

The background features a woman in profile on the left, looking at a large digital screen. On the right, another woman is visible, wearing a headset and looking at a screen. The scene is overlaid with a complex network of glowing blue lines and nodes, resembling a circuit board or data network. The overall color palette is dark with blue and yellow accents.

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WHITEPAPER

**GIVE THE BUSINESS
CX CONTROL - A
TECHNOLOGY
AGNOSTIC CX OPS
INTERFACE**

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THE CHANGING FACE OF CONTACT CENTRE TECHNOLOGY

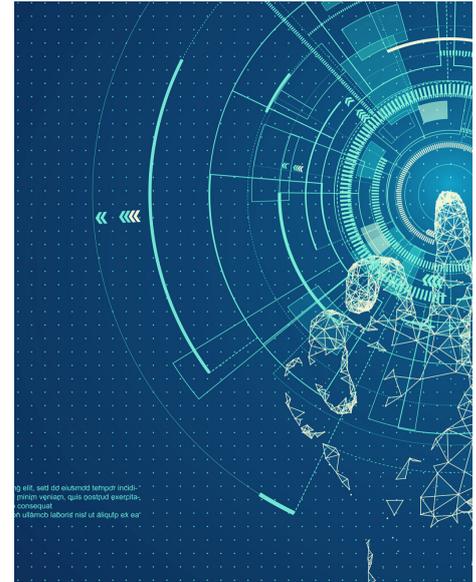
An enterprise may have several different business units with different demands for contact centre technology, for example:

- **High-value interactions that require multi-channel interactions across multiple touchpoints, personalised service from expensive agents and choice of advanced self-service**
- **Mixed sales and service interactions, associated service only offered to certain segments, basic self-service or call steering functions**
- **Internal helpdesks with basic selection and call queueing functions**

The characteristics of on-premise contact centre technology have traditionally been a barrier to an organisation having

multiple platforms, with server requirements, long commissioning times and the need for a pool of trained and skilled support and services staff all leading to most businesses choosing a single platform to service all needs. Usually the requirements of the most complex business units decided the chosen platform, with the simpler requirements satisfied by a subset of function and licensing in the platform. However, this approach is still expensive, servicing simpler requirements with a platform, project and support model all aimed at the most complex requirements.

Cloud-based UC and CC platforms promise much easier and quicker commissioning and flexibility compared to premise, with zero server requirement and less internal support staffing



This opens the possibility of having multiple platforms in the organisation with function and cost appropriate to different requirements, for example:

- **The complex requirements for high-value interactions may be serviced by the traditional platforms from Genesys or Avaya**
- **More standard contact centre function may be suitable for cloud-based platforms such as PureCloud or Five9**
- **Simpler requirements may be appropriate for Amazon Connect or similar**

So less function and lower cost where it's appropriate, only use high-function higher cost where it's necessary.

Supporting multiple platforms then brings the challenge of managing day-to-day operational changes, such as skilling or opening hours, through a single team without having to train them on multiple administration interfaces and data models.

This is where Blackchair comes in, providing a single generic portal for the user, with business processes encapsulated in platform-specific Release Management packages and the technical interfaces to each system abstracted inside the Blackchair integration framework.

Operational users don't need to know which platform is used by different business units, or how to do administrative tasks in each platform; they just select the business unit and do the task in the portal.

"Blackchair provides a single generic portal for the user, with business processes encapsulated in platform-specific release management packages..."

HOW THE BLACKCHAIR PORTAL WORKS

MANAGEMENT PORTAL

FIVE9 AUTOMATION PACKAGES

GENESYS AUTOMATION PACKAGES

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USER PORTAL PRESENTING STANDARD FUNCTION-BASED INTERFACE

BUSINESS PROCESS AUTOMATION PACKAGES

BLACKCHAIR PLATFORM - PRE-BUILT INTEGRATION WITH EACH ENVIRONMENT

CC/UC ENVIRONMENTS - GENESYS, AVAYA, CISCO, AMAZON, PREMISE, CLOUD, ETC.

You still have relatively small number of support staff in each technology for the hard stuff that isn't day-to-day; they are supported by Blackchair Audit and Automation and can have common processes and practices, and present less of a turnover and training challenge compared to the business/operational users. These are the people who build the platform-specific Release Management packages.

