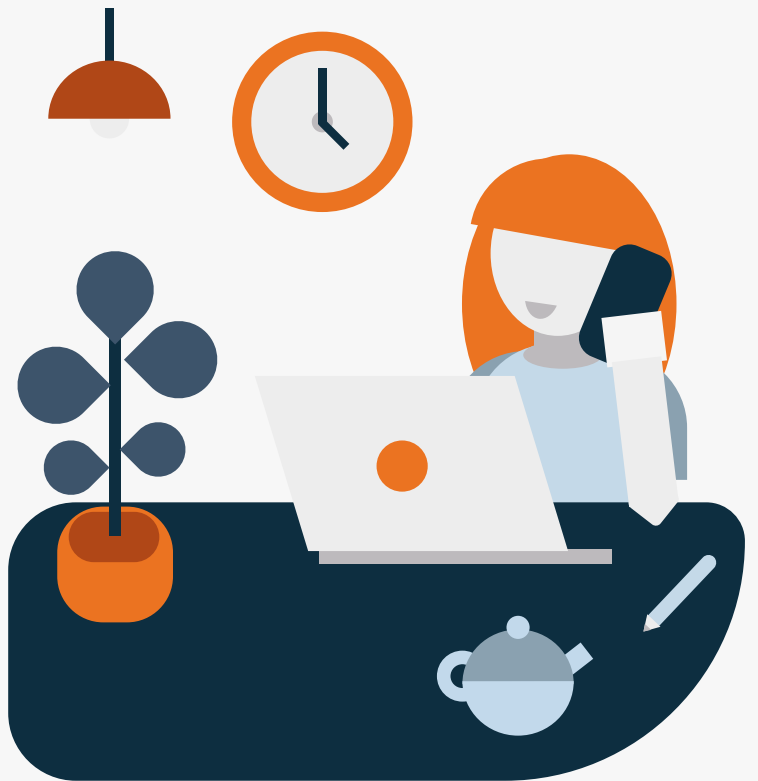
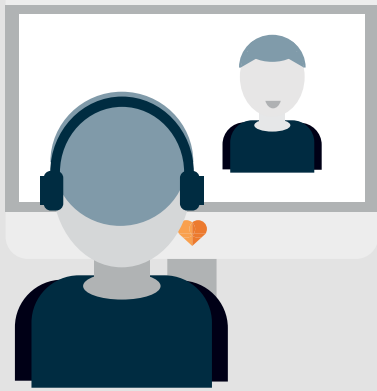


Contact Centre as a Service (CCaaS)



Service Definition

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2. Introduction

Sesui Cloud Communications contact centre solutions provide the flexibility to enhance an existing hardware estate by moving telephony intelligence into the cloud, or, replace and reduce your exposure to cost and resource through continuing to operate site-based systems.

Sesui have been delivering cloud-based services for over 15-years and have public sector and private sector clients utilising in-house developed and supported software.

Sesui's Contact Centre as a Service (CCaaS) provides access to market-leading software and an opportunity to improve significantly an organisation's interaction with clients; offer more flexible working arrangements for employees and accumulate business data to aid business planning, capacity management and business continuity.

3. Features

Communicating through the cloud allows an organisation to tap into a range of smart call management features so your agents have the flexibility to make and take calls; manage in progress calls; manage their availability for calls; initiate voice conferencing and activate a one-to-one video service – all from a single user interface.

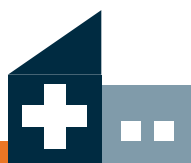
Calls are made and received over the Sesui secure network, through any device (desk phone, softphone, mobile, tablet, laptop) and from any location – office, whilst on the move or from home. It's smart, resilient, secure, works anytime and anywhere and can operate with resources either single or multi-sited – creating a true virtual contact centre operation.

3.1. Call Manager

Core to every contact centre solution is the Sesui Call Manager – the engine room that provides the vital link between processing and the user interface.

Not all features listed below have to be included from the start and can be added at a later date when operational benefits are fully understood and realised.

