

Centralise customer data from all channels, creating a unified view of their journey



Cirrus is an AI-enabled contact centre solution designed to give you everything you need to get the best out of your contact centre and create better customer and agent experiences.



Keep the customer at the centre of every interaction

Our CRM, purpose-built for the contact centre, syncs customer information across systems and powers a highly-configurable workspace for agents and managers, supported by smart, optimised workflows.

Cirrus' unified contact centre CRM is:

Made for contact centres

A contact centre-specific CRM streamlines customer interactions, enabling efficient communication, personalised service, streamlined workflows, detailed analytics, and seamless integration with existing tools, ultimately driving enhanced customer satisfaction and improved business performance.

Designed to improve agent and customer experience

Power smarter, faster, data-backed business decisions for your agents to do their jobs better and more efficiently with a tool that connects everything they need into a configurable desktop and the support of targeted automation and AI-powered assistance - give them everything they need to do the best for your customers.

Ready to integrate with your existing CRMs and systems of record

Achieve centralised data management, allowing for seamless access to customer information, streamlined workflows, improved data accuracy, enhanced collaboration, and ultimately, more personalised and efficient customer experiences.

Augmented by powerful AI and automation capabilities

Real-time agent assistance provides live information and guidance, while event-triggered alerts ensure timely communication. Automated tracking of customer happiness, call note summarisation, and system-wide action triggers streamline processes, elevate the customer experience, and improve operational efficiency.



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Lay the foundation for a customer-centric, high-performance contact centre with a purpose-built CRM

Using a threaded view of all customer interactions in one place allows agents to personalise conversations and update profiles in real time. Unified desktops simplify the process and improve outcomes by providing all necessary information in one place. With a holistic view of the customer, including account information and interaction history, agents can create better customer experiences. Unified customer profiles centralise and standardise customer and interaction data across channels and applications, enhancing cross-channel performance. By creating a single database with insight into the entire customer journey, preferences are effectively managed, ensuring seamless communication on the customer's channel of choice.



Provide agents with an experience and workspace that is tailor-made to their specific needs with configurable agent desktops

Tailor and streamline the agent desktop, remove noise, and give agents the exact tools they need to excel in their specific role. The platform's single pane of glass view eliminates the need for agents to toggle between screens, providing them with exactly what they need to achieve their goals, including the ability to integrate with third-party applications and systems of record easily. Agents can create a holistic customer experience with a complete view of the customer, including account information, interaction history, and channel metrics.



Gain a deeper understanding of your customer relationships through the comprehensive view of happiness index

Standalone sentiment scores or CSAT feedback from isolated interactions aren't enough to fully understand customer relationships with the business. The Customer happiness index provides a solution by assessing customers' entire interaction history to determine their happiness level and relationship trend. This information is conveyed to the agent via easy-to-understand icons and empowers managers to enhance customer relationships through tailored conversations and outreach. The Cirrus platform can also use this information to trigger and configure segmented campaigns, improved call routing, and more.



Provide agents with a simple, seamless, reliable place to do everything with integrated agent workflows

Use automation to reduce cost and improve scalability. Create trigger-based events with specific if/then rules based on customer attributes or interaction history, streamlining processes across optimal channels. A centralised point of control boosts productivity by integrating channels and tools into one agent-friendly screen, eliminating clunky click-throughs and tab toggling. This approach increases agent and customer satisfaction by minimising repetitive tasks, simplifying customer needs fulfillment, and enhancing customer experiences.



Provide your team with the right information, assistance, and guardrails they need to excel in every interaction with agent assist

Agent assist uses real-time speech-to-text processing to provide agents with live information and guidance during interactions and automates vital processes. This includes:

- **Real-time transcription**, which creates a live, highly-accurate, speaker-separated transcript of the agent-customer interaction as it is happening.
- **Auto-summary**, which uses machine learning to create summarised notes of each interaction handled by agents.
- **Key recommendations**, which offer live guidance to agents, improving interaction efficiency and enhancing the customer experience.
- **Auto-notes and actions**, which pushes call summaries to internal parts of the platform, like ticketing, and 3rd party systems, to trigger actions. It can also trigger alerts to key parts of the organisation based on key terms mentioned.

Agents do not need to go to another screen or tab; an additional pane has been seamlessly integrated into the agent desktop. This empowers agents to deliver better interactions more efficiently, benefiting them, the customer, and the contact centre.



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Deploy customer-centric campaigns swiftly and with minimal reliance on IT resources with **omni-channel campaign configuration**

Omni-channel campaign configuration empowers contact centre managers to create custom fields, filters, omni-channel workflows, and agent scripts on the fly from a single desktop. The platform ensures regulatory adherence and respects consumer preferences by capturing consent during every interaction across all communication channels. Consent tracking and an intuitive agent UI help manage preferences and maintain seamless future campaign workflows.



Process payments with the highest levels of data security and PCI compliance in mind with **secure payment capture**

Our secure, PCI-DSS-certified platform offloads the burden of payment security and protects customer payment information by ensuring agents cannot hear or see sensitive data. Catering to the growing demand for self-service options, this solution enables customers to resolve common issues, such as making secure payments, in a user-friendly and convenient manner, enhancing overall customer satisfaction.



Break down silos and keep teams aligned with **connect**

Connect provides a fully integrated, flexible native communication tool that connects people and teams within the contact centre and breaks down silos. This powerful tool enables seamless communication between managers, agents, teams, and departments with chat capabilities, announcements, alerts, polls, and surveys. By reducing the noise from third-party applications, connect helps to keep teams aligned, focused, and on task. For example, managers can provide important updates, agents can share successes, seek out help, and more.



Help agents confidently and subtly deliver consistent and clear communications to customers with **scripting**

Simplify complex interactions and drive performance with trigger-based dynamic scripts that guide agents through each conversation, minimising the need to toggle between screens. Consent management and secure payment transfers

are seamlessly integrated, making it easier to service customers. These scripts guide agents through various customer interactions while also mitigating compliance risk with advanced risk-mitigation and reporting capabilities that are intrinsically linked to all content presented in the scripts.



Effectively track and seamlessly respond to all the support cases in an omni-channel environment with **ticketing**

Consolidate all ticketing activities into unified customer profiles, enabling contact centres to effectively track and seamlessly respond to support cases in a omni-channel environment. With configurable dashboards, automated workflows, web-widget forms, and tailored SLAs, Cirrus ensures an exceptional customer experience. The platform streamlines organisation, routing efficiency, and communication, allowing businesses to focus on delivering superior customer service while staying organised and accessible 24/7.



Close the knowledge gap inside and out for agents and customers with **knowledge centre**

Instill confidence in agents and impact CX across the contact centre by organising and presenting information through web widgets or embedded frames within the Agent Desktop. Enable the creation of a searchable public knowledge base for self-service and continuous agent training while ensuring consistency and standardising support processes. With click-of-a-button desktop access, agents can easily reference and share helpful content during customer interactions across email, SMS, or chat sessions, enhancing customer experiences.



Put prioritisation and efficiency at the heart of the contact centre with **work centre**

Contact centre professionals have to handle a stream of complex tasks with promptness and professionalism. For a seamless operation, it's crucial that each individual prioritises tasks, handles them efficiently, and responds quickly to changes as needed. Work centre offers a solution to these challenges by providing a unified workspace for agents and supervisors, acting as an up-to-date and centralised hub for all tasks and responsibilities. The interface is simple to navigate and includes alerts, scheduled callbacks, eLearning tasks, schedules, and more.