Technology Past, Present, and Future

Inspiring Hope through efficient application of technology
Agenda

• Housekeeping/Introductions (5 mins)
• Hosted ACD/IVR
• Software Enablement
• Technology Infrastructure/Cloud
• Resources, Partnering, Actions
• Q & A
Up First

Robyn Vukson
Proven Director-Client Engagement | Helping Companies Translate Their Business Goals and Ideas to Operational Reality
Contact Center Technology Past, Present and Future
Delivering a Better Customer Experience

Robyn Vuksan,
Director of Client Engagement
rsvukson@west.com
Consumer demand for connectedness

Consumer affinity for self-service and self-education via multiple channels

Consumer frustration caused by functional siloes

Consolidation of companies that create customer value

TRENDS

Accelerated maturation of technology

Migration to “cloud”

Rise in attention to the entire customer experience

Globalization
Flexible inbound, outbound or multi-channel platform designed to **boost productivity, increase connection rates and build customer relationships**
Key Features of Today’s Cloud Contact Center

**Multi-channel Integration and Routing**
Easily coordinate agents in multiple call centers or from home to make the most of their time, boost efficiency and reduce costs.

**Agent Performance Optimization**
Front-of-call automation, an agent management portal, desktop integration and information security helps agents be more flexible on the job.

**Secure Transactions**
First and only solution in the U.S. to descope the data center and provide a seamless, absolutely secure experience for customers.
Customer Experience Lifecycle Management
Questions
MAKING CONTACT

The business of helping others in a multi-interface world
Francois Veyrat

- Enabling contact centers with technology since 1998
  - My company, Interact Strategies, sells, implement and support, Interactive Intelligence premise and cloud systems
Technology

• Importance of communication in times of crisis
  • 12.5 Million letters were sent per week to the western front in 1914
  • First US government mental hygiene program was founded in 1917
The expansion – the call center

- Advent of technology – 1958 first mental health phone hotline
- First ACD 1970 (beneficiary 411 services)
- The 80s
  - Centralized support line
  - 24x7 service delivery
  - Trained specialists
What is now a basic feature set was advanced technology

- Improving the efficiency of the service delivery
  - Call allocation
    - Call routing by carriers (call allocator)
    - Call routing by local systems (IVR)
  - Call Distribution
    - Least cost, least busy staff member
    - Skill base routing
  - Controlling the process
    - Reporting
    - Live monitoring
    - Service level alerts

- What was un-affordable is now accessible by every one
  - 1 Gigabyte of flash memory (the iphone type) in 1991 was $45,000.00 today $0.55
  - Consumer adoption is faster than businesses and corporations…
Millennium shift - The explosion of interfaces

• People are Mobile, Social and constantly connected (Internet of Things).

• There is a specific psychology behind each technology
  • “If it was important she would have texted me”
  • “How many followers and friends do you have?”
  • “why do I need to call to disconnect my service; there must be a better way!”
  • We cannot ignore these specificities – We need to demonstrate empathy and on all channels
From call center to Contact center

- Technology enablement – Empowering our staff
  - We have knowledge of managing call centers for 50 years now
  - And now we can apply the same rules to all media
    - SMS, Chat, email, in app calling, call back requests, video, (fax?)
    - We can enable home workers on all channel
Empowering our staff

- Omni channel User Interface
- Unified desktop
Empowering supervisors

• Pre-set alerts and Point and click supervision
• Easily Control the outcome – make results predictable
• Recording, score carding and training, live speech analysis and alerts
0 impact administration

Moving from Administration to self enablement. Point, click, drag, drop windows graphical interface.
Empowering Directors

Demonstrate value, Control the outcome
- Keep program managers and funders happy

- Quantifying and qualifying results
  - Just in time reporting and dashboards
    - Full detail and overview
  - Quality assurance automation
    - Speech analytics
    - Automated Survey results

- Scheduling and forecasting – workforce management and budgeting
  - What if...

- Today we see more BIG DATA integration project – 360 view
Improving the future

• The Internet Of Things
  • Amazon Mayday.
    • https://www.youtube.com/watch?v=11CjsoB6JHQ commercial
  • Wearable (iWatch)
  • smart house (Echo, Alexa, ) – ambient telephony

• Human to technology relationship
  • Understand the demand
    • Which channel of communication to use
  • Spend time with a counselor
    • Identify breaks in workflow

• Do not hesitate to ask for help! ;)

Do not hesitate to ask for help! ;)

• https://www.youtube.com/watch?v=11CjsoB6JHQ commercial
IT & Business Transformation

Building a
Flexible, Scalable, Simplified
IT Environment

Michael Pettit – Hybrid IT Solution Architect
Why do customers want cloud...

