

iWin CC & CCM



Contact Center



WE HAVE NEW IDEA
● CUSTOMER EXPRIENCE!

TITLE INDEX ●

iWINCCM

2	iWin Introduction
5	Honors
7	Cunquered Mountains
10	iWin CCM Introduction
14	Key features
16	Basic features
20	IVR & CRM
22	Artificial Intelligenc
24	Global insight

iWINCC

iWin CC Introduction	26
Contact center Challenges	28
iWin CC Services	30
iWin CC Solution	34
National Projects	36
Customers	38



WE ARE iWin

Smart land solution company with certificates of ISO 9001 , 10002 ,10004 : 2015 , First place in the Supreme Informatics Council in five branches, Certificate of Contact Center Activity an industrial base knowledge certification and tens of other honor activities in the Contact center and customer Care by creating a brand called iWin. iWin is the only collection in the country where two strategic branches of the industry, namely: providing smart Contact Center management software as well as host services and response services 7 * 24 have Specialised in its agenda. The Result of this effort is the production of the Contact Centre management software, as a foundation , smart , powerful with unique and features at the International iWin CCM level , as well as host the call center accountability with the possibility of extensive operating in all spheres (iWin CC) . Along with us from the experience of providing services at the national level such as the Call Center the Mobile Phone Call Center (096366) Mobile State Port Support Center (195) the Ministry of Communications and Information Technology (2020), the Iranian Telecommunications and Communications Ministry , the Communications and Information Ministry , the Company and dozens of others . also, in the continuation of extensive activities and social responsibility , with the aim of entrepreneurship and equal opportunity to attract the Iranian elites , it has responded to development of demand centers in four provinces of Tehran , Isfahan , Alborz , and Kurdistan with a total capacity of 1000 .

The Secret of Success

The technical , responsive , and support team is intended to develop the experience of years of working in the academic and highly challenged , young and high - energy , creative and responsible environment in the University of Tehran Science and Technology Park , in its products and services and will become the most popular brand in the area of contact center industry with determination and will . Some of the achievements of the hostel are:

- Acquisition of quality management certification in the ISO 9001 : 2015 industry
- Quality standards for the service of ISO 10002 : 2015 , ISO 10004 : 2015
- Certification of the country 's supreme informatics council from the country 's program and budget
- The license to provide contact center services from the Radio Regulatory and Radio Regulatory Authority
- Certificate of Industrial Creation (Presence in Technology Park and Technology University Tehran)
- Membership in the country 's computer system
- Winning over the top grade of the year of from the ministry of and socia
- security certificate in the area of information technology services
- Work license from non - factor defense organization
- statue of the second festival of research and development sample of the country - avalanche 93
- Golden statue of a 100 brand & summit
- The chosen company at the Finnish slash Conference as a representative of Iran
- Iranian official at the Azerbaijan, Exhibition , 2019



WE ARE ALL WINNERS WITH IWIN

Contact Center \approx Customer Loyalty Center

It may be difficult to believe that, but 86 % of customers are dissatisfied with the right answer and undesirable quality of services, our advice is that you do not stick to the basic facilities in your bid to host your call center, and consider the salient iWin indicators.



**WE ARE
86%**



iWin CONQUERED MOUNTAINS

- Answering all communication channels such as contact , text messaging , e - mail , social networks and etc.
- Possible to respond to a few tabs tailored to the need of the English , Arabic , Turkish and ...
- Provide professional response services to customers on social network
- Presentation the survey and satisfaction of the customers from design to implementation
- Provide specialised care solutions from Start - up to multi - national organization
- IWin is not a call center but the center of experience and care of customers
- High performance speed of the decision to answer the call center
- Geographical distribution in response to the creation of four branches
 - of the contact center in different governorates of the country.
- Infinite development of response resources and crisis management
 - Only the Call Center reply that provides the call center software .
- Taking advantage of the successful experience of more than
- The first cloud-based contact center accountability service
- 50 contact and support centers at the national level
- More than 7 million minutes of successful conversation
- Software ability to respond to 1500 simultaneous calls
- Possible service as temporary and cross - sectional
- Provide analytical reports and monitoring at all levels
- benefited from 400 Trained & AMP Sell Expert



