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BEST PRACTICES

AWARDS

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BEST
2020 PRACTICES
AWARD

CICERO

**2020 NORTH AMERICAN
CONTACT CENTER SOFTWARE
ENABLING TECHNOLOGY LEADERSHIP AWARD**

Contents

Background and Company Performance
Customer Experience Industry Trends and Challenges

The call center software industry is undergoing significant technological, economic and social changes. As companies diversify and grow their contact centers while adding remote agents and outsourcers, they transform their contact centers from a single-sourced environment to one that is multi-sourced and multi-site in nature. The Frost & Sullivan Contact Center/Digital Transformation team has listed here just a few of the major trends and challenges in the industry:

Highly Complex "Relationship Hubs" - Large enterprise contact center executives manage highly complex organizations that face tremendous internal challenges as well – retaining executive leadership; agent hiring and training; performance management; coping with the forces of globalization; forecasting and scheduling; career development; innovation; disaster recovery; cloud technology choices; government regulations; social media management; voice of the customer (VOC) feedback; and continuous employee training/coaching.

Extraordinary Consumer Expectations - For the foreseeable future we believe that consumers will be more empowered and knowledgeable than ever before. Expectations for excellent customer service, sales knowledge, and technical support will continue to soar. Consumers are insisting that businesses anticipate their every need.

Customer Experience (CX) is King - Companies worldwide are putting significant effort and technology investments into improving the customer experience, in an Omnichannel environment. However many organizations are challenged to find the right solutions and partners-both from a technology and customer care outsourcing perspective.

Emerging Channels and Channel Integration - Customer interactions now typically begin on the web; interactions that have expanded to include those initiated through mobile applications. Meanwhile, text-based communication also has become very popular with customers. Both trends will accelerate given a younger generation that is more likely to "key-in" than talk. Customers expect companies to respond to them on the channels of their choice without repeating what was said or written via other channels.

Artificial intelligence and Artificial General Intelligence (AI/AGI) - This set of technologies build on machine learning by enabling machines to exhibit intelligent human-like behavior. We are seeing the breakthrough of market-relevant applications in artificial narrow intelligence (ANI).

Robotic Process Automation (RPA) - RPA agents can be used to increase security, for example, by performing the multiple logins that are sometimes required for other personnel to access multiple systems or applications, as well as monitor for exception handling.

Complexity at the Agent Desktop Level - The agent desktop is at the center of each contact center interaction and back office transaction. While it contains a treasure-trove of operational insight into areas of improvement, its complexity continues to present a chokehold on agent efficiency and customer satisfaction.

Product Line Strength and Customer Impact

Cicero is being recognized specifically in 2020 for its enabling technology leadership in the contact center software market.

Company Overview

Cicero provides analytics and automation software for the contact center and back-office. For more than 16 years, Cicero has helped Fortune 500 companies understand how and why work happens. Its stated mission is to improve the productivity and performance of critical resources: people, systems and processes.

Price/Performance Value

Deploying Cicero's software suite makes it easy for companies to improve productivity, quality and compliance. Listed below are just a few of Cicero's differentiators in the market:

- Lower initial and total cost of ownership

- Project complexity and risk are greatly reduced

- Nominal organization disruption

- Minimal drain on management and IT resources

- Limited user retraining

- No additional investment in network and server bandwidth

Customer Service Experience

Cicero's solution set helps significantly in driving <u>consistency</u> in the customer experience. Cicero makes it easy for contact center managers to rapidly and dynamically transform their servicing environment. Its software facilitates the sharing of data between applications, automates manual tasks, provides context-sensitive agent/employee desktop screens and guidance; utilizing smart workflows without the cost and disruption of displacing the existing servicing infrastructure and applications.

Technology Leverage

Commitment to Innovation

Almost every aspect of a business converges at the employee desktop. Unfortunately, companies do not realize that the desktop leaves critical blind spots in their operations that impact quality, productivity, compliance, and revenue. Cicero aids companies in uncovering their operational "blind spots". Cicero's software is able to identify and collect the untapped desktop activity data by using sensors. The software combines it with other

data sources and makes it readily available for analysis and action.

Commitment to Creativity

The Cicero's Intelligent Analytics Platform is a framework for organizing, integrating, and enabling an organization's enterprise software applications. Cicero goes beyond the more typical server-based solutions by non-invasively exploiting the interaction between the applications and the platform on which they run. Using Cicero, companies can quickly provide three types of integration:

1. **Process Integration -** Streamlines workflow and business processes by simplifying navigation, eliminating searching for information, and reducing steps in business tasks without writing or altering application code.

2. **Data Integration** - Shares data between applications and systems, reducing the need to copy/cut and paste or otherwise enter information in one or more applications.