59%
Improve Business Agility

56%
Reduce Cost

44%
Better Support Business Needs
Industry Trends

95% of Respondents Are Using Cloud

- Public Cloud Only: 18%
- Hybrid: 71%
- Private Cloud Only: 6%

Public = 89%
Private = 77%

Source: RightScale 2016 State of the Cloud Report
Hybrid IT Trends

Respondents Adopting Cloud 2016 vs. 2015

- Public Cloud: 88% (2015) vs. 89% (2016)
- Private Cloud: 63% (2015) vs. 77% (2016)
- Hybrid Cloud: 58% (2015) vs. 71% (2016)
- Any Cloud: 93% (2015) vs. 95% (2016)

Source: RightScale 2016 State of the Cloud Report
The Widening Gap

RAPIDLY CHANGING DEMANDS OF THE COMPETITIVE GLOBAL MARKETPLACE

Needs a balanced IT approach
Accelerating Business Demands really Challenges IT

**BUSINESS DEMANDS**
*Need more of everything, faster*

- Increased agility & shorter time to market
- Revenue growth & profitability
- Mobile & Social
- Increased productivity
- eCommerce

**IT CHALLENGES**
*Prioritizing budgets, people, systems*

- Cost containment
- Shorter implementation cycles
- Compliance
- Complexity
- Resource acquisition, retention, skills, and training
How are These Issues Impacting Your Bottom Line?

BUDGET CONSTRAINTS
70%+ of IT budgets spent on routine Maintenance & Operations activities

DIGITAL GROWTH
83% of businesses intend to be a digital business in 3-5 years. Concerns include: rapid changes in technology, impact to infrastructure, limitations of technology, and legacy of processes in place

MISSED OPPORTUNITIES
50% of business respondents say they missed opportunities because their IT department was too slow to respond to shifting business needs

ADDRESSING THESE ISSUES REQUIRES A DIFFERENT APPROACH

Emerging Platform
Where CenturyLink is Heading

- Public Cloud
  - UI & API
  - Multi-Tenant & Bare Metal
- Private Cloud
  - Managed Services
  - Managed Services Inc., OS, Apps, FW, LB Monitoring, Dedicated Secure
  - Compliance WL, Flexible Hybrid
- Infrastructure
  - Non-Managed
  - Colocation
- Network Access
  - Cloud Exchange
  - SD-WAN
  - Broadband
  - VoIP

Unified Platform
Integration Monitoring Management
CenturyLink = Hybrid IT

Cloud + Colocation + Network + Managed Services

Security | Storage | Consulting

57+ Data Centers | Tier 1 Network

Enterprise Substrate, Hybrid to Physical
World Wide Cloud Data Centers

- United States
  - Chicago
  - Salt Lake City
  - New York
  - Sterling
  - Seattle
  - Santa Clara

- Canada
  - Toronto - Markham
  - Toronto - Mississauga
  - Vancouver

- Great Britain
  - Portsmouth
  - Slough

- Germany
  - Frankfurt

- Asia-Pacific
  - Singapore

13 Public Cloud Nodes
Security

Continuous Improvement through Continuous Monitoring

- Provides layers of protection for comprehensive device management, threat intelligence and incident response.
- Services are location agnostic, scalable, easily integrates with existing infrastructure.

Advanced Threat Detection & Remediation Services
Managed Security Technologies
Hybrid IT Use Case: Cancer Research Not for Profit

Application

• Primary Website, DR, CRM and Development

Situation

• Primary Website refresh needed
• Unable to support needs of the business
• Development managed by external 3rd party
• Runaway costs
• Operational support complications
Solution

Results:

- Reduced Cost
- 24/7 Production Support (MS)
- Flexibility
  - Non Managed DR, Dev
- Increased Capacity
CenturyLink IT Experience

INCLUDING THESE CLIENTS

- Waldorf Astoria
- Allstate
- WallStreet Systems
- Harte Hanks
- Universal Music Group
- London Metal Exchange
- Thomson Reuters
- Discovery Communications
- BCBG Max Azria
- Hallmark
- OfficeMax
- NorthStar
Trusted Partner to Global Businesses
SOFTWARE DEFINED NETWORK (SDN)

ETHERNET

NETWORK FUNCTIONS VIRTUALIZATION (NFV)

ACCESS

MANAGED OFFICE AND ENTERPRISE DATA & VOICE COMMUNICATIONS

PUBLIC IP-PRIVATE IP GATEWAY

SELF-SERVICE PORTAL

MARKETPLACE

HOSTED VOIP

IT OUTSOURCING

NEXT GENERATION PRIVATE NETWORK

SECURITY

EQUIPMENT AS A SERVICE

IAAS

PAAS

END-TO-END PERFORMANCE MONITORING

SAAS

CenturyLink

Offers secure, seamless “single pane of glass” experience, with on-demand click-button provisioning, self-service management, increased, one-stop access to CenturyLink portfolio, and cost savings.

