

## icPortal®

### The Nucleus of Your Contact Center Management

#### Benefits at a Glance

- Increases the flexibility of Cisco's HCS platform
- Enables quick and straightforward access to tools from a single interface
- Makes it easy to manage contact center interactions, employees, and productivity without being a UCCE-certified engineer
- Allows real-time adjustments for proactive operational efficiency
- Provides a dynamic set of customizable links for easy access to eLoyalty's applications, third-party applications and other internal and external tools
- Minimizes launch and ramp-up times with web-based and access-driven interfaces

#### Optimize Your Ability to Transform the Customer Experience Outcome

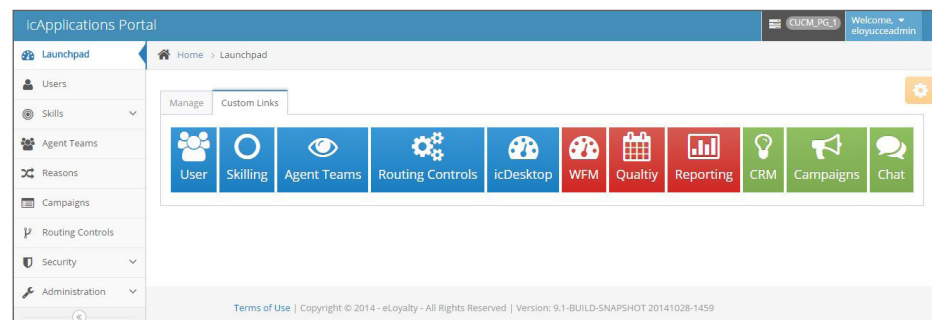
eLoyalty Cloud provides **frictionless access** to advanced management tools and omnichannel interactions. Our solution delivers advanced reporting metrics and actionable data for added intelligence, enabling the **constant calibration** of operations to continually improve your business performance. Empowering **proactive outreach** and anticipation of customer needs and preferences, we help foster better client relationships and customer intimacy, while our **personalized** customer experience tools provide you with better user control.

#### Enhanced Contact Center Applications

eLoyalty's unique cloud solution is an integrated package of advanced technology features providing operational controls and management tools for your contact center. Designed specifically for Cisco's® Hosted Collaboration Solution (HCS), our solution offers additional capabilities and flexibility onto the platform to further enable real-time control over customer experience outcomes.

#### Contact Center System Management at Your Fingertips

The icPortal® provides the foundation for frictionless access and personalization of your contact center management. This customizable, user-friendly interface allows for the administration of contact center interactions, employees, and productivity at your fingertips, without having to wade through levels of navigation. The portal's launchpad links can be customized by user or business unit, empowering the performance of tasks with speed and precision.



#### Quick and Easy Administration

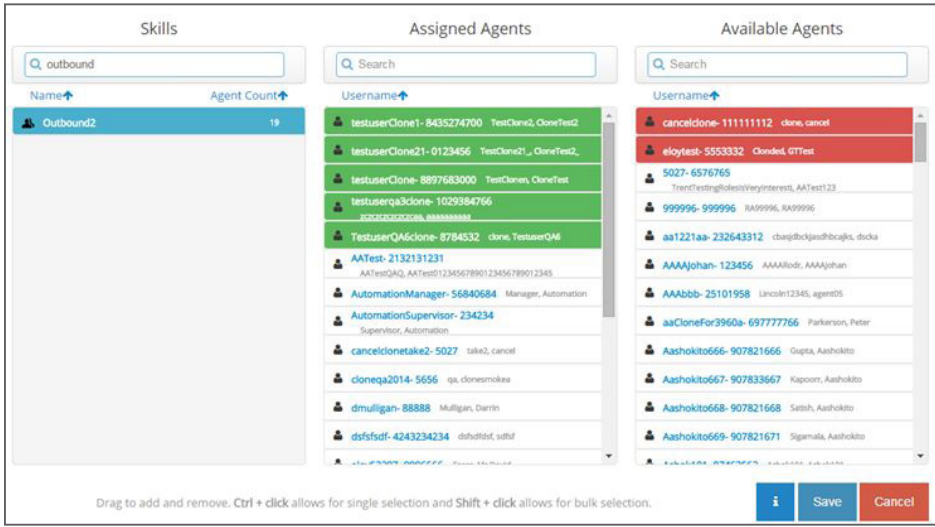
**Users:** Enables management of users in the system without IT expertise

**Skills:** Allows changes to associate responsibilities in real time

**Agent Teams:** Eases creation and updates of associate teams

**Reasons:** Offers efficient reason code administration

**Campaigns:** Provides quick access to outbound campaign management



- Routing Controls:** Enables real time routing decisions and adjustments
- Security:** Simplifies assignment of user access rights, collections and roles
- Administration:** Permits easy handling of settings and bulk requests

**Why eLoyalty?**

For nearly 30 years, eLoyalty has been designing, managing and implementing complex contact center technologies and infrastructures, blending services with industry-leading hardware and software applications to deliver integrated best-in-class solutions. As Cisco’s first technology partner in North America to achieve the Cisco Cloud Provider Certification and Contact Center as a Service Designation (HCS/CCaaS), we are a gold Certified Partner and a Cisco Customer Satisfaction Excellence Award Recipient for seven consecutive years. Beyond the certifications and endorsements, however, we contend that the satisfaction of one’s customers provide the best gauge of a business’ effectiveness and worth. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner in the design and implementation of customer experience systems to provide faster, smarter, and more agile service interactions.

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