

Meet customers where they are with an easy, continuous conversation that flows across channels

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.



Deliver connected experience across all communication channels

Drive customer engagement and loyalty with personalised experiences that reduce customer effort and exceed expectations, regardless of the communication channel.

Cirrus' omni-channel communication capabilities will **empower** you to:

Manage all your customers, conversations, and channels in one place

Effortlessly tailor interactions to each customer across their lifecycle in any communication channel. A 360-degree view of all previous customer engagements allows your agents to provide more personalised and relevant service.

Meet your customers where they want to be

By supporting a wide range of communication channels, including voice, email, SMS, social, and webchat, our platform ensures that customers engage with your brand on their preferred channels, leading to higher satisfaction and increased loyalty.

Empower agents through a single dashboard

Our omni-channel desktops are easily tailored by function and task, and agents have access to unified customer profiles with full interaction history - information that is there when and where they need it to solve problems and achieve objectives effectively.

Launch campaigns with confidence and ease

Effortlessly create and manage campaigns with Cirrus' user-friendly segmentation and targeting tool. Streamline compliance and consent, ensuring tailored messaging and unified branding that resonates with your audience, simplifies multi-touch outreach and drives success across the organisation.

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Take and make great calls with performance-focused cloud-based voice capabilities

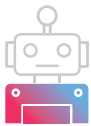
Whether your agents are on-site or remote, maximise their inbound and outbound voice productivity, providing great customer experiences, mitigating compliance risk, and enhancing your lead-generation capabilities.

Inbound and self-service that puts your customers on the fastest route to a solution

Boost first-contact resolution and customer satisfaction with robust self-service options, intelligent routing, and Virtual Agents while minimising wait times using advanced features like place-in-line notifications and callback options. Enhance agent experience and streamline interactions by equipping them with essential information for personalised conversations.

Optimise outbound efficiency while minimising risk for effective customer outreach

Achieve the perfect balance between efficiency and risk mitigation with tailored outbound dialling systems. Boost lead conversion through rapid, personalised, omni-channel engagement, and simplify compliance management with on-demand, configurable controls addressing GDPR and other regulations.



Empower your customers and lower your costs with powerful self-service and targeted automation.

Self-service and automation enhance contact centre efficiency, reduce wait times, empower customers, lower operational costs, and provide 24/7 support, ultimately boosting customer satisfaction.

Easily incorporate AI Virtual Agents that increase efficiency and create a better CX

Enhance interactions with personalised conversations, improve CX without adding agents, and boost capacity and efficiency. Achieve a positive ROI, all while reducing operational costs. Monitor and assess the performance and AI Virtual Agents manually and with Speech Analytics - exactly the same way you do with human agents.

Automate with ease using Conversational AI (CAI) a native AI-enabled customer care chatbot for the web and SMS

Effortlessly deploy pre-built conversational AI with an easy-to-use editor, automating customer verification and personalised self-service. Better utilise top-performing agents by focusing their skills on problem-solving and empathy, rather than repetitive tasks.

Drive self-service, incorporate digital alternatives, and increase first call resolution with smart routing

Enhance self-service journeys with 40+ IVR modules and a streamlined drag-and-drop workflow. Achieve outstanding routing with call qualifications and contextual data, while leveraging AI to understand customer intents, expand self-service options, and offer convenient digital alternatives.



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Enable efficient omni-channel support and cost-effective scalable operations with digital messaging

Provide instant, convenient communication, reduce wait times, enhance customer experience, and cater to modern preferences with easy-to-use, highly-configurable digital messaging options. Empower your agents to seamlessly move between channels from the same dashboard while never losing sight of conversation history or key customer information.

Automate SMS, personalise with CRM, empower agents for impactful conversations

Harness AI with CAI, Cirrus' conversational AI, to automate SMS conversations and easily launch bulk campaigns. Personalise interactions using unified CRM data, empowering agents with customer insights for meaningful, outcome-driven conversations.

Mitigate risk and maximise outreach with our GDPR-focused outbound SMS solution

Unlock more engagement opportunities, and enable productive, risk-mitigated texting for unconsented cell numbers. Benefit from highly effective GDPR-focused engagement, boosting your bottom line with SMS's cost-effective, high productivity advantages and increased confidence.

Maximise your websites full potential with Cirrus webchat

Fuel instant customer engagement via a simple code snippet with Cirrus webchat. Tailor the experience to your brand, empower agents with response templates, and ensure seamless conversations with intelligent routing and multiple queues. Effortlessly transition from chat to call, ensuring a continuous and uninterrupted customer journey.

Support and engage your customers on the social channels they use

Cirrus uses APIs to connect with Facebook, YouTube, Instagram, Google My Business, as well as Google Play and Apple App Stores. Agents can easily comment and reply to brand posts or respond to direct messages from within their agent interface, resulting in a positive impact on brand reputation, sales and customer satisfaction.

Create branded emails that build digital relationships with your customers

Improve email engagement with personalised, marketing-style emails using an intuitive HTML editor and customisable "from" field. Benefit from asynchronous communication for improved customer experiences and gain insights into performance with cross-channel reporting to optimise key performance indicators.



CAI - Cirrus conversational AI

At Cirrus we know that AI won't ever replace conversing with another human, but it can be a smart choice for automated first-line support and self-service capabilities.

CAI delivers thousands of high-quality automated conversations simultaneously. Unlike regular chatbots and AI assistants, it can be deployed across all channels, giving you a major competitive edge.

AI + agents working together transforms contact centres:

- Instant AI answers improve customer satisfaction
- Answers unlimited enquiries, enabling agents to focus on high-value interactions
- Identifying more sales opportunities from website visitors
- Supports agents with response suggestions to improve productivity
- Low AI cost per conversation drives more sales conversations