IWIN MISSION

PROMOTION OF BRAND POSITION IN THE AUDIENCE 'S MIND

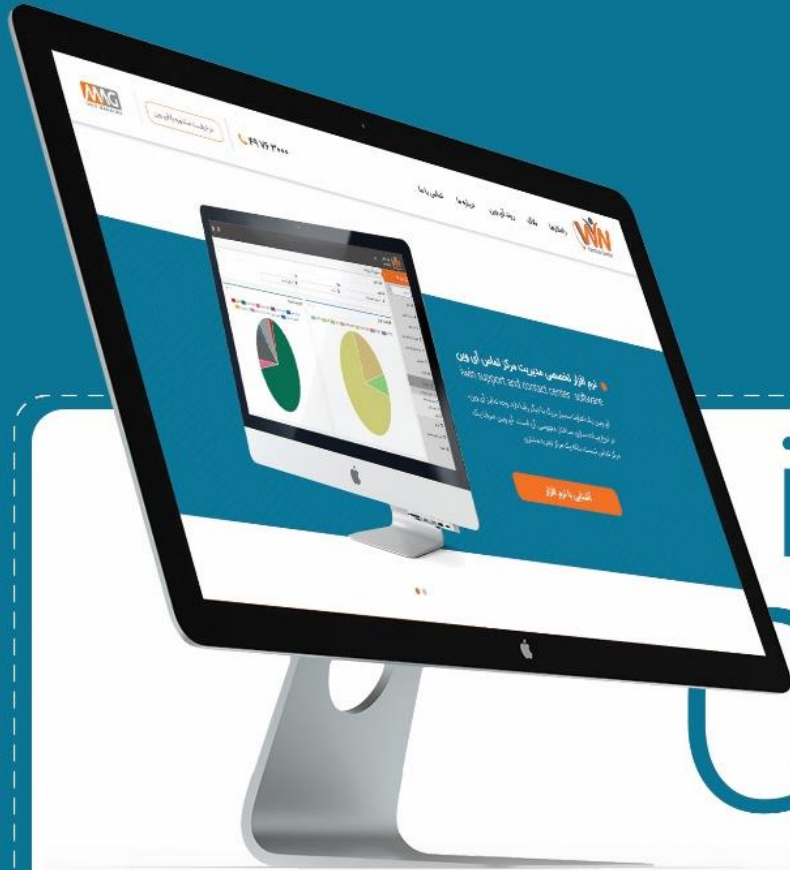
Business startup is accompanied by many challenges and material and spiritual costs, and it will be impossible to deny it. Hence, it is easy to calculate the significant cost of attracting any client. What appears after this phase appears to be quite tangible is retention of capital. As you know, the most important reason for missing customers is the lack of proper communication, lack of follow - up, offering multiple responses and non - reassurance. One of the best examples of reassuring examples is availability and continuous communication. compassionate response center, in addition to cutting costs, is the most effective means of this reassurance and it is interesting to know that your brand position in the client " s mind will only be Consolidation from this path. two complementary and strategic tools in realization of this issue, executive operation of response and establishment of call center and the other is software tool appropriate to manage and provide responsiveness quality services. therefore, iWin in order to make distinctions in the quality of care of customers in your business , the only provider of these two expertise in the region for improve the brand position and develop integrated marketing communication.



CONTACT CENTER MANAGMENT

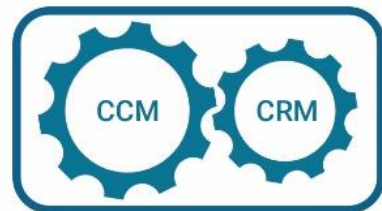
CCM





iWin CCM

By developing integrated communication management approach in businesses, receiving and managing information, is a secondary step on the front line of communication. To create an engaging customer experience, we first need to equip our experts with powerful and intelligent tools and improve the quality of responsiveness. Contact Center Management is a system that has been used for over 20 years in the world as a professional call center tool to respond to all of our customers' needs. CRM software as a well - known system to care for customers without the CCM presence will lead to increased satisfaction and promotion of your position



CUSTOMER CARE SUBSYSTEMS



MAKE
CUSTOMER SERVICE
YOUR COMPETITIVE ADVANTAGE

#wallboard



Research and studies of the Marketing - HEC College show that phone call is still the most popular tool used by customers to pursue matters and to use support services. In the next rankings is e - mail, instant messaging applications, online chat, organizational Ironing Machinesetc. It is also interesting that around 62 percent of companies use data center information to analyze customer behavior and manage customer experience as a competitive tool in the job market.

The customer will call you for something important!

