



# CSC EMBRACE

**A Multitenant Contact Center solution  
on HP Non-Stop Servers**



Mark Winther, CSC

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## EMBRACE

*When Communication and Flexibility Matter!*



# CSC

## Company Overview



# Since 1959, We've Helped Clients Achieve Competitive Advantage From Every Major Technology Wave

We are a **world leader** in leveraging IT to develop business solutions and services

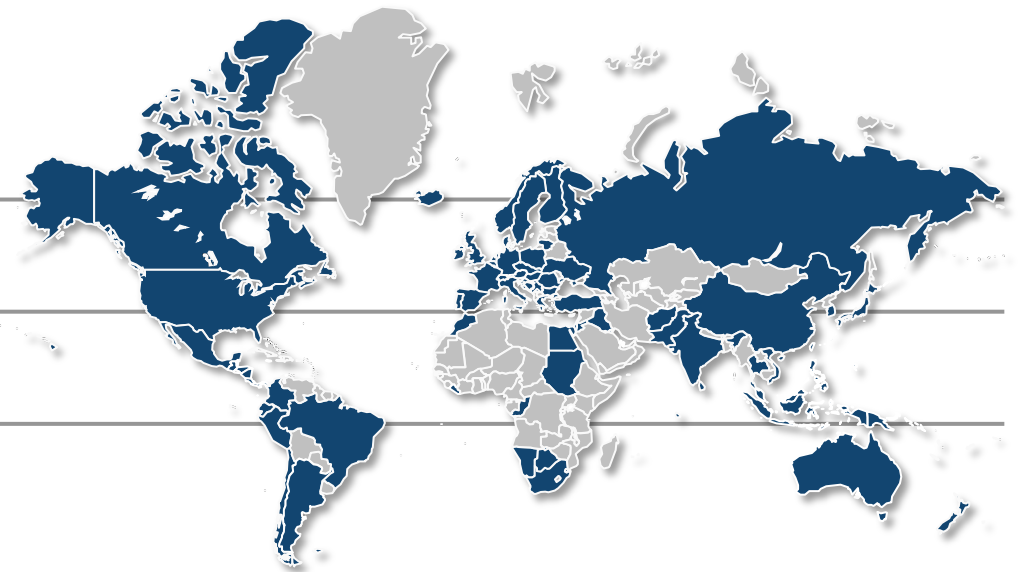
Market-leading corporations and major government agencies partner with us **when delivery is critical to their mission**

Our **92,000 professionals** serve clients in more than 90 countries

We support clients in all industry verticals, with locally representation

Our **global delivery network** provides consistent delivery of solutions and services — common processes and highly skilled, cost-effective, multilingual resources

We are CSC: an NYSE, Fortune 200 and Fortune Company, with a 50-year track record of **client excellence**

