FROST & SULLIVAN

BEST PRACTICES

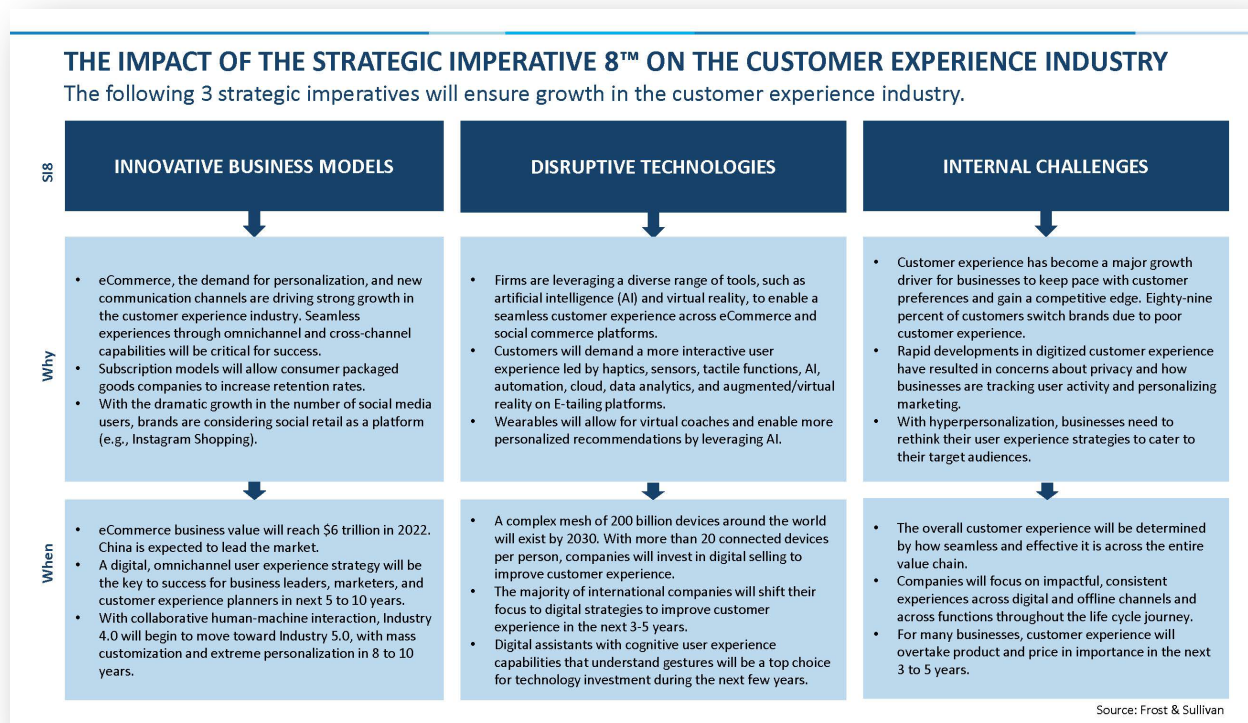### AWARDS

FROST & SULLIVAN

2020 **BEST PRACTICES AWARD**

e·contact
transformando conversaciones

2020 LATIN AMERICAN CONTACT CENTER SOLUTIONS TECHNOLOGY INNOVATION LEADERSHIP AWARD

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of e-Contact is a reflection of how well it is performing against the backdrop of these imperatives.

THE IMPACT OF THE STRATEGIC IMPERATIVE 8™ ON THE CUSTOMER EXPERIENCE INDUSTRY
The following 3 strategic imperatives will ensure growth in the customer experience industry.

SI8	INNOVATIVE BUSINESS MODELS	DISRUPTIVE TECHNOLOGIES	INTERNAL CHALLENGES
Why	• eCommerce, the demand for personalization, and new communication channels are driving strong growth in the customer experience industry. Seamless experiences through omnichannel and cross-channel capabilities will be critical for success. • Subscription models will allow consumer packaged goods companies to increase retention rates. • With the dramatic growth in the number of social media users, brands are considering social retail as a platform (e.g., Instagram Shopping).	• Firms are leveraging a diverse range of tools, such as artificial intelligence (AI) and virtual reality, to enable a seamless customer experience across eCommerce and social commerce platforms. • Customers will demand a more interactive user experience led by haptics, sensors, tactile functions, AI, automation, cloud, data analytics, and augmented/virtual reality on E-tailing platforms. • Wearables will allow for virtual coaches and enable more personalized recommendations by leveraging AI.	• Customer experience has become a major growth driver for businesses to keep pace with customer preferences and gain a competitive edge. Eighty-nine percent of customers switch brands due to poor customer experience. • Rapid developments in digitized customer experience have resulted in concerns about privacy and how businesses are tracking user activity and personalizing marketing. • With hyperpersonalization, businesses need to rethink their user experience strategies to cater to their target audiences.
When	• eCommerce business value will reach $6 trillion in 2022. China is expected to lead the market. • A digital, omnichannel user experience strategy will be the key to success for business leaders, marketers, and customer experience planners in next 5 to 10 years. • With collaborative human-machine interaction, Industry 4.0 will begin to move toward Industry 5.0, with mass customization and extreme personalization in 8 to 10 years.	• A complex mesh of 200 billion devices around the world will exist by 2030. With more than 20 connected devices per person, companies will invest in digital selling to improve customer experience. • The majority of international companies will shift their focus to digital strategies to improve customer experience in the next 3-5 years. • Digital assistants with cognitive user experience capabilities that understand gestures will be a top choice for technology investment during the next few years.	• The overall customer experience will be determined by how seamless and effective it is across the entire value chain. • Companies will focus on impactful, consistent experiences across digital and offline channels and across functions throughout the life cycle journey. • For many businesses, customer experience will overtake product and price in importance in the next 3 to 5 years.