To provide high quality response to customers, use the Platform that to cover all critical facilities and answer your needs. From the CCM, you can expect it to put these possibilities into your hands >>>>



In the management requirements context

- Ability to plan centralized and semi-centralized integrated call center
- Management through a web - based panel and without the need for specialized VoIP knowledge Create automated accountability process and voicemail
- Save and manage missed calls
- Manage multiple projects independently
- Managing multiple contact center's simultaneously
- Ability to define users access level
- Ability to filter inputs by pre-number in IVR
- Shift management and holiday planning for non-office days
- bulk and voicemail
- Changes in the accountability and IVR process online
- outbound campaign

In the monitoring context

- define multiple projects in an organization and receive independent reports hierarchical reports
- Instant monitoring of calls, service level responsiveness and performance of respondent agents
- integrated management capability of all organizations and projects, reports and their performance
- Management dashboards, Wallboard and Monitoring from Infrastructure to expert
- Contact center status report
- Performance Comparison Reports
- Trend call logs
- Contact list with advanced search capabilities
- Ability to separate reports into hierarchies by project, province, call center, queue and ...

In the system 's support context

- Custom extensibility capability
- Manage all communication channels in a comprehensive panel
- Software Support Team 7 x 24

In the providing integrated communications context

- Possible to pay bills in IVR
- Integration between text messaging, contact and other communication channels
- Interactive IVR (Omni Channel)
- The possibility of integration with other organization systems using API
- Ability to define phone and text automatically

In the context of infrastructure

- Independent of Hardware
- Ability to increase response capacity
- Lack of dependence on communication infrastructure sip - e1
- Capability of Ha-FT
- Lack of dependence on specific software programs
- Load balancing into contact center

Competitive advantage

iWIN CONTACT CENTER MANAGEMENT

iWin CCM OVERVIEW (ON PREMISES /CLOUD BASE)

● Reports and performance monitoring

- ✓ online monitoring of calls, service level, response and agent's performance
- ✓ monitoring the process of running calls
- ✓ Providing monitoring at all levels of access
- ✓ presentation of different types of online monitoring on social networks
- ✓ Online contact center monitoring (wallboard)
- ✓ Observation by the number of callers in the different stages of contact such as IVR and waiting queue
- ✓ Monitoring and real-time notification
- ✓ Comprehensive Contact center reports
- ✓ Agent Performance Comparison Report
- ✓ Trend calls reports
- ✓ Call list with the possibility of a high - tech search
- ✓ The possibility of segregation of reports to the hierarchical structure based on the project the province the contact center, the queue and etc.
- ✓ notification in critical situations via text messaging and social networks robot

● Smart Polls

- ✓ The possibility of defining and managing the output of a survey
- ✓ Survey results management reports
- ✓ Ability to define a survey scenario by API
- ✓ The possibility of a survey on different channels such as SMS messaging e-mail and social network the performance of experts by a survey.
- ✓ Extract the expected results from the survey with text mining
- ✓ Designing the types of survey questionnaires

● Basic features

- ✓ Support all VoIP capabilities
- ✓ Support of SIP protocol
- ✓ Ability to support 400 concurrent calls
- ✓ Ability to record conversations on the conventional Storage server
- ✓ simultaneous support of Softphone, Web phone and IP phone
- ✓ No need to install on workstations Client
- ✓ No need to have technical knowledge for Make adjustments in the panel
- ✓ Web-based system panel and OS-specific browser dependency
- ✓ Support all IP phone models
- ✓ Providing all services in a single system (User Panel)
- ✓ All searches are based on the solar calendar and AD
- ✓ Validation of HA, FT, Scalability, Availability
- ✓ The possibility of defining basic information, call processes, IVR and others with no need for support
- ✓ Possible to define multiple independent projects on the panel
- ✓ connection to other communication systems
- ✓ Multi - lingual panel with several levels of Zoom and culture
- ✓ a unique environment with world - day technologies

● Administrative Dashboards

- ✓ View the results of the poll to the breakdown of the queue contact number Simultaneous
- ✓ The situation of each Agent free , passive speaking etc
- ✓ Mean Time of Conversation
- ✓ The number of contacts is lost to the input , output , answered , lost , and on the current day

OutboardCall & Campaign management

- ✓ Capable output-calls and campaign management
- ✓ Create a call for the conversation and to implement a particular scenario to the user number
- ✓ Ability to queue output calls
- ✓ Ability to retrieve missing contacts automatically
- ✓ Possible to implement the output queue scenario of the sound contact

Workforce Management

- ✓ Determining the number of personnel per shift with respect to SLA
- ✓ for the 24 - hour service provider organizations
- ✓ The shift of experts with respect to their skills and their grouping
- ✓ Definition of different shifts and holidays

