

Kandy Powers Masergy Visual Auto Attendant Offering for Businesses

Expands Cloud Communications offering with web-based one click voice service to help businesses connect the right resource quickly. The Kandy solution enables real time customer interactions directly from any business customer web page.

Customer

Masergy owns and operates the largest independent Software Defined Platform in the world, delivering hybrid networking, managed security and cloud communication solutions to global enterprises. Their patented technology, customizable solutions and unmatched customer experience are why a growing number of leading organizations rely on Masergy to deliver performance beyond expectations.

Challenge

A company's webpage today is a functional business portal, where prospect or customer interaction with a company may start. When such visitors cannot complete their needs on the website, they move to a phone call. In fact, over 70% of call center interactions are preceded by a website visit. This transition from the web to the phone generally loses the context that was developed on the web site.

Solution

Ribbon's Kandy cloud-based Communications Platform as a Service powers Masergy's Visual Auto Attendant (VAA) that enables real time customer interactions directly through the browser initiated from any page on the customer's website. The transition from a webpage visit to a real-time communications experience is seamless, as the visitor is connected to the appropriate resource based on their selection of VAA menu options on the website prior to starting a voice call. The visitor saves time by not having to use a telephone. Moreover, the visitor no longer needs to listen to lengthy automated attendant greetings and make touch tone selections to get connected to the appropriate resource.

Masergy, or the end customer web administrator can easily customize the VAA menu options using simple copy-and-paste commands provided by the Kandy solution. The totally self service solution helps Masergy drive incremental revenue without overhead and operational costs.

Result

Masergy and many of its customers have now deployed the VAA solution on their web sites allowing their customers to connect with their service representatives easily.

Examples:

<https://www.masergy.com/support> - (Call Support Now)

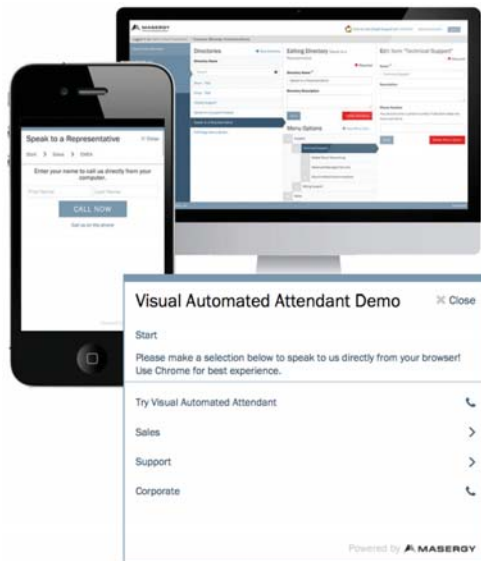
<http://selectvoiceanddata.net/> - (Speak to an Expert)

<http://www.ladezign.net/> - (Speak to a Representative)

About Kandy

Ribbon's Kandy communications Platform-as-a-Service is a real time software development platform built from Ribbon's core communications, presence, security and real time technologies. Kandy enables service providers, enterprises, software vendors, systems integrators, partners and developers to enrich their applications and services with real time contextual communications, providing a more engaging user experience. For more information visit kandy.io.

Visual Automated Attendant



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