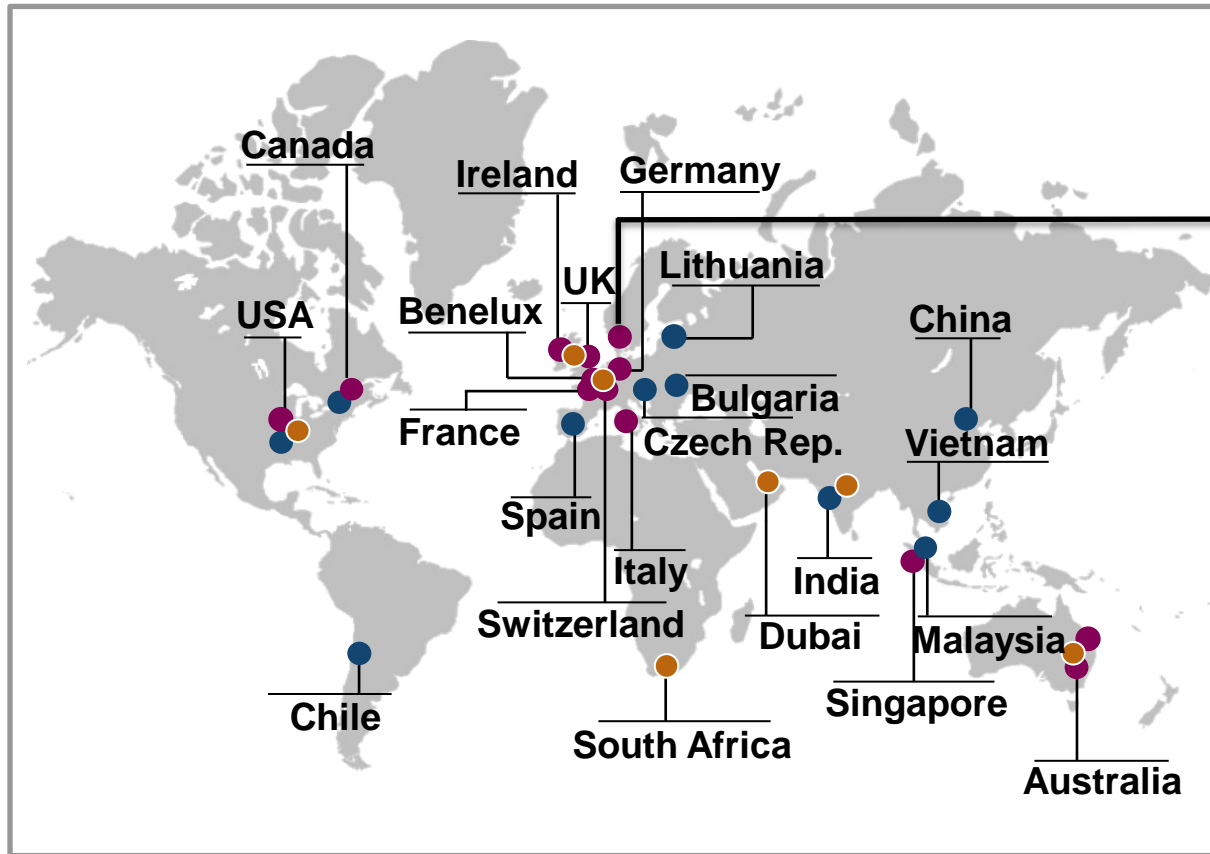


**Across the globe — when delivery is critical**

# We Are Represented in All Client Industry Verticals, With Expert Resource, Services and Capabilities

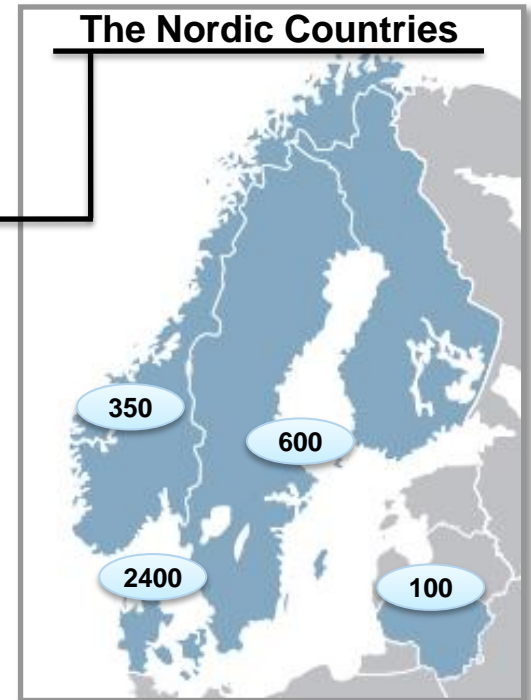


# Our World Sourcing Network Delivers Globally Consistent, High-Quality, Cost-Effective Solutions



**60+ World Class Interconnected  
CSC Sourcing Centers**

- Global Centers
- Outsourcing Centers
- Dedicated Delivery Centers



- Offices in Denmark, Norway and Sweden, with near-shoring out of Lithuania.
- CSC Nordic is approximately 3,450 employees.
- \$930 million in Revenue, 2010
- Supported by global CSC delivery network and off-shoring options



# Nordic Customers & Product Facts

## (Selected)

### CSC Nordic

References: Embrace Contact Center

Tryg

Moderna

SAS

if...

