVR, ACD, skills-based routing of phone calls, emails, web chats, text messages and video interactions

Key Features and Differentiators

- Unlimited scalability
- Continuous deployment of features
- Enterprise-grade security
- Zero-desktop footprint
- Lightning fast deployment

Ideal Customer Profile

- New organizations (start-ups)
- Speed to Market with immediate need for install and new channels
- Small to Mid-Market size companies
- Price sensitive buyer with a need for manageable operating expense
- Interested in Consumption model (pay for what you use)
- Companies who need to scale up/ down quickly
- Companies who want immediate access to new features/ functionality

Qualifying and Technical Questions

- A clear identified need/ pain point with a related business objective
- Identification of the role in the Contact Center and agent count
- Identification of incumbent
- Established relationship with key decision maker or influencer over project