Call Workflow management

- ✓ smart queue management using output contact , text messaging , or audio box
- ✓ Ability to define VIP queue according to caller ID number
- ✓ Definition of IVR for answering a specific region according to the code
- ✓ Definition of a few questions of accountability for a queue

Artificial Intelligence

- ✓ Emotion Detection and Data analysis and data mining
- ✓ Intelligent distribution of calls and Smart transfer of contact based on the expertise of the expert group

Process Management

- ✓ The possibility of defining and managing the reasons for automatic response
- ✓ Allow the audio file and equivalent text to be loaded
- ✓ The possibility of transferring the contact to the knowledge tree and determining the response via different communication channels
- ✓ The possibility of updating your accountability information and sharing it
- ✓ Possible to answer the call , the voice message , and through the knowledge tree
- ✓ Increasing productivity with the help of a system accountability



CRM integration

- ✓ It is possible to integrate all types of CRM , including MS Dynamics , Sugar CRM , and...
- ✓ Ability to define group , team , different users , and give them their role and access
- ✓ Ability to define proprietary process for each group
- ✓ Pop up the form of Agent when contacting a responsive expert
- ✓ Using a manual and automatic work for tickets to their flow between them
- ✓ Ability to view contact history , CRM data , and hear conversations on a single panel
- ✓ Direct link functionality to the ticket recorded from a contact and vice versa
- ✓ The possibility of a record linked to a history - related history of CRM
- ✓ Save all communication in the client file in CRM
- ✓ View the data and previous customer records in the pop - up form
- ✓ Ability to call different web services and insert into a client file
- ✓ update the intelligent knowledge-tree of the accountability for compliance with organizational processes
- ✓ sending out the information available in the Knowledge Tree for callers via IVR, e-mail, SMS and...
- ✓ Message to send and receive text messaging tickets
- ✓ The possibility of determining the task and resolving the ticket by recording the cause
- ✓ Possible to search on all the fields in the form
- ✓ Possible to define workflow for incomplete tickets.
- ✓ Allow the project manager to define a period of time delay time ,and warning for the project manager if not
- ✓ Ability to send and define text messaging pattern for contact reasons
- ✓ Support of telephony API
- ✓ Creating a CRM management dashboard
- ✓ Providing different management reports based on subject breakdown and detailed statistical reports
- ✓ Could not insert a note for a file Possible of tickets on the basis of the importance of is
- ✓ smart alarms according to what happened in the system

CRM Integration and Community

IVR Smart & Interactive IVR

- ✓ welcome and the early audio guide of calls
- ✓ It is possible to define a number of IVR simultaneously for days and hours
- ✓ IVR for holidays with respect to the official holidays of the country
- ✓ The possibility of contacting other modules such as SMS" e - mail and in IVR
- ✓ Alert the number of people in contact queue
- ✓ Create a fixed and file ads service to customers in the queue
- ✓ The ability to define different branches of responsiveness as follows
- ✓ Dynamic change of contact and contact processes independently and without any technical support unit
- ✓ Allow IVR to observe visual and stage - to - step process
- ✓ Allow incoming caller to a specific number
- ✓ It is possible to implement all internal contacts of an organization
- ✓ The possibility of choosing a specific form of Pop - UP Pop or queue
- ✓ Service - calling for service - making and non - presence services
- ✓ selecting a call - API for text messaging , output contact , audio file distribution and ...
- ✓ Allowing for different messages based on the moment of existing Agent
- ✓ Allow the use of smart IVR to manage the queue at the point of contact
- ✓ Could not use TTS automated service (Text to Speech)
- ✓ Ability to return to main menu at all stages
- ✓ Ability to import customer database information to IVR
- ✓ Ability to define their code pattern and reach a specific queue and project
- ✓ It is possible to define a number of projects and queue at a single point
- ✓ enable registration and pursuit of caller
- ✓ Ability to define receive/send SMS / email , fax process.
- ✓ Using an intelligent voice survey after the end of the call .
- ✓ The possibility of creating a queue management scenario in critical condition by
- ✓ the outgoing campaign and Call - API

IVR Management and Accountability tree

iWin BASED ON ARTIFICIAL INTELLIGENCE

Prepare your client for running out of a long queue

- API Integration
- Smart IVR
- Smart Queue
- Knowledge Tree

Empower accountable soldiers

- Powerful App
- Automatic Tag Recommendation
- Unified Agent Interface
- Work Flow Automation