enter  
Forsikring

CSC



### CSC Nordic

References: Other Services

VELFÆRDSMINISTERIET

VITAL

point

Det Berlingske Officin

Det Berlingske Officin

Færdselsstyrelsen

Færdselsstyrelsen

AMF  
PENSION

Länsförsäkringar  
Bank & Försäkring

Handelsbanken

spp

nkt cables

NYNÄSHAMN  
EKOKOMMUN



SÖDERTÄLJE KOMMUN

CPR

DnB NOR  
Finans

E2.TELE2.TEL

via travel

Landstinget  
i Östergötland

BAE SYSTEMS

GRUNDFOS

HALDOR TOPSOE

FINANSMINISTERIET

HYDRO



GJENSIDIGE

telenor



DONG  
energy



SAAB

POLITI



UDENRIGSMINISTERIET

KLP

POST

SpareBank 1



FORSVARET

BOMBARDIER  
TRANSPORTATION

ISS

Nordea



Statoil

ERICSSON  
TAKING YOU FORWARD

PFA  
PENSION

TRYGG HANSA

BBS

TDC

STATOIL

Göteborgs Spårvägar

@dan

SKF

CSC

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fidential

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# CSC EMBRACE

**A Multitenant Contact Center solution  
on HP Non-Stop Servers**

## Product Introduction

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## EMBRACE

*When Communication and Flexibility Matter!*

# The Essence of CSC Embrace

**A centralized tool, which ensures customer service that is independent of time, location and systems.**

## Product Facts:

- CSC Nordic has since 1993 delivered Contact Center & consultancy services
- 6 countries (England, Finland, Estonia, Sweden, Denmark, Norway)
- 100 geographical locations
- 20 million yearly transactions (Voice and E-mail)
- 4000 active Nordic agents
- A CSC owned and developed solution
- Offered as a:
  - CSC Software-as-a-Service, delivered from the Cloud
  - A dedicated setup, at the client's premises
- Supports flexible work locations, including Work-from-home



- CSC Embrace provides full 360° visibility of all active customer enquiries and allows for optimal utilization of available resources, independent of organizational size, structures or employees geographical locations
- An advanced add-on solution, easily integrated into clients existing telephony systems and business tools



# The Essence of CSC Embrace

## CSC Embrace - When communication and flexibility matter

CSC Embrace is an advanced Contact Center solution, easily integrated to clients existing business tools and telephony systems

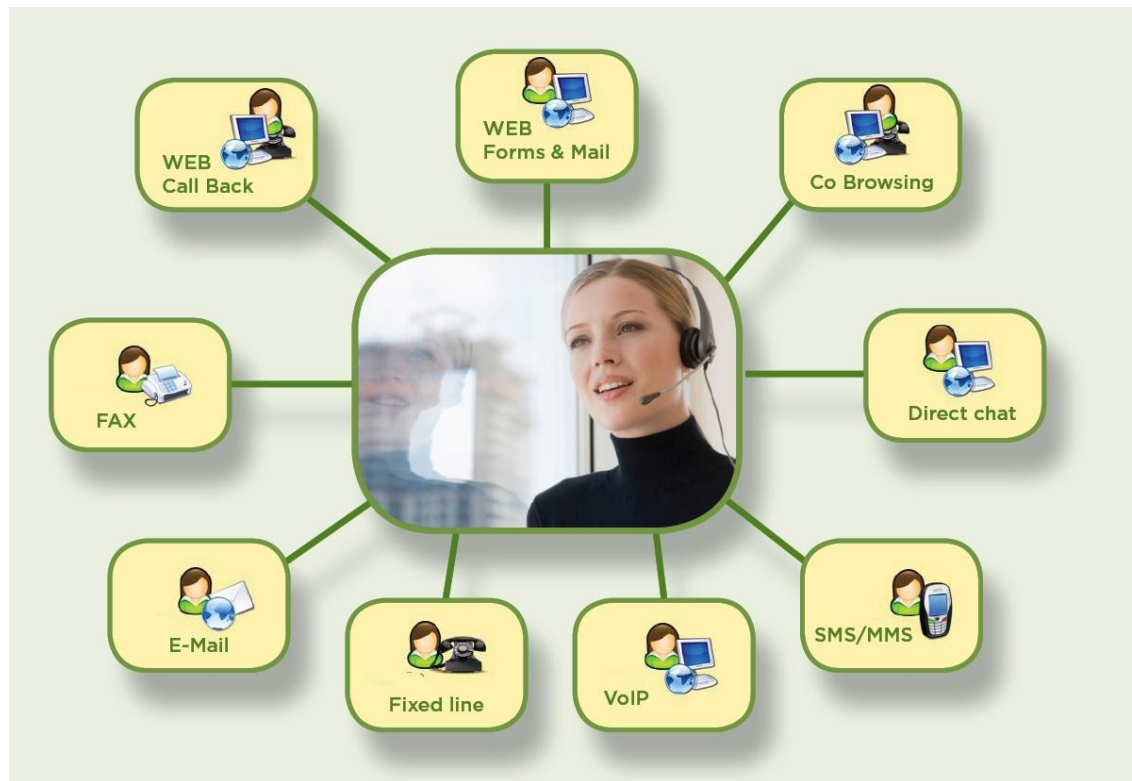
It is designed as a independent and scalable add-on SaaS solution for easy integration with minimal cost, whilst ensuring maximal and centralized control

