

Executive Overview

- Headquarters: Indianapolis, IN
- All-in-One UCaaS/CCaaS/Telephony global platform
- Usable AI™ to empower agents - no upskilling required
- Best-in-class Analytics & Reporting
- U.S. based service and customer support

Product & Service Offerings

- Contact Center as a Service/UC as a Service
- Omni-channel Outbound Dialer
- Sharpen Payments – PCI compliant payment platform
- Insights Reporting & Analytics
- AI Powered Automations – inbound & outbound

Sales Engineer Take On Best Fit

Solid UC, CCaaS, and messaging API vendor with an "agent-first" methodology to their product design. The platform is designed with tools that minimize friction in workflows, enabling agents to handle more interactions efficiently. The platform includes a unique feature that routes customer interactions based on agent performance metrics. This ensures that the best-suited agents are handling complex or high-value interactions.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

- AI & Automations across the entire customer journey
 - Supervisor alerts & tagging based on real-time interaction thresholds for effective agent coaching
 - 24/7 AI-bots to quickly resolve customer requests
 - AI analytics-based precision routing to dynamically route interactions to the best agent based on contextual logic
- Best-in-Class Analytics
 - Agent dashboard with real-time, agent controllable, performance data
 - Easily configurable real time & historical report tool for rapid insight
 - Automated, contextual, agent and supervisor performance coaching
- Agent-First Design
 - Intuitive, modern, fresh interface that dramatically increases agent performance
 - Complete customer history on each interaction, regardless of channel
 - Real-time AI-bot support across the customer journey
- All-In-One Solution
 - Simple Pricing – UCaaS seat, CCaaS seat, or outbound seat. ROI Guarantee
- Enterprise Class Secure Platform
 - AES 256 end-to-end encryption
 - HIPAA, PCI, and GDPR compliant

Top Industries Served

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

Ideal Customer Profile

- Primary Target Prospect: Contact Center as a Service, inbound & outbound
 - Company struggling with poor service from existing provider Company interested in building world-class customer experience
 - U.S.-based company with 5-500 agents
 - Looking to replace a phone system
- Primary Target Buyer
 - Buyer persona is a 'practical' manager; Contact Center Manager, VP Customer Care, VP of CX – Customer Experience
 - Director of IT/CIO - owns budget

Qualifying & Technical Questions

1. Does your existing Contact Center provider provide accessible support when you need it?
2. Does your data clearly show the effectiveness of remote agent/employee management?
3. Is there non-optimal agent routing, leaving customers exhausted by having to re-explain their issues?
4. Are there inadequate channels, leaving customers unable to contact by their preferred channel of communication (voice, chat, SMS/MMS, email)?
5. Are you unable to produce reports allowing for actionable data to effect change?

Elevator Pitch

Sharpen enables Contact Centers to create and own impactful business outcomes through our innovative, cloud-native, AI contact center platform and we enthusiastically provide a guaranteed return on investment.

Objections & Rebuttals

- 1. Cloud isn't reliable enough for my business needs.**
 - 2. My business' security and compliance needs don't allow for cloud.**
 - 3. I have not heard of SharpenCx before, why should I not just use one of the big-name platforms?**
1. The Sharpen platform provides a best-in-class, financially backed, service level agreement with every contract that meets, or exceeds, traditional premise-based platform availability levels.
 2. Sharpen provides best-in-class security & encryption that meets HIPAA standards, is PCI & GDPR compliant, and meets ISO 27001 standards.
 3. Sharpen is different through our focus on measurable, customer-centric business results which are achieved through our innovative CCaaS, agent-first design approach. We absorb the risk of migration through a financially backed, written, guaranteed

return on investment.