

Executive Overview

- Headquartered in Rockville, MD
- Founded in 2008
- Deployed on five (5) continents [North America, South America, EMEA, APAC, Australia]
- Hosted on Amazon Web Services (AWS)
- Global 2000, Fortune 500 clients Industries include: Healthcare, Insurance, Retail, Food, Manufacturing, Software, Finance, State & Local, Higher-education, and Food
- Available integrations with ServiceNow, SAP, MS Dynamics, and Salesforce
- #1 ServiceNow ranked ISV, CRM Magazine 2020 Top 100 for Customer Service, Constellation Research 2020 Shortlist for Contact Center Software, Constellation Research 2021 Enterprise Runner-up Award for Best Partnership (w/ ServiceNow)

Product & Service Offerings

- 3CLogic Connect for Cisco, Avaya, or Genesys
 - 3CLogic Connect allows enterprise organizations with existing investments in on-premise telephony systems (Cisco, Avaya, or Genesys) to bridge the gap with leading CRM (ie: MS Dynamics) and customer service platforms (ie: ServiceNow) with advanced CTI/softphone capabilities to enable work-from-anywhere call center representatives. Organizations can improve operational efficiency with features including embedded call controls (mute, transfer, conference, hold), screen-pops, and automated activity postings while leveraging their existing on-premise environment (current IVR flows, queue management, agents, reporting, etc.).
- 3CLogic Enterprise
 - The 3CLogic Cloud Call Center Enterprise suite offers a complete portfolio of voice and SMS features designed to enhance and modernize both sales and customer service teams. Built and hosted on Amazon Web Services (AWS), the solution can be deployed globally and is available as a fully cloud-hosted SaaS offering or as a hybrid cloud extension to pre-existing on-premise systems (Cisco, Avaya, etc.). With 3CLogic Enterprise, organizations can improve agent productivity by providing a browser-based experience designed to seamlessly integrate with leading CRM platforms while automating manual tasks, increasing outbound sales efforts, and optimizing customer service with intelligent routing. Daily administration of the call center is also made simple with a configuration-over-code solution complemented by advanced real-time reporting and analytics. Features include but are not limited to:
 - Computer Telephony Integration (CTI)
 - Call Transfer, Mute, Conference
 - Hold Click-to-Call or Click-to-SMS
 - Auto-dialer (predictive, preview, progressive)
 - Automatic Call Distribution (ACD)
 - Self-Service Interactive Voice Response (IVR)
 - Automatic Speech Recognition (ASR)
 - Natural Language Understanding (NLU)
 - Text-to-Speech and Speech-to-Text
 - Skills-based and Intelligent Routing
 - Automated CRM/System of Record Screen-pops
 - Outbound SMS notifications or alerts
 - 2-Way Conversational SMS
 - Voicemail Configurable Call Recording Screen Recording
 - Dynamic Scripting

- CRM Integrations (ServiceNow, MS Dynamics, Salesforce, SAP, etc.)
- Supervisor Silent Monitor or Whisper
- Actionable Real-time Wallboards and Dashboards
- Advanced Reporting and Analytics
- IVR Call Flow Analytics ? WFO/WFM integration (ie: Verint, ServiceNow, etc.)
- Speech Analytics and Call Transcription integration (Observe.ai, Google Dialogue Flow, etc.)
- MS Teams integration

Key Features & Differentiators

ServiceNow Integration

- 3CLogic is the #1 ranked and recommended ServiceNow Cloud Call Center integration for ITSM, Employee Workflows (HR), and Customer Workflows (CSM). It is the only solution providing ServiceNow-native voice and call center features for both agents (CTI, screen-pop, automated activity postings, etc.) and administrators (IVR, queue management, reporting, etc.) designed to sync to and complement ServiceNow's existing digital channels (email, chat) for a complete omnichannel offering.

Salesforce Integration

- 3CLogic offers a Salesforce CRM integration designed to enable Salesforce native call center functionality (CTI, dialer, screen-pop, automated activity posting, Intelligent IVR, reporting, etc.) for both agents and administrators.