3. **Visual Integration** - Provides a logical organization of the information on the end user desktop using *pass-through* integration where applications are displayed and organized in their native user interface such as in a book and tab metaphor or using *overlay* integration where a new application such as a composite, mash-up, or dashboard is placed over existing applications.

Commercialization Success

Cicero leverages its software and technology to provide managers and supervisors with granular visibility into employee activity. For example:

- Quickly identify active and idle states

- Determine business vs. personal agent activity

- Highlight agent activity by time of day

Most importantly, for very large global enterprises, Cicero solutions can identify and compare agent behaviors across lines of business and regions. Cicero continues to help companies identify ways to simplify routine agent tasks. This typically reduces costs by 20% while significantly improving the customer experience.

Application Diversity

Cicero employs activity intelligence, process intelligence and robotic automation in its fully integrated software suite. These break-through elements are at the heart of Cicero's competitive advantage:

Activity Intelligence

- No programming or coding required

- Out-of-the-box integration

- Time stamp and track agent activity

- Track application usage

Process Intelligence

- Know how, when and why work takes place

- Embedded big data engine

- Provides context to activity intelligence (noted above)

Robotic Process Automation

- Works with virtual desktops

- Simple to create and maintain automated processes

Conclusion

Cicero solutions provide companies, across industries, with a unique way of solving business problems with desktop data. The result for its clients is simplicity, greater insights, scalability and enterprise stability. Given its modern capabilities and strong overall performance, Cicero has earned Frost & Sullivan's 2020 Enabling Technology Leadership Award.

Significance of Enabling Technology Leadership

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return time and again. In a sense, then, everything is truly about the customer—and making those customers happy is the cornerstone of any long-term successful growth strategy. To achieve these goals through enabling technology leadership, an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

- Acquire competitors' customers
- Increase renewal rates
- Increase upsell rates
- Build a reputation for value
- Increase market penetration

- Earn customer loyalty
- Foster strong corporate identity
- Improve brand recall
- Inspire customers
- Build a reputation for creativity

DEMAND

BRAND

Enabling Technology Leadership

COMPETITIVE POSITIONING

- Stake out a unique market position
- Promise superior value to customers
- Implement strategy successfully
- Deliver on the promised value proposition
- Balance price and value

Understanding Enabling Technology Leadership

Product quality (driven by innovative technology) is the foundation of delivering customer value. When complemented by an equally rigorous focus on the customer, companies can begin to differentiate themselves from the competition. From awareness, to consideration, to purchase, to follow-up support, best-practice organizations deliver a unique and enjoyable experience that gives customers confidence in the company, its products, and its integrity.

Key Benchmarking Criteria

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Technology Leverage and Customer Impact—according to the criteria identified below.

Technology Leverage

Criterion 1: Commitment to Innovation

Requirement: Conscious, ongoing adoption of emerging technologies that enables new product development and enhances product performance

Criterion 2: Commitment to Creativity

Requirement: Technology leveraged to push the limits of form and function in the pursuit of "white space" innovation

Criterion 3: Stage Gate Efficiency

Requirement: Adoption of technology to enhance the stage gate process for launching new products and solutions

Criterion 4: Commercialization Success

Requirement: A proven track record of taking new technologies to market with a high rate of success

Criterion 5: Application Diversity

Requirement: The development and/or integration of technologies that serve multiple applications and can be embraced in multiple environments

Customer Impact

Criterion 1: Price/Performance Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market

Criterion 2: Customer Purchase Experience

Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality

Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 **Monitor, target, and screen**	Identify Award recipient candidates from around the globe	• Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies	Pipeline of candidates who potentially meet all best-practice criteria
2 **Perform 360-degree research**	Perform comprehensive, 360-degree research on all candidates in the pipeline	• Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates	Matrix positioning of all candidates' performance relative to one another
3 **Invite thought leadership in best practices**	Perform in-depth examination of all candidates	• Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps	Detailed profiles of all ranked candidates
4 **Initiate research director review**	Conduct an unbiased evaluation of all candidate profiles	• Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 **Assemble panel of industry experts**	Present findings to an expert panel of industry thought leaders	• Share findings • Strengthen cases for candidate eligibility • Prioritize candidates	Refined list of prioritized Award candidates
6 **Conduct global industry review**	Build consensus on Award candidates' eligibility	• Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates	Final list of eligible Award candidates, representing success stories worldwide
7 **Perform quality check**	Develop official Award consideration materials	• Perform final performance benchmarking activities • Write nominations • Perform quality review	High-quality, accurate, and creative presentation of nominees' successes
8 **Reconnect with panel of industry experts**	Finalize the selection of the best-practice Award recipient	• Review analysis with panel • Build consensus • Select recipient	Decision on which company performs best against all best-practice criteria
9 **Communicate recognition**	Inform Award recipient of Award recognition	• Present Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 **Take strategic action**	Upon licensing, company is able to share Award news with stakeholders and customers	• Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning	Widespread awareness of recipient's Award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.