Click each product for more information
SimpleTek

27 years of helping organizations efficiently manage technology
What are your biggest technology-related technology challenges?

Start this poll to accept responses
CIO Magazine Study Shows

<table>
<thead>
<tr>
<th>Industry</th>
<th>IT Budget as a Percent of Revenue</th>
<th>Users per IT Staffer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>10.5</td>
<td>15.7</td>
</tr>
<tr>
<td>Government</td>
<td>7.8</td>
<td>37.8</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>6.2</td>
<td>48.3</td>
</tr>
<tr>
<td>Health Care</td>
<td>5.0</td>
<td>25.4</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>3.4</td>
<td>40.9</td>
</tr>
</tbody>
</table>
• Need to get the most out of every dollar
• Improve support to user ratio
Fundamental Choices

• Channel or Direct for Vendors
• How do you get Access to SME’s
• How do you manage Details
• How identify potential cost savings
• Internal staffing vs. Outsourcing
Direct vs. Channel Sales

- Limited Product Offering vs. full array of vendors and products
- Try to make you fit their product vs. a custom plan for your organization
- Bound by Corporate demands vs. Not handcuffed by Vendors
- Constant Turnover vs. Stability
- Only care about what they sell vs. true desire to learn your operation
- Limited Knowledge base vs. Extensive experience and resources

NOT ALL CREATED EQUAL – We use Tony Bailey at 2Evolve TECHNOLOGIES
7-Step Expense Reduction Audit and Inventory

1. Gather information
2. Bill Review
3. Rate Review
4. Contract and Obligation Review
5. Utilization/Optimization
6. Technology Review
7. Determine Plan
Gather Information and Document everything:

- Corporate Information
- Copies of Bills
- Copies of Contracts
- CSR’s from Service providers
- Cost Allocations and Approval processes
- Busy Studies / Utilization Reports

Analyst review and parse through details to draft a full report
Immediate Steps you can take:

• Have someone look at the bills to see if there are any 3rd party charges (Dispute and ask for a credit going back to the beginning)
• Call your service providers and ask if there is anything that can be done to reduce the cost
• Confirm every telephone number you have rings to someplace
• Request Service history for all maintenance agreements
• Check to see if you are being charged for features not used
• Use free services that are available
• Provide copies of bills to Channel Partner to compare to benchmarks
Managing Expenses

• Automate Invoice Processing
  • Verification
  • Approval
  • Coding
• Review contract every 6 months
• Dispute any charges that are not correct
• Compare your rates and technologies vs current
• Pull Monthly reports for all expenses
Acquisition and Negotiations

• Develop a needs assessment
• Establish quote requirements
• Distribute to no less than 3 vendors
• Establish a response checklist for comparison
• Select 2 finalists to make a presentation
• Request final pricing and special items
• Choose a lead vendor and request one-time credits
Consider Outsourcing Support

• Remote Help desk support (Per user is most desired)
• On call specialized network of field technicians (pay as you go)
• All SME’s and Resources of Channel Partner (Free to you)
• Engage Specialized Consultants to help evaluate and implement projects
Find a way to keep informed
Business Trends

Cloud and customer buying preferences are driving IT/Telecom convergence and will increase the share of Telecom procurement through channels.

- **GLOBAL BUSINESS:** Partnering to Increase Value (60%) – Partnering to increase value is becoming more important to customers.
- **GLOBAL LANDSCAPE:** Shift to Bigger Partner Networks (73%) – The landscape is moving towards larger partner networks.