The system support organizations with large numbers of customer interactions, originating from multiple contact points

CSC Embrace provides full visibility of all active customer enquiries and allows for optimal utilization of resources, independent of organizational size, structures or employees geographical locations

Embracing multiple in- and outbound contact points and advanced Web functions into one centralized tool, optimizes the overall customer handling, quality and productivity

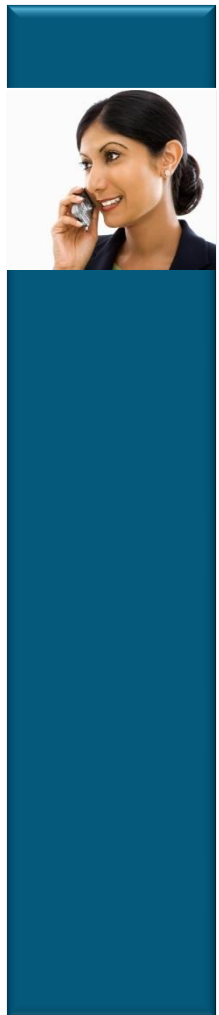
Advanced queue features



Optimal service and employee planning,  
via optional Workforce Management module

# CSC Embrace

## Key Benefits

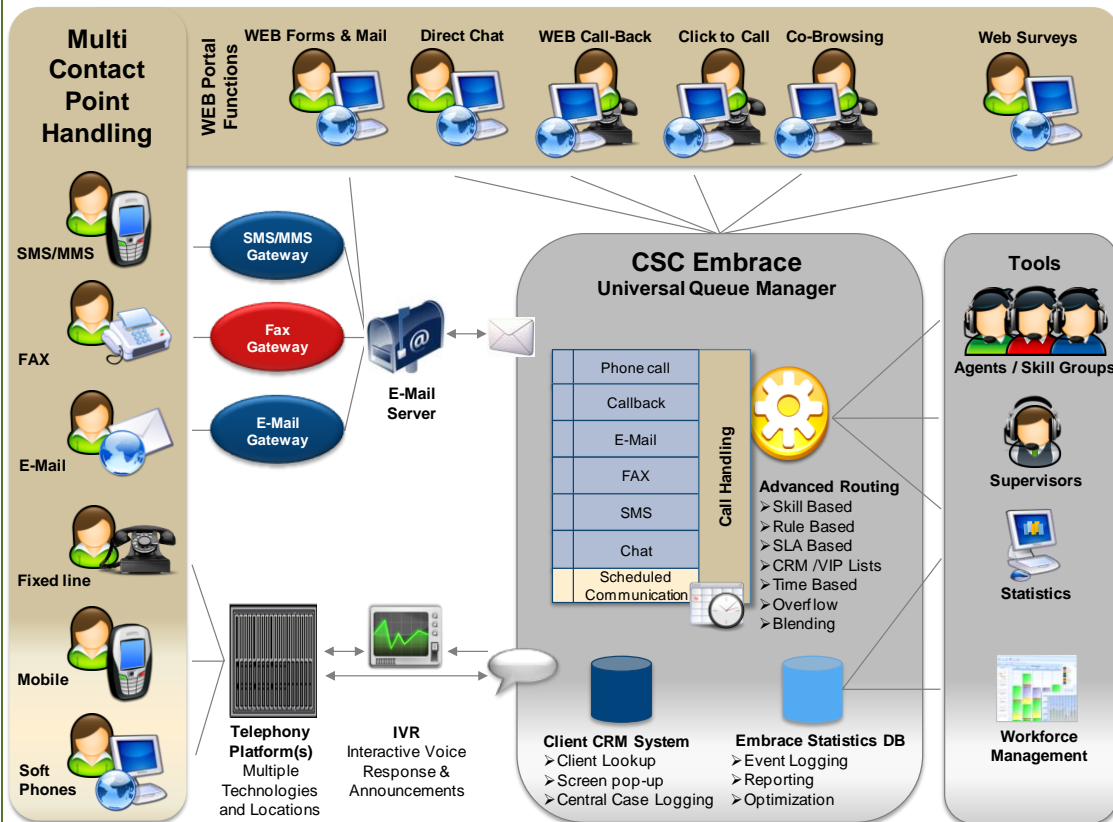


# A Contact Center With Leading Functionalities

(Selected)

## CSC Embrace - Matches the right customer to the right employee

- **Realize strategies for improved customer self-service and time/cost optimizing services**, using Multiple Contact Points & Advanced WEB functions