Flexible Enterprise Cloud Deployment Methods

- 3CLogic Connect for Cisco, Avaya, and Genesys – Seamlessly connect existing on-premise Cisco, Avaya, or Genesys environments to MS Dynamics, ServiceNow, etc. with browser-based softphone functionality to streamline the agent experience
- 3CLogic Hybrid Cloud [Enterprise Suite] – Leverage an enterprise's existing on-premise telephony infrastructure (ie: Cisco CUCM, etc.) and network while quickly enabling rich and cloud-based call center enterprise features, including intelligent IVR Designers, API-driven integrations, and rich analytics.
- 3CLogic Cloud [Enterprise Suite] – All the available features of 3CLogic Enterprise hosted on its Amazon Web Services (AWS) cloud platform (includes global Telco services).

Security and Reliability

- 99.99% uptime.
- SLAs available on request.
- Security: SOC2 certified, HIPPA certified, ISO 270001 certified, GDPR compliant (in addition to native AWS certifications).

Global Flexibility and Support

- Available across 5 continents (Americas, EMEA, APAC, Australia/NZ)
 - 24/7/365 live agent customer support

SAP Service and Sales Cloud Integration:

- 3CLogic offers integrations for both SAP Service Cloud and SAP Sales Cloud designed to enhance the customer experience,

while delivering optimized agent performance and administrative flexibility/control. Features include integrated CTI, screen-pop, automated activity posting, Intelligent IVR, SMS, reporting, and more.

Top Industries Served

- Financial Services
- Healthcare
- Information Technology
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

- Global 2000, Fortune 500, Inc 5000 enterprise.
- Require call center or telephony features integrated with CRM or service management platform (ServiceNow, Salesforce or SAP ideal), already using cloud applications.
- External customer-facing support team or internal employee helpdesk (ie: IT, HR).
- Distributed workforce or need to enable a work-from-home solution.

Compelling Event

- Moving to the cloud – migrating from or replacing existing on-premise offering (ie: Cisco, Avaya, etc.).
- Recent disaster or downtime – aging existing infrastructure.
- High growth or expansion; vendor or billing consolidation.
- Digital transformation initiative or focus on improving the customer experience; requirement to make it easier for supervisors to administer their own changes without technical assistance.

Qualifying & Technical Questions

1. Is your telephony/call center system on-premise? Is it outsourced?
2. Are you leveraging or implementing a new CRM or system of record? Which one?
3. What role does the voice channel play in your sales or customer service teams?
4. How easy is it to manage your call center call flows?
5. Do you want to improve customer service or provide an effective first call resolution?
6. What are the primary challenges with your current phone/call center solution?
7. How do you monitor call center agents today? How easy is it to create reports/analytics?
8. Where is your call center(s) located? Any expansion or relocation plans?
9. What features or capabilities did you wish you had?

Elevator Pitch

3CLogic is a leading cloud contact center platform modernizing enterprise communications with their employees and customers. Built on

Amazon Web Services (AWS), the solution provides advanced and scalable speech-enabled offerings for leading CRMs, including ServiceNow, Microsoft Dynamics, Salesforce, and SAP. With deployments on five continents and a growing base of Global 2000 clients, 3CLogic drives digital transformation by improving CX, organizational efficiency, and reporting insights using dynamic IVR, CTI, AI, advanced speech analytics, and API-driven integrations.

Objections & Rebuttals

We have an in-house telephony team that can build the integration to our CRM or system of record.

Just because you can build does not always mean you should. 3CLogic provides an out-of-the-box platform designed to complement CRMs or systems of record (ie: ServiceNow, MSD, etc.) without the risk, cost, and perpetual maintenance that comes with home-grown efforts. More importantly, the benefits are available in weeks rather than 6-12 months.

We have already invested heavily in an on-premise systems that still has a couple years of shelf-life.

No problem. That is the case with most large enterprises and exactly why 3CLogic offers a CTI Connector or Enterprise Hybrid Cloud option to enhance what a client already has while quickly enabling richer features, controls, and analytics.

Is it secure?

3CLogic is unique in that we are not another system of record. We only store call data (call duration, call type, etc.) as opposed to potential PII. Any data we require we data tip from a CRM or system of record to avoid the duplication of data and reduce security concerns. We can also allow call recordings to be stored on a client's premise if required.