*Source: IBM C-Suite Study “The Customer-activated Enterprise”*
The Channel Alliance **mission** is to empower partners to elevate their business through CenturyLink's comprehensive portfolio and expertise by enabling their ability to evolve with the market as IT needs change.
CCA Program Details

Uniquely positioned to
HELP GROW YOUR BUSINESS

<table>
<thead>
<tr>
<th>ENTIRE PORTFOLIO</th>
<th>CUSTOMER SEGMENTS</th>
<th>MEMBER BENEFITS</th>
<th>CHANNEL HARMONY</th>
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</thead>
<tbody>
<tr>
<td>• Qualified Workloads</td>
<td>• SMB through National &amp; Global Enterprise</td>
<td>• MRR Compensation Model</td>
<td>• Innovator in enabling teaming between partners and direct sales professionals</td>
</tr>
<tr>
<td>• Big Data, Digital/eCommerce, Disaster Recovery, Storage</td>
<td>• State &amp; Local Government</td>
<td>• Promotions, Incentives &amp; SPIFs</td>
<td>• Application Resellers</td>
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<tr>
<td>• Managed Services</td>
<td>• Education/E-Rate</td>
<td>• Partner Portal</td>
<td>• ISV</td>
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<td>• Data Centers: Colocation, Cloud Managed Hosting</td>
<td>• Federal</td>
<td>• SalesForce.com</td>
<td>• System Integrators</td>
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<tr>
<td>• Voice &amp; Collaboration</td>
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<td>• Business Development Team</td>
<td>• Financial Services</td>
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<td>• Networking</td>
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<td>• Plug &amp; Play Marketing Programs</td>
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<td>• Extensive Training &amp; Support</td>
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Uniquely positioned to HELP GROW YOUR BUSINESS
Industry Leaders on Your Side

Channel Alliance members are **important** and are **rewarded**

The CenturyLink Channel Alliance Program provides

**PROVEN TOOLS TO MAXIMIZE YOUR SUCCESS**

<table>
<thead>
<tr>
<th>BEST ONLINE SALES TOOLS</th>
<th>ENABLEMENT &amp; TRAINING</th>
<th>MARKETING &amp; COMMUNICATIONS</th>
<th>SALES &amp; TECH SUPPORT</th>
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<tbody>
<tr>
<td>Manage relationships and leads; locate other Channel Alliance Members</td>
<td>Be prepared to sell CenturyLink products and services</td>
<td>Monthly Newsletter</td>
<td>Winning combination of field and inside pre- and post-sales, operations, and technical support</td>
</tr>
<tr>
<td>Anytime access to documentation</td>
<td>Gain proven sales skills, technical information, and product expertise</td>
<td>Co-branded marketing collateral and campaigns</td>
<td>Dedicated Channel Sales Manager</td>
</tr>
<tr>
<td>Access customer account information</td>
<td></td>
<td>MDF Program</td>
<td>Co-sponsored events and webinars</td>
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<td></td>
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<td>Web Content syndication tool</td>
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<td>Marketo Sales Insights HTML email campaigns</td>
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<td>In-a-box marketing plans, ideas, support</td>
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CenturyLink’s Value to Your Customers

CenturyLink responds to IT complexity with comprehensive and flexible managed services that simplify, automate, and accelerate business performance.

**COMPREHENSIVE SERVICE OFFERINGS**
- Single-source, turnkey, managed services provider offering end-to-end solutions
- Experienced and accountable teams who thrive in IT complexity
- 24/7/365 customer support simplifies IT management

**FLEXIBLE & AGILE DELIVERY MODELS**
- We build for scale, managing services across 60+ global data centers
- Certified experts improve agility by securing networks, infrastructure, and app environments
- Proven financial models and controls track budgets and predict IT costs

**ACCELERATED BUSINESS PERFORMANCE**
- Keep pace with global competition with scalable IT initiatives
- Collaborative partnership for bimodal IT and digital transformation initiatives
- Simplify IT management and costs
CenturyLink Channel Alliance Partner Ecosystem

- Procurement
- Complex Solutions

- Commercial Real Estate Brokers
- Business Process Outsourcer
- MSPs Managed Service Providers
- VARs Value Added Resellers
- Systems Integrators
- ITO IT Outsourcing

- Group Purchasing Organizations
- Traditional Telecom Partners / Master Agents
- ISV Independent Software Vendors
- Third Party Data Center
- Application Developers

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Greater Than The Sum of Its Parts

- **Strategic alliances** are integral to success
- Broad portfolio enables partners to pivot to meet competitive market demands
- Creating **joint solutions** to deliver measurable results
- Recently leveraged tactical relationship to create infinitely scalable data warehousing platform
- Another partner empowers business customers to manage workloads spread across multiple cloud platforms
- Building **repeatable technology and go-to-market strategies**