- **Higher customer service levels & agent utilization** via centralized channel statistics, combined with advanced routing options
- **Optimal routing flexibility, with centralized handling**, using one universal & virtual queuing for all contact channels
- **Strong forecasting using Workforce Management**, combined with back office activity tracking and global reports
- **Geographical & Organizational independent** with total worldwide visibility and call control
- **Multiple employee/outsourcing strategies supported**, with remote login
- **Utilizes existing company telephony platforms & business systems**. Route calls across regions, via Embrace's independent systems/technology integrations



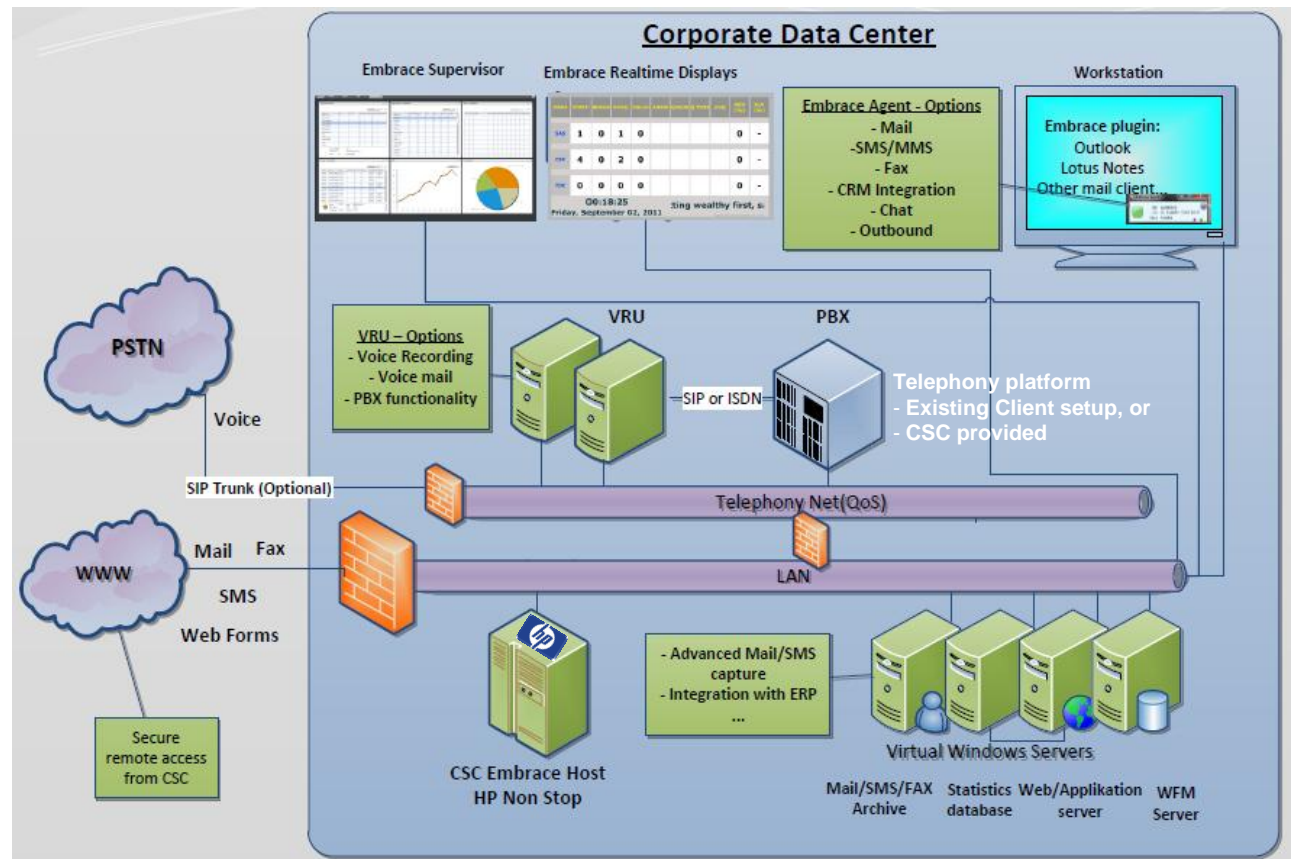
**Caller Identification, VIP routing & automatic screen-popup in corporate business systems**