Manage Smartly

- 360 ' Monitoring & Smart Reports
- Remote & Mobile Friendly Panel



NEXT TO THE HEROS



THE REASONS OF IWIN'S SUPERIORITY OVER INTERNATIONAL COMPETITORS

- Support all of the Contact Center features
- Enterprise with demand power in a wide volume (over 2,000 simultaneous calls)
- More than 100 types of specialized reporting
- integrated web base panel
- Integration with other organization systems through API
- 7*24 technical support team
- Service - based architecture design
- Integration with all communication channels
- Artificial intelligence tools
- Very good price for competitors
- multi - national and multi - language platform



CONTACT AND SUPPORT CENTER

CC





A High volume of contact customers is a sign of your success! Don't worry!
It is time for a strategical solution, Out Sourcing!

OUTSOURCING IS COMING OUT SOLUTION

What ensures the success of each business in today 's world is customer satisfaction which is formed by effective communication with customers. Contact centers are one of the pivotal components of customers relation management and an integral part of all B2C organizations. The cost inefficiency in managing and maintaining such establishments creates many serious frictions which we have been overcome in our solution, iWin a customer friendly contact center. iWin offers:

- | | | |
|---|------------|---|
| <p>No time limit on service delivery</p> <ul style="list-style-type: none"> • 24/7 customer services • Holidays and peek days customer services | <p>2 1</p> | <p>Significant Operational Costs Reduction</p> <ul style="list-style-type: none"> • No need to purchase call center equipment • Risk management on salary costs |
| <p>Quality responses ensured by SLA</p> <ul style="list-style-type: none"> • Supervised Quality Assurance • Custom KPIs • Trained and skilled human resources • Responding to service level requirements | <p>4 3</p> | <p>Call volume management</p> <ul style="list-style-type: none"> • High volume contacts management • Occasional or specific periodical responses • Handling overhead contacts |
| <p>Eliminating response limitations</p> <ul style="list-style-type: none"> • Large concurrent responses • Seasonal high-volume response handling • Scalable response channels • Scalability | <p>6 5</p> | <p>Avoiding HR management challenges</p> <ul style="list-style-type: none"> • Structured recruitment, training,assessment and ... • Handled salaries, taxes and insurance costs • Continuous training • Scheduled shifts covering 24/7 |

Contact Center Services



24*7 Support Center ●

With 4 Call Centers in all over the country and trained and experienced agents, IWIN has been prepared to respond and support products and services 24 hours a day, 7 days a week, with a volume of 50,000 calls per day. Manage your customer care effortlessly and securely with accountability by outsourcing to iwin.

Professional Phone Sales Campaign ●

Having sales experts is the missing link of all businesses, which makes the taste of advertising and marketing executives' tastes expensive. Benefiting from iWin Professional Call Center, in addition to quickly and economically setting up a sales team, it will provide you with effective online sales and targeted sales management and will provide potential business opportunities.



Omni Channel Contact Center ●

With its AI-based development, AIWIN Call Center has the ability to conduct intelligent surveys without the need for manpower intervention and in a fully mechanized and accurate manner. One of the most important tasks of any business is to periodically seek out customer opinions about its product, services and events to gain a better understanding of the tastes and core needs of its audience. iWin can provide these surveys with the lowest error rates and highest productivity rates for businesses in all dimensions.



TELEMARKETING
Telephone is still powerful

CALL & BUY

 Add to Cart



Converting leads to actual customers is hard

As you would know a key part of each marketing campaign is Keep track of the leads and opportunities associated with that campaign. It cannot be achieved without a professional team providing functional responses based on marketing standards, campaign goal setting and telemarketing psychology. Try iWin to assess our professional services and turn leads into loyal customers.

Contact Center Services



Smart Survey Campaign ●

With its AI-based development, AIWIN Call Center has the ability to conduct intelligent surveys without the need for manpower intervention and in a fully mechanized and accurate manner. One of the most important tasks of any business is to periodically seek out customer opinions about its product, services and events to gain a better understanding of the tastes and core needs of its audience. iWin can provide these surveys with the lowest error rates and highest productivity rates for businesses in all dimensions

Happy Call ●

Making good feeling for our audiences is our main goal in this campaign. Performing numerous Satisfaction Survey campaigns and supporting Customer Orientation services are from the most lovable services of iWin. And that's because the customers will have better feeling if they get attention from businesses and that all we want. Researches show that the customers enjoy being along with you and feel as a member of your family whose opinions are important. Satisfaction Survey campaign of happy call



Rent an equipped place for responsiveness ●

One of the popular services of iWin is to specify a equipped call center for our customers. That contains counters and its belong, partitions, conditioner, rest room, etc due to a modern call center standards. Possibly, may you want to stablish or develop a call center, but not willing to pay costs more than extra labor wage. In this case iWin would be beside you!