- **Messaging** – customised to enhance both the caller and receiver experience.
- **Inbound** – ported or new numbers.
- **Outbound** – centralised control ensuring the freedom to use anywhere and at any time.
- **Routing** – time / date, specific date, skills, IVR and recognised number.
- **Queuing** – network-based queuing with breakout and call back facilities.
- **Recording** – full, partial or user controlled (may result in the creation of audio files containing personal and / or special category data with appropriate GDPR compliance).
- **Conferencing** – single number dial in or managed.
- **Broadcasting** – voice, text and email distribution.
- **Access** – telephony handsets and headsets, The Sesui App, web access, softphone.



3.2. User Interface & Control

The Sesui Call Manager is only part of the equation – user access to the service and the underlying management information has to be provided, managed and maintained.

Sesui solutions offers a web-based graphical interface via the internet, a softphone application that can reside on a laptop and a mobile telephone application to enable users to access the service; manage the delivery of calls; check the status of their colleagues and if required at peak times, directly manage calls being held in queues.

For supervisory and management personnel access to the Sesui Management Information System, from any internet connected device, opens the door to a wealth of real-time and historical service-related data all secured by unique username, password and PIN.

- **Username, password and PIN controlled access** – advising the service that individual users are available, with password expiry and 2-stage authentication if required.
- **User controlled ‘where am I now’** – tell the service where you plan to work today – office, home or on the move. Offers in-built business continuity with the ability to ‘take your number with you’ should the need arise.
- **Status control** – unavailable for a short period or ‘do not disturb’ due to administration actions or paperwork.
- **Call control** – place calls on hold; transfer calls; ‘park & pluck’ calls; initiate a conference call; make call handling decisions based on displayed call queuing information.
- **Outbound calling** – make calls to phonebook contacts or via free format number entry – with centralised control and accounting of call charges.

- **Instant messaging** – communicate with other licence users in your team, or, with supervisory resource should assistance be required.
- **Video calling** – either initiate a one-2-one video call or upgrade an ‘in progress’ voice call to video.
- **SMS** – use for follow-up or for confirmation of previously discussed topics.
- **Mobility** – download the Sesui Mobile App (iOS and Android) and benefit from all the call handling functionality available via the web or softphone whilst on the move.
- **Integration** – link the Sesui service with your back-office systems.

Want to see how your service is performing – access the Sesui Management Information System.

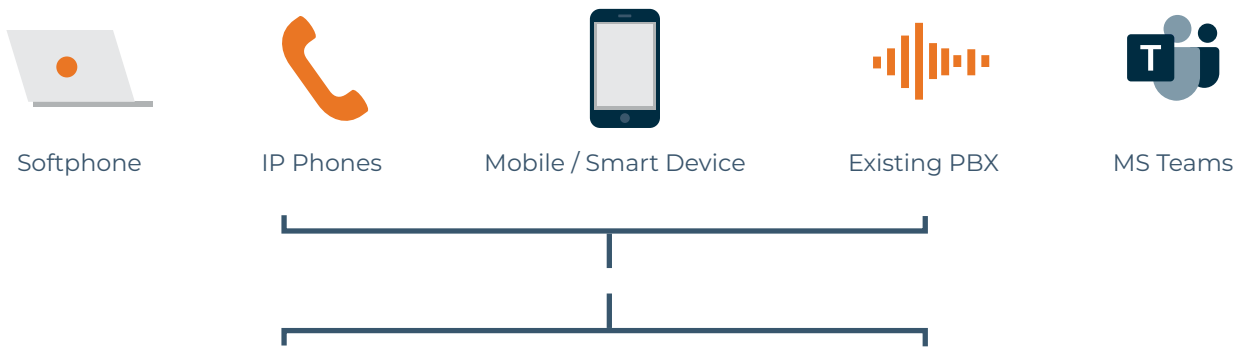
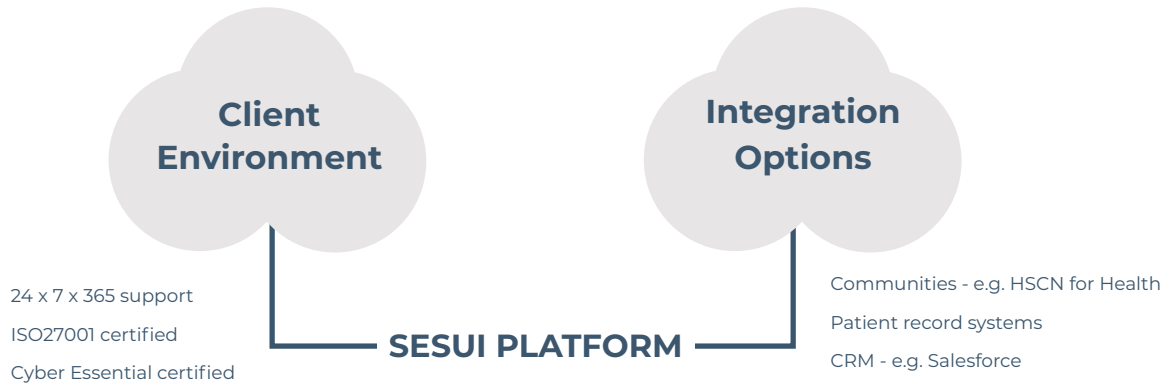
- **Real-time Dashboard** – display on customised wallboards or on Supervisor screens – information relevant to the organisations and any KPIs of SLAs linked to telephony management.
- **Reporting** – real-time and historical statistics via secure web access; pre-formatted reports and bespoke reports; automated and upon request.