# CSC Embrace

## Leading Contact Center Functionalities, running on HP-Non Stop Servers

### Increasing the value of your HP Partnership and Technology

- Utilize existing HP-Non Stop capacity, with a locally installed solution, or
- Benefit from a complete CSC provided Software-as-a-Service solution, delivered from the Cloud



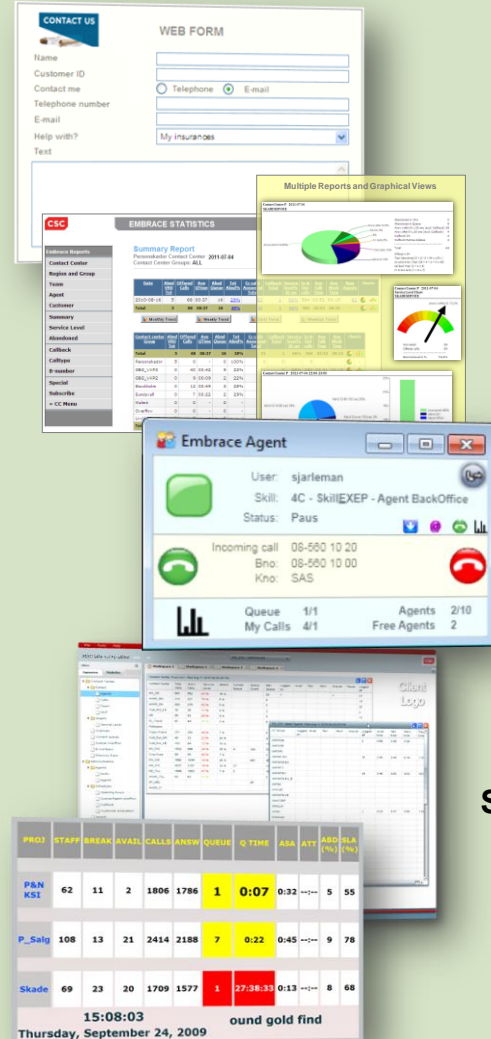
# CSC Embrace – Product Introduction

## Easy Handling and administration



**CSC EMBRACE** - a centralized tool, which ensures customer service that is independent of time, location and systems.

**Optional:**  
CSC's IP Telephony and  
Voice recording functionality



**Integrated WEB  
functions and  
contact forms**

**Detailed  
Statistics**

**Easy to use  
Unified Agent**

**Supervisor Tools**

**Real Time  
Displays**



# CSC Embrace

## The Right Solution For Our Clients

- Lack measures to execute a growth strategy
- Multiple contact centers in multiple locations
- Low employee utilization & flexibility
- Company departments grown dramatically.
- Wish to improve customer satisfaction
- Business requirements not supported in current Call center
- Need for visibility and scalability in workloads
- Company wish to focus on core business
- Technical limitations & stability issues on old/mixed Telephony infrastructure
- Wish to move from CAPEX to OPEX



