# CCW Vegas 2019 - UJET

# UJET

*Anand Janefalkar, Founder and CEO, Jason Sophian, Head of Communications, UJET* visited with CRMXchange at CCW to shed light on how the company's transformative cloud contact center software enables businesses to optimize customer communications at every touch point: phone, web and app.

### Please tell us why progressive companies should be looking at UJET?

We offer a modern, cloud-native customer communication platform. Without going into details on the technology stack, I think the differentiator is that we understand and meticulously focus on user experience. What we've observed is that people now communicate visually and contextually from smartphones. Most services that people use and products they purchase are helping to make their lives simpler. These are accessed via smartphone apps or on mobile sites. Banking's a great example. Many people don't go into a bank anymore. They can log in with their fingerprint and take a photo of a check. But, I think some support tabs are fully evolved. When you go to the support tab, there's often a slew of phone numbers. If you select the wrong one, it can throw you outside the brand experience. We believe in meeting the customer where they want to be met, whether they're accessing the product or service through the app, through Web, mobile, or desktop. We make sure customers can access a chat through desktop and mobile. Our unique architecture provides best in class, uptime, and SLA. A company should look at us when they're thinking of modernizing their contact center because lot of customers are more loyal or have higher long- term value when being engaged with a product, brand or service through a smartphone.

### What new announcements can you share with our readers?

Throughout the four years since our company was founded, we have consistently adhered to one simple premise: that the customer support experience should be exceptional for everyone involved. Over the first two years, we looked at human interaction and focused on three and a half basic personas. There's the end user who is accessing the product or service either through the web, phone, or through an app. The second persona is the agent or customer service representative that is either looking at data CTI integration or simply answering the phone or responding to a chat. The third persona is the contact center manager who is setting up this journey and the interaction points. Then there's the half part we usually add in. Many times it could be the IT team or the developers or anyone else behind the scenes taking important steps to make sure that this experience is up and running.

We built this experience from the ground up from scratch from 2015 to 2017. We launched in May, 2017. Today we count an incredible array of big brands throughout the world as our customers. These businesses are accessing our solutions to help their customers reach contact centers by phone, web, mobile app and SMS using the power of their smartphones to help resolve their issues. We were also selected as a Gartner Cool Vendor in CRM Customer Service and Support. We just announced our integration with Microsoft Dynamics to go along with Salesforce and Zendesk integrations. We're bringing Microsoft Dynamics into the mix because we're seeing more and more companies that are making that transition, especially the ones that are going toward either Microsoft cloud or international. We also announced as our integration with Verint Monet WFM and QM.

### What are some of the cool applications you've been involved with?

We're seeing great success with on-demand delivery. We're showcasing our solution integrations with our customer Instacart. In IoT on-demand delivery, we're going be making some other big announcements later this year. We're focusing on the financial sector as well as the healthcare sector.

### How easy is it for a company to get started with working with UJET?

We live in a world where customers and companies alike value instant gratification. A contact center deployment should not take months. We've been known to do contact center deployments for 200-300 seats in under a week. We've also been able to integrate with the platforms or their underlying CRMs in less than a day and we have had companies integrate our mobile SDKs and web STKs and under two days. That's why we include the developer persona as a part of our focus. It's very easy to get started with our contact center in a box. Businesses can enable various channels. Some companies love our end-call SMS feature. When people are engaged in a call, they can communicate visually and contextually without an app via SMS. There are companies like Wag! which has nearly eliminated SMS because they see a great interaction model with the UCF SDKs in their app. Whether they're dealing with a walker or a dog owner, we have a metric that the engagement and delivery team can focus on. We're seeing and being told by our customers is that our platform is best in class and they've never seen the ROI or time-to- value realized as rapidly as they have with our solution.

### What kind of team do you see on the customer side? Is it people from IT, marketing, or the contact center? How do they put together an effective group?

I think the budget planners and the stakeholders are from the contact center side. They're the ones that are feeling the pain daily and everyone might have a different KPI or metric that they want to improve. Some might say 'my handle times are too long' or 'CSAT scores are too low' which might be because of transfers or dealing with repeat callers. Another issue might be that agents are not armed with the right information. Other people from the product side might get involved, especially if it has to do with the mobile app or the website. There might be people from the IT team, whether it's an internal team or an IT team at the BPO or the in-house or outsourced contact center. We've also seen cases where execs who are invested in the image and perception of their product, brand or service not only get involved but are excited about how it can help realize their vision.

*Where do you think it's all going?  Do you see contact center operations continuing to gravitate to self-service, with human agents being less and less involved?*

The shift to automation has been a consistent trend. We see a percentage of queries that can be elegantly solved with either structured FAQs or provided to a customer through an AI or a chatbot. We believe that controls in assisted conversations to resolve complex issues will continue to reside with agents. The agents will work on interactions that either require empathy or human decision making, while also focusing on retention, loyalty or upsell. Having an assisted AI platform will be a game changer as opposed to agents still having to perform rudimentary tasks. With our platform, the ability exists to obtain data in real time from an unlimited number of systems without needing to keep the customer engaged while agents locate the information. Using record locators in the CRM to thank a customer for their loyalty and their purchases is a far better way to start a conversation than needing to ask for personal information.

*Is there anything more that you would like our audience to hear?*

We are grateful for having had a banner year in 2018 when we grew our business threefold and expect even greater growth this year. We hope businesses that are just starting to think about digitization explore the opportunity for greater engagement through digital channels. We urge companies thinking of modernizing their contact center to look at our customer case stories, which show a 25 to 30% improvement in TCO, as well as significant NPS increases.