Contact Center Services



Data entry and content support services ●

You may need to analyze data and import it into databases and upload various content across different communication platforms (web space, social networks, etc.) in the early stages of starting a business, but there is enough opportunity and manpower. Don't miss out on this. The IWIN Call Center has the power to deliver content that is versatile and dominates multiple media tools.

Specialized marketing research campaigns ●

The IWIN Call Center helps you with your business status, audience behavior, data mining on your business accountability and support system, detailed questionnaires and statistical metrics in the form of psychometric projects. Adjust and execute your marketing and sales strategies carefully. Using these techniques, Irvine offers you a market study process and the best suggestions for improving your business processes.



Assign experienced and professional experts for accountability ●

In our opinion, the person who is in charge of the call expert is responsible for the customer's account as the full representative of the business at the forefront of the communication, and the slightest mistake or omission on the part of the expert is a loss of brand identity and Any value creation will also benefit the promotion of the brand. The IWIN Call Center experts with years of experience and technical expertise in a variety of projects from startups and large organizations to national and national projects, a coherent army. Have been formed in the industry whose competitiveness has also been proven many times over.



iWin SOLUTIONS

iWin special solutions in different industries



Tele-Shopping

Tele-Shopping

- Professional phone sales campaign
- Campaign for app installation and audience growth
- Consultation and persuasion center leads to shopping
- Responsiveness of 7*24 incoming calls to advertising campaigns



E-commerce

E-commerce and stores

- Sales center and after sales service
- Supply Chain Support System
- A variety of campaigns and product and service surveys



Transportation

Transportation

- Supports registration and tracking of orders
- 24*7 Support Center Integrated and centralized services throughout the country
- Integrated Coordination Center for all industry players from company, driver, customer and ...



Online Services

Online Service Industry (Online Taxi, Online Service Systems)

- 7*24 Customer Service Support Center
- Survey and Satisfaction Campaigns
- Support for all social networks
- Specialized Services Consulting Center



Governmental Organization

Governmental organizations

- Accountability and support Center 24*7 and 360degree
- Supporting center for national programs like fuel cart, national ID cart and...
- Perform specialized campaigns of satisfaction and survey design
- Run specialized information campaigns, convene invitations, follow up services



Banking and Insurance

Bank and Insurance Industry

- Telephon bank and Distant education services
- Customer club support services and Banks Public Relations
- Information center and Public Relations (24*7)
- Selling an Extending insurance and performing Satisfaction Survey campaigns
- Selling network development campaigns



Tourism Industry

Tourism

- 24*7 customer support and customer care center for hotel reservations and...
- Application installation, recruitment and customer monitoring campaigns
- Professional sales of all tourism services
- Sales and support through social networks



Health and Treatment

Health and Treatment

- Support for health care shift system
- 24*7 Patient Support and Care Center for all medical and hospital units
- Sale of medical equipment and services

Some projects...

iWin can handle more than 2 million calls with 90% service level

195

CALLS PER MONTH 200/000
IRAN CRA CONTACT CENTER

096366

CALLS PER MONTH 600/000
IRAN MOBILE REGISTRATION CONTACT CENTER

2020

CALLS PER MONTH 1/000/000
TCI CONTACT CENTER

1569

CALLS PER MONTH 200/000
HOOZAS TOURISM CONTACT CENTER

4 standard contact centers in 4 different provinces of the country

Due to the possibility of telecommunication problems in one province, we have set up 4 centers in 4 provinces to maintain the highest level of responsiveness in the project in order to experience the highest level of responsiveness with us.





WE ARE ALL WINNER WITH IWIN

Business proposal and partnership model

Given the operational sensitivity of call center at the level of customer satisfaction in the organization, it is important to determine the right strategy to enter this field iWin as the only provider of integrated Call Center Management Software and Response Services [7*24] Specialized offers a variety of collaborating proposals including: Investing in project-based partnerships with call center projects, consulting and partnering with call center startups, awarding product sales representatives, service marketing representatives and products.



iWin Dear Customers





Contact Center

WE ARE ALL WINNER WITH IWIN

 www.iwin.ir

 info@iwin.ir

 497 63000