### Challenges

- Lost up-/cross-selling revenue opportunities
- Lost business opportunities
- Reduced margins on call center ROI
- Cannot forecast and meet demands in peak loads
- Costly campaigns
- Low employee flexibility
- Not able to attract and retain the best workers
- High degree of absence among call center employees
- Efficiency levels are low and there is no effective analytical approach to route and handle calls
- Companies expect faster time to market



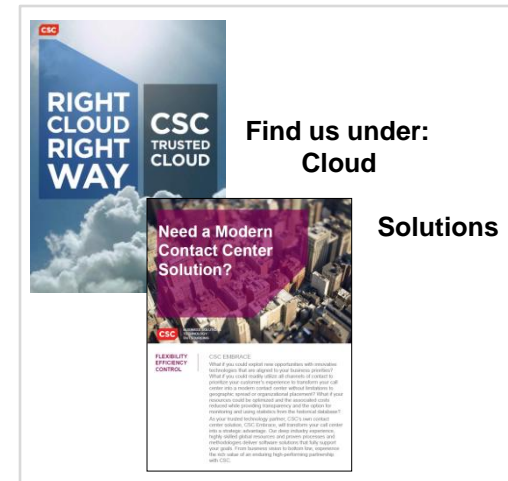
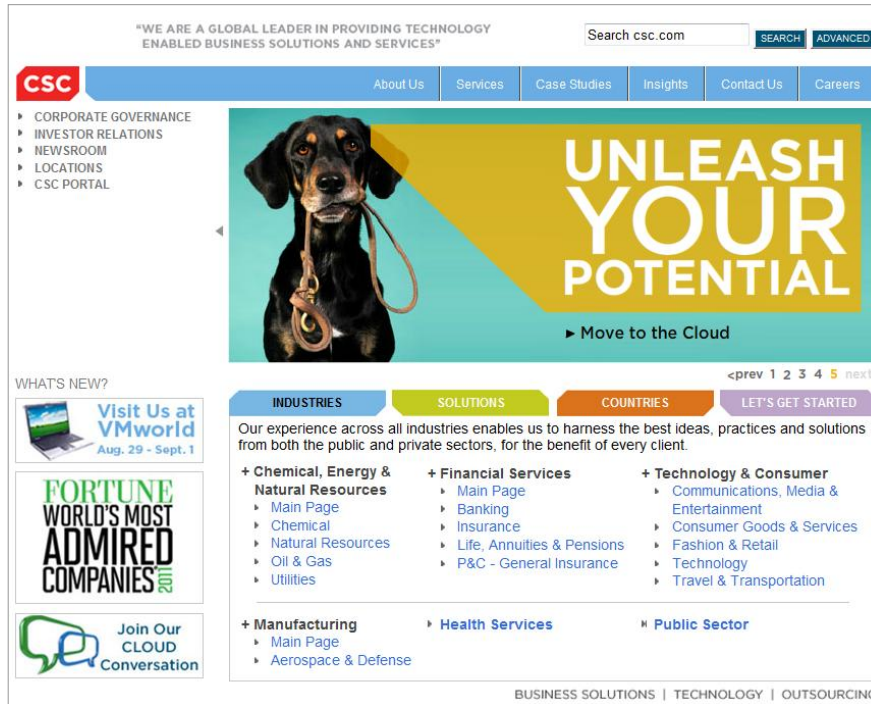
### Consequence

- CSC Embrace – a well proven solution and operational track record
- One global contact Center solution
- Implementation and operation of a state-of-the art contract center strategy
- Cost saving contact channels, which are aligned with business targets
- Service clients through more than just Telephony. E.g. Email, SMS, MMS, Web, chat
- Integration to leading workforce management Solution
- Expand with cheaper Voice over IP telephony (SIP)



### Solution

# Learn More About Us On Our CSC Websites



Denmark: [www.csc.com/dk](http://www.csc.com/dk) Sweden: [www.csc.com/se](http://www.csc.com/se) Norway: [www.csc.com/no](http://www.csc.com/no) Global: [www.csc.com](http://www.csc.com)

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