



 **cfront**  
by comsys<sup>cx</sup>

Enrich contact centers with  
digital communication channels

## CFront for digital customer engagement

The extensive adoption of digital devices and the always-on connectivity is transforming the way customers communicate with organisations. As a result, contact centers have to evolve into customer interaction hubs with capabilities to support a range of communication channels, like web chat, video calls, cobrowsing, social media, and email. CFront is a future-rich solution that expands the digital communication and collaboration channels of the modern contact center with the addition of digital channels.

## Challenges to overcome

If your organization faces one or more of the following challenges then CFront can help you to overcome them.

- / Customers prefer to engage with agents with webchat, SMS, social media, or email instead of the traditional voice calls.
- / Agents use different applications for webchat, public chat, and social media.
- / Customers complain because they struggle to navigate on your website or to fill-in online forms.
- / Customers require a direct, “face-to-face” service without having to leave their home or office.

## Compatible with leading contact centers

CFront is compatible with most contact center platforms available by Cisco and Alvaria (former Aspect).

## A unique offering for digital channels

CFront supports right out of the box a wide range of digital communication and collaboration channels.



Video call



Web collaboration



Social media



Web callback



Web chat



Email

## Chat with customers in social and public channels

CFront allows agents to interact with customers on a wide range of messaging applications and improves customer satisfaction by routing incoming messages to the most suitable team of agents.



Facebook



Instagram



Twitter



Viber



WeChat

## Collaborate with customers online

Provide interactive support to customers at their web browser or mobile app. Improve the digital customer experience with CFront by helping customers to complete purchases, fill-in application forms, set up accounts, and more.

Agent screen



Customer screen



### Cobrowsing

Help customers navigate websites.



### Remote form filling

Assist customers for filling-in online forms and data input.



### Visual instructions

Highlight and annotate the areas of the website you want to point your customers.



### Document sharing

Bi-directional document exchange with customers during a cobrowsing chat, or video call session.



### Data masking

Define the customer information that your agents are allowed to view with field hiding and data masking.



### Omnichannel experience

Mix communication channel at your will. Communicate during cobrowsing, switching between chat, voice, and video.



### Security

Data and communication media security and GDPR compliance.

## Enhance your website with live video chat

Offer to customers a unique experience allowing them to video chat with agents from your website. By utilizing WebRTC technology, CFront offers to customers a 'face-to-face' experience from the browser of their mobile device or desktops without the installation of additional software.

## Help website visitors to reach your agents

The web callback feature of CFront enables website visitors to connect with the contact center without having to wait in a queue. Additionally, it allows your company to reach a bigger market by enabling out-of-town or international customers to reach you without worrying of the cost of a long distance call.

## Synchronized, multichannel recording

CFront offers real-time monitoring of the interactions between agents and customers for all the digital channels. In addition, its powerful search engine, helps quality managers and contact center administrators you to locate the recordings of past communications.

## Proactive support with notifications management

Route the alerts and messages generated by internet-connected devices to agents for initiating reactive and corrective actions. With the rapid growth of IoT devices the notification management capabilities of CFront specialized services become of importance to contact center.

## Forget plug-ins and downloads

CFront integrates seamlessly with your contact center, without the installation of any plug-in at the agent's client. Customers use the application from all major browsers, desktops, or mobile devices, without additional software.

## Orchestrate interactions from the CRM

CFront connects to your CRM with CLink, our leading CTI middleware that offers integration with leading CRMs applications. As a result, agents are able to engage with customers over digital channels from the familiar interface of their CRM.

# Secure document exchange with CStore

## CStore by Comsys

Agents often need to send files like brochures and registration forms to customers. Contact centers have to ensure that agents exchange the right files and that the documents customers upload are handled according to their policies. For this, we have developed CStore. An application that integrates with CFront, and provides full control over the exchange of documents between customers and agents.

## Effortless and secure document exchange

CStore creates a single storage room for the files that agents exchange with each customer. During digital channel interactions, agents can upload files at the customers' storage rooms the authorized company files. Administrators can define the files that agents are allowed to share and to assign specific attributes to storage rooms like size limits and user access rights. Customers can download, upload, or delete files belonging to their personal storage rooms. Both agents and customers receive notifications when the other party modifies a file of the storage room.

## Rigorous data protection

CStore utilizes AES-256 encryption and it supports Multi-Factor Authentication (MFA) for user access. Also, it enables contact center administrators to create a retention policy for the files of storage rooms. Hence, CStore automatically deletes the files that reach a certain life-time or fulfil specific criteria.

## Specialized Reporting

CStore provides intuitive reports about usage statistics, application state, utilization of resources, and information on the volume of exchanged documents.

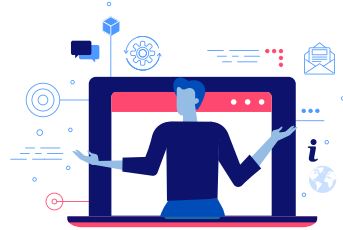


# Benefits for contact centers



## Deliver a true digital customer experience

Improve relationships with customers by never missing an opportunity to connect with them. CFront enables agents to deliver meaningful customer care and boosts satisfaction.



## Unleash the power of video

According to a recent Video Banking Report, 288 financial institutions from 43 countries reported that video banking helped them achieve 75% better outcomes, 97% higher Net Promoter Score, and 77% higher sales. Similar surveys across several industries state that video can increase customer satisfaction and reduce service time. CFront enables contact centers to harvest the benefits of digital customer engagement with the enablement of video call capabilities.



## Provide an amazing customer experience for online interactions

Guiding customers through a website can be challenging. The web collaboration capabilities of CFront empower agents to support customers as if they were working side-by-side. By making remote collaboration easier, CFront helps to elevate customer satisfaction.

## About Comsys

We are a leader in the digital customer engagement market. Our solutions help companies improve the customer journey and increase the efficiency of their customer service operations.

## Our solutions

We offer software applications for contact centers that enrich the capabilities of the contact center platform with powerful features.

### **clink**

CLink is an advanced CTI middleware that enables real-time connection between the CRM and the contact center.

### **cfront**

CFront is a solution that enriches the contact center with digital channels like cobrowsing, WebRTC video, and social media.

### **clist**

CList is an outbound campaign management application that implements sophisticated strategies for optimized campaign results.

### **ccube**

CCube is a reporting application specially developed for omnichannel contact centers and digital customer engagement practices.

### **cfront**



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