

## INTRODUCING

# Low-Code Omnichannel Contact Center System

Sales and Customer Support teams want control and flexibility over how they communicate with customers and prospects across all channels, and at every stage of the customer journey.

LOCCS, from VPS, brings your Contact Center interaction data into Appian to provide a unified view into your customers' journeys with your organization. With Twilio Flex powering the omnichannel agent desktop experience for voice calls, SMS texts, and web chat conversations, your contact center can tap into the power of the Appian low-code platform for managing customer records, support interaction workflows, and historical data in one single-pane-of-glass user interface.

### What challenges do sales and support teams face today?

- **Customer Attrition** - Loss of revenue because of tarnished customer loyalty and trust
- **Inefficiency** - Failure to understand individual customer needs leading to extended time-to-resolution
- **Agent Burnout** - Manual and inefficient processes causing frustrations for both agents and customers

### How LOCCS helps with those challenges?

- **Personalization** - Meets the needs and preferences of each customer through their preferred channels
- **Automation** - Achieve faster handle times for customers
- **Insights** - Improve customer satisfaction and drive revenue through the power of data and analytics

### Why LOCCS is different from the market?

- **Tailored Experiences** - With LOCCS, organizations can use custom code and low-code to expand functionality and data sources to uniquely fit your workflows and needs
- **Real-Time Data** - Get your agents to the right data at the right time to understand customer behavior, important context, and make impactful customer service decisions
- **Unified Data and Decisions** - Making your data and systems work together is the key happier customers. With LOCCS, you can source data from multiple locations to create a harmonized set of data.

80%

