



## Communication as a Service

Simplify and automate your ability to offer high quality customer engagements and support with 3CLogic's end-to-end Computer Telephony Integration (CTI) for ServiceNow.

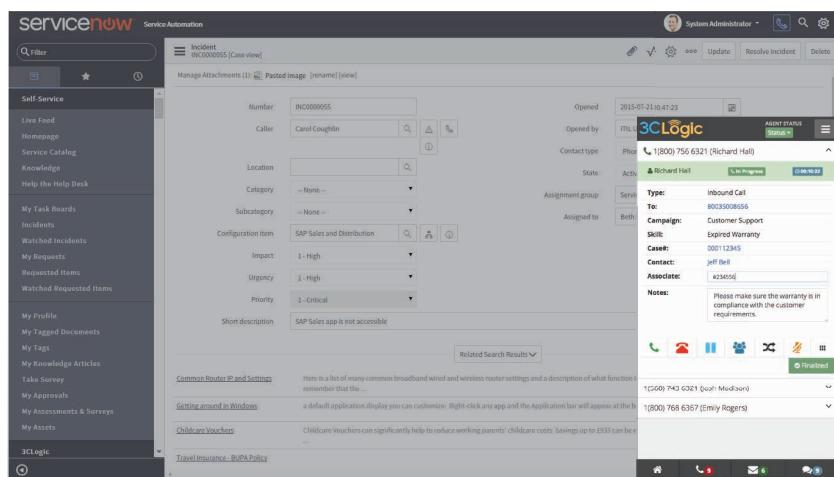


Figure 1 - 3CLogic and ServiceNow

### Enhance Workflow Efficiency

Seamlessly route customers to the user most qualified to address their service request using 3CLogic's Interactive Voice Response, Automatic Call Distribution, and Skills-based Routing features, optimizing resource utilization while increasing productivity.

### Enable Self-Service

Empower customers to resolve their own needs through intuitive Interactive Voice Response (IVR) capabilities, freeing users to address more pressing initiatives while reducing support costs.

### Automate Manual Processes

Automatically populate user screens with each customer's open incident and account information upon every interaction, enhancing efficiencies and streamlining service delivery.

### Contact Clients with a Click

Convert every phone number stored in ServiceNow into a convenient click-to-call button, removing the need for users to search for and manually dial a client's contact information.

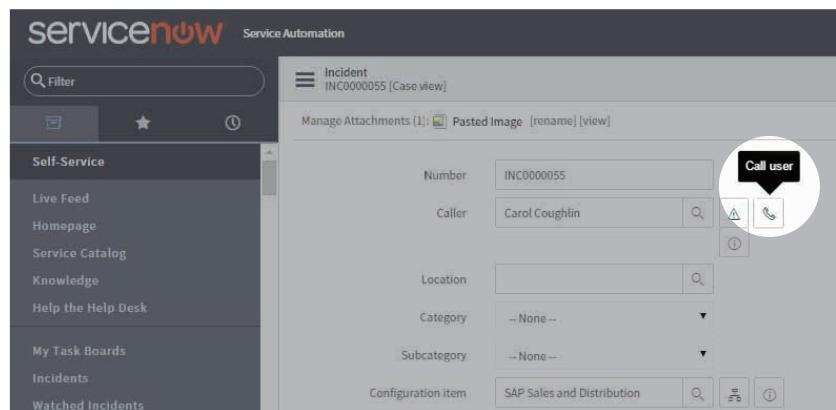


Figure 2 - Click to Call Button

## Enhance Business Intelligence

Combine customer interaction data with incident reports to more accurately assess user performance and understand if service expectations are being met.

## Leverage Existing Infrastructure

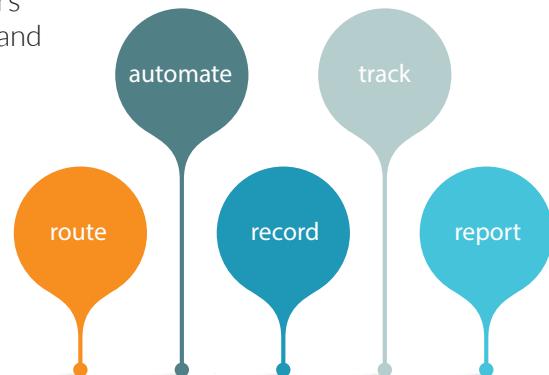
Integrate 3CLogic's VoIP telephony solution with ServiceNow's OpenFrame CTI while complementing existing on-premise systems including Cisco and Avaya.

## Facilitate Multichannel Support

Enable users to service customers across multiple channels and touch points (telephony, email, web-based chat, SMS, social media) from a single workspace with 3CLogic's all-in-one multichannel solution.

## Increase Supervisor Visibility

Offer supervisors the ability to record, monitor, and coach users during customer interactions, facilitating best-in-class service and compliance with company and industry protocol.



## Enhance Customer Engagements with Integrated CTI

### Integration Benefits

- ✓ Streamline Customer Interactions
- ✓ Enhance Workflow Efficiency
- ✓ Optimize Resources
- ✓ Automate Manual Processes
- ✓ Increase Supervisor Visibility
- ✓ Enable Client Self-Service
- ✓ Leverage Existing Infrastructure
- ✓ Increase Client Retention
- ✓ Deliver Exceptional Customer Service