Take payments by card over the telephone?

- **PCI DSS secure card payment service** – integrate with the same licence used for call control; work with your existing Payment Service Provider; process details at first point of contact; no call recording of sensitive data; secure storage of data and records outside of the telephony environment using PCI DSS Level 1 processing.



4. Schematic



USER LICENSES



PROPOSITION SUMMARY



- Fully Managed CCaaS
- Configured and customised to client needs
- Enables de-centralised/remote workforce
- Real-time and MIS reporting for performance management



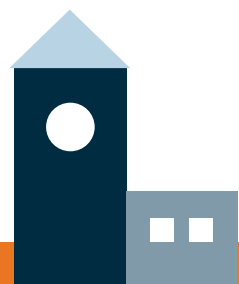
5. Service Evolution

CCaaS with Sesui is modular and designed to allow functionality to be added as the benefits of both cloud and virtualisation are realised by organisations.

- Have an existing telephony investment but want to introduce remote working, move to a less centralised model or exercise more control over call handling? Consider the Sesui system as an overlay to your investment, utilising existing hardware to perform the more basic telephony functions and move the majority of the intelligence to the cloud.
- At the right time, consider moving away from desk-based telephones and introduce the Sesui softphone and / or the Sesui Mobile App. Both options offer greater flexibility on where you base your resources.
- Start with just inbound call management and build familiarisation with the user interface and the level of detail that can be presented to call receivers. Retain your existing telephone numbers (porting to the Sesui platform) or provide new.
- Very few organisations simply handle inbound call traffic, so add outbound capability and take a significant step toward remote working with centralised control.
- The Sesui user interface (licence), can start as a basic call management interface and then be upgraded to include conferencing, SMS and 1-2-1 video – all remotely configured and presenting the same familiar display to users.
- If you are an organisation that takes payments over the phone, the same user interface can be further upgraded to introduce PCI DSS Level 1 card processing.
- Find that virtualisation works for your organisation – move to a more business orientated routing plan and benefit from a mix of remote / home working and centrally based personnel – all with time, day, availability, failover and productivity control.
- Your organisation is regulated, and you need to report against specific metrics. The Sesui Management Information System (MIS) has a large number of predefined reporting formats plus the option for bespoke reporting. It can also consolidate data and transfer to specific destinations for inclusion within an organisations business intelligence environment.
- Need to record calls for training, development and / or regulatory reasons? Call recording can be applied to inbound and outbound calling and can be securely stored in line with the data protection instructions discussed and agreed at the start of the contract. Access to recordings to view / listen is username, password and PIN controlled with interconnects are available for regulated sectors – e.g. Health, with connectivity over HSCN.

By deploying a Sesui solution you can transition to cloud working at a pace suitable for your organisation whilst offering a significantly more flexible operating model with in-built continuity and recovery.

As any existing investment nears end of life, be ready to fully embrace cloud working and realise all the benefits available from the related impact on your business and organisational model.



6. Architecture

UK based network locations adopting a standard platform build:

- Core telephony equipment layer.
- Application layer – our own, feature rich, software plus market-leading OS software.
- Server layer – e.g. database, web access, file storage and secure data storage.
- Gateways – e.g. SIP, ISPs, certified external storage.
- Security Interfaces – e.g. firewalls, virus / malware protection, secure community links.

Multiple Carrier interconnects for UK and International inbound and outbound call traffic, offering high levels of resilience and capacity.

Multiple ISPs for web connectivity – both management, user and call initiation sessions.

A private backbone for added resilience, replication and supporting capacity management, business continuity and disaster recovery planning.



7. On / Off Boarding

Sesui's customer support team plan and manage all service deployments, from organising number transfers through to service build, testing and service migration.

Depending on the complexity of the proposed solution, it takes on average 5 working days from order placement to releasing a service available for user testing. Members of the team use the PRINCE2 project management methodology to define, plan, control and report on all aspects of service provisioning.

8. Service Levels

Sesui offers the following availability and quality levels:

- Call Management element – System Availability of >99.999%.
- Call Management element – Network Quality – 99.90% of traffic incoming to the Sesui platform will be successfully routed. This is achieved through high levels of system availability and the Sesui commitment to operational capacity management.
- Call Management element – Web Availability (this does not affect the routing of calls) >99.90%.



9. Post-Sales Support

Sesui assign an Account Manager and Service Manager to manage the ongoing service relationship. Regular service reviews will be scheduled where service performance can be reviewed, and future plans or changes highlighted to ensure the correct level of planning is carried out.

The Sesui Customer Support Desk is the first point of contact for any queries or operational issues – contact can be via email or via the telephone. Sesui are able to offer out-of-hours support with on-call technical engineering resource available 24/7.

10. Benefits

- Retain any existing investment – use Sesui software as an overlay and upgrade functionality and performance with minimal / no impact to current operations.
- Replace – no hardware required just a PC / laptop and access to the internet.
- Every solution comes with in-built business continuity and if the worst happens – disaster recovery options at the flick of a switch.
- Secure capture, storage and authorised access to processed data in real time.
- Office, mobile and remote working with no operational change – just pick up your device and go.
- Centralised accounting allowing users to remotely work using their home broadband and / or telephone line with no charges appearing on their service invoices and no delay waiting for the business procured lines and hardware.
- Start small and grow, as services in the cloud deliver measurable benefits to organisations and employee working lives.

11. Working with Sesui

We're problem solvers, we look at every angle. The things you hadn't considered or didn't even know were possible.

It means we can truly make a difference with solutions that help organisations across multiple business sectors.

- We're reliable – 99.999% availability.
- We've never lost a client due to poor performance.
- We're regularly recommended by clients – don't take our word for it – check us out.
- We're responsive.
- We're strong – UK based data centre locations and multiple carriers at each location.
- We're privately owned.
- We're always there – 24 x 365.
- We're secure – ISO27001 certified by BSI, Cyber Essentials and PCI DSS certified.
- We have community connectivity – e.g. HSCN.
- You can find us on G-Cloud.

About Sesui

Sesui's the bright British innovator of award winning cloud communications software - connecting people to organisations when it's critical they get through.

For 15 years we've specialised in untangling communication systems and putting them into the cloud for organisations that provide a vital service in healthcare, travel, manufacturing and the voluntary sector. Secure capture, storage and authorised access to processed data in real time.