Source: Frost & Sullivan

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. e-Contact excels in many of the criteria in Latin America contact center solutions.

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Technology Incubation	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

e-Contact Delivers Lynn: A Platform for True Omnichannel Integration and Efficient Service

e-Contact is an experienced and trusted channel partner, integrator, and application developer for contact center solutions in Latin America. In the last five years, e-Contact has supported clients' efforts to meet end customers in digital channels, developing pieces of technology and point solutions across multiple channels and chatbots. Perceiving the evolving trends and needs of contact centers, e-Contact decided to put the pieces together into a unified platform that immediately drives value and brings together previously siloed or disparate channel solutions into a single solution called: Lynn. Lynn enables contact centers and enterprises of all sizes to interact conversationally with consumers in their chosen channel. Making it easy to develop and maintain sophisticated omnichannel engagement, Lynn helps organizations embrace and succeed in digital transformation.

While voice service remains the most considerable portion of contact center operations, new channels such as email, text, and chat and new digital channels are gaining traction fast and increasingly represent where customers expect to interact with banks, brands, and service providers of all types. Especially in Latin America, younger consumers seek to interact through digital channels, such as short messaging service (SMS) text, social media, and WhatsApp. Many organizations do not have the resources or background to operate or provide for a contact center. Some may have developed their own chatbots to cope with demand. Frequently, organizations in Latin America find themselves in a situation with numerous, siloed solutions with no unified infrastructure to connect and manage interactions across channels (to be able to properly map the customer journey, leverage deflection strategies, or synchronize data).

In 2020, in the wake of the COVID-19 pandemic, enterprises and organizations of all kinds realize they must accelerate digital transformation initiatives, movements to the cloud, and omnichannel efforts. While organizations may seek to move their contact center and customer engagement strategies to the cloud, most still lack the internal expertise and resources to maintain and integrate solutions. They need a unified orchestrator that can operate across channels, coordinate data, and drive efforts to provide

better customer service and hold down costs. Banks, telecommunications providers, retailers, healthcare providers, education institutions, and all types of organizations need to communicate with a broad consumer base yet lack the resources (whether contact center agents or chatbot capabilities) to deal with thousands of simultaneous interactions across numerous channels. Additionally, enterprises know that capturing all the potential data generated in interactions can help them serve those customers if analyzed and leveraged appropriately and at scale.

Lynn is the Orchestrator in the Middle of Digital Transformation

Lynn serves as the orchestrator, making it easy to integrate numerous channel solutions and coordinate customer handling and data. With Lynn as the gateway, contact centers and organizations can easily harmonize their omnichannel strategies and organize how they use chat, interactive voice response (IVR), and voice calls in a comprehensive digital transformation. Contact centers bringing together voice and digital channels can leverage Lynn as a single interface to manage those channels, design business rules, move data back and forth easily between channels, and gain analytics into it all for deeper insights. Lynn is agnostic, working through representational state transfer (REST) application program interface (APIs) to connect with contact center engagement solutions to integrate workflows and existing system investments. Leveraging this robust middle orchestration, Lynn can connect and switch from chatbots, to agent chat, and then to live agent voice calls seamlessly.

Users can design a common front-end framework to use a consistent flow across channels. The platform can direct to a channel the consumer uses most frequently, offer to select the self-service option if consumers wait too long for a live

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> *- Nicholas Baugh, Best Practices Research Analyst*

voice agent, or send to a live agent who can discuss what the consumer is interested in and close the deal. Moreover, using a transcription engine, Lynn can even integrate IVR text to voice channels and supply all the relevant information and transcript to a live agent. Lynn gathers known context about the user's account to answer questions, driving better customer experience and conversations in a personalized journey. Organizations without contact centers use Lynn to align messaging across numerous channels and gain the efficiency and productivity of a robust solution for removing friction from the end customer experience.

Lynn Connects all Channels in a Single Platform
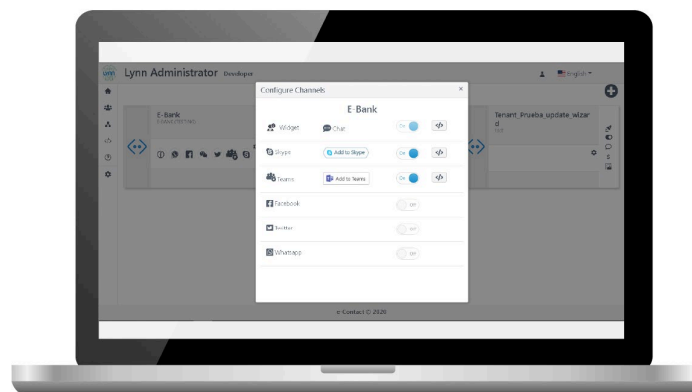
Source: e-Contact

Omnichannel in One Platform

With the Lynn platform orchestrating reactions, contact centers and enterprises can integrate and manage previously disparate engagement strategies in one place to achieve a true omnichannel posture. Drawing from experience building integrations for numerous channels and point solutions, e-Contact developed Lynn to bring together infrastructure across channels and accommodate the growing preference for digital channels. Lynn orchestrates engagements for agent chat and chatbots for a truly omnichannel strategy (including but not limited to email, WhatsApp, Teams, Skype, Facebook, Instagram, Twitter, Telegram, pop-up widgets, SMS text, and virtually any channel using REST APIs). Enterprises and organizations across sectors deploy Lynn to serve consumers across use cases. Banks, retailers, healthcare providers, transportation providers, and higher education institutions across the Latin America region leverage Lynn to provide account information, answer requests, schedule appointments, and pursue collections.

Lynn can receive any media that the channel supports, porting it into the platform via open Internet Protocol on APIs (such as images, location information, voice notes). Lynn makes it easy for users to design a flow in one channel and replicate it across others. Users can employ chatbots to

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support sales functions, detect consumer intent, and deliver personalized attention. Lynn's automation and integration capabilities open new realms of possibilities, passing customer interactions back and forth and mixing across channels while maintaining the conversation together for the chatbot and transferring it all in one window for the live agent.

Further, Lynn cooperates tightly with Genesys Cloud contact center solutions, and also uses REST APIs as the connectors to function agnostically with a variety of cloud contact center systems. Partnering with Genesys, users can download the Lynn platform as a premium application from the Genesys App Foundry and quickly begin leveraging the solution as part of the broader ecosystem.

Built for Flexibility and Integrations for a Complete Contact
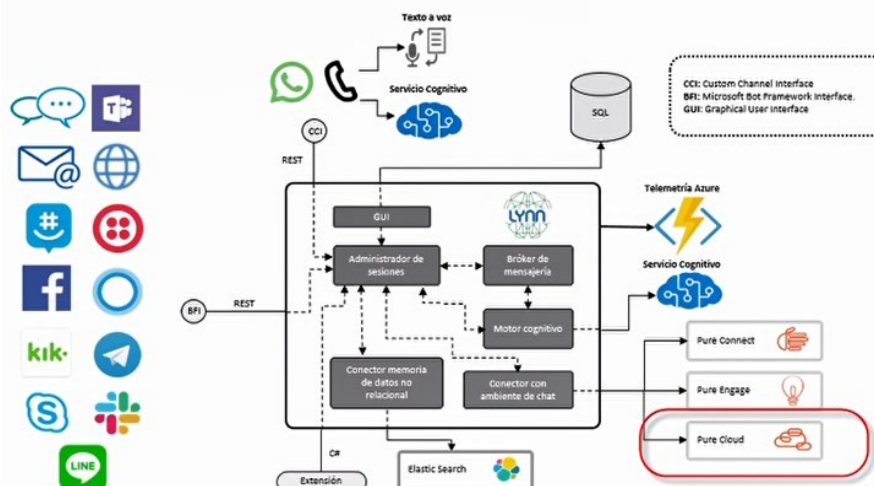
Source: e-Contact

Flexible and Open for Integrations

The Lynn team at e-Contact designed a notably flexible platform, enabling a range of integrations and customization options that help customers gain value quickly and efficiently. Tested and stable for handling high traffic volumes through the cloud, Lynn delivers reliable performance and scalability. Operating in a single-tenant format out of the Microsoft Azure and Amazon Web Services clouds, Lynn is easy to scale and maintain. On-premise deployments are also an option for clients requiring it for data security, and the dockerized environment makes a move relatively simple. In either format, Lynn is agnostic and complements existing contact center solution portals to create a complete solution.

Additionally, Lynn users can leverage third-party artificial intelligence (AI) engines accessible through APIs (such as Google Voice, Microsoft LUIS, IBM Watson) directly in the Lynn platform to integrate chatbots, text to speech, and advanced analytics. The customer owns the instance, directing and training the AI in the Lynn graphic interface. Flexibly, Lynn can also preserve investments clients may have made in their own chatbot or IVR, integrating the existing architecture easily in the Lynn platform and graphical interface.

Data Sharing for Analytics and Insights

In addition to consolidating previously disparate pieces in a single solution, Lynn aligns the omnichannel data into a reporting database that allows for analytics to improve service and operations. While supplying standard reports about performance across channels, Lynn can also save all of the data and create a single repository. In Lynn's typical cloud-based configuration, the platform inherently compiles a complete interaction database. Working with elastic search query types, the database can portion and shape massive amounts of data to produce analytics results. The toolset and repository empower users to look in granular detail and surface insights into how customers receive service and what factors affect which results. The complete history of interactions, consolidated in one database, helps originations gain a better understanding of how they face challenges and perform across all channels, and ultimately build strategies to improve key indicators and overall customer experiences.

Easy-to-Use Graphic Interface Expands the Reach

Differentiating from alternatives, Lynn functions through an easy-to-use graphic interface. The Lynn interface allows users without technical expertise or programming background to design and manage flows and business rules for their omnichannel strategy. The Lynn team at e-Contact admirably supports and supervises users through the process, helping them learn all the features and capabilities and how to build out a robust orchestration. Directly in the graphic interface, users can train their chatbots (including those

Design Flow and Conversations Easily
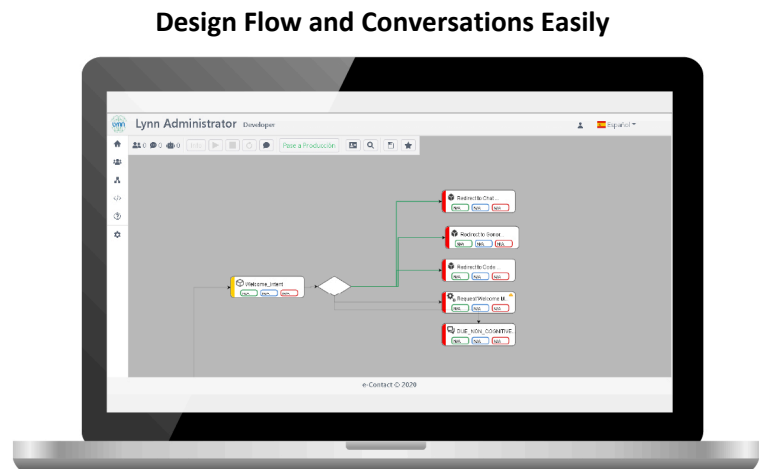
Source: e-Contact

leveraging cognitive services from IBM Watson and Microsoft LUIS) without any back-and-forth. Designing one flow and repurposing it across channels and then iterating on that across use cases, a user quickly gains the skills to create and map their entire engagement strategy in a single interface.

An Experienced Team Developing Solutions to Solve Real-world Needs

Drawing from a wealth of experience, e-Contact and the Lynn team demonstrate an impressive dedication to developing solutions in response to clients' needs and issues in the field. A respected partner in telecommunications and information technology environments that understands the challenges of contact centers, e-Contact leverages the skills and resources to meet digital transformation needs and develops platforms to serve as flexible tools enabling productivity. The company invests heavily in its engineering department (numbering 150 engineers currently), in research and development efforts, and training programs to keep its team at pace with the latest cloud capabilities. e-Contact and the Lynn team prioritize developing solutions based on feedback from clients. The engineering team is actively adding functionality modules and channel supports based on the client's experience in the field to respond to the end consumer. In a continuous development process, the Lynn solution is flexible enough to grow and add value whether it arises from a client's unique limitations, a client's request for additional functions, or assimilating advanced technology as it becomes available.

Conclusion

Drawing from experience working in contact center environments, e-Contact delivers the Lynn Platform to help organizations improve end-customer experiences and meet the rising expectations of consumers. Lynn serves as the middle orchestrator, consolidating management and handling for numerous previously siloed customer journey solutions. The platform allows users to deliver a true omnichannel experience, responding to customers in their chosen channel via live agents or chatbots. Lynn integrates with cloud contact center solutions and third-party bots, enabling users to manage and train artificial intelligence engines all in one easy-to-use graphic interface. With cloud-based scalability and dockerized architecture, Lynn helps organizations get more value out of their existing systems and customer engagement strategy using chatbots, interactive applications, and self-service tools to optimal effect.

Enabling digital transformation strategies so that organizations of all sizes can orchestrate omnichannel engagement, the Lynn Platform and e-Contact earn Frost & Sullivan's 2020 Latin America Technology Innovation Leadership Award for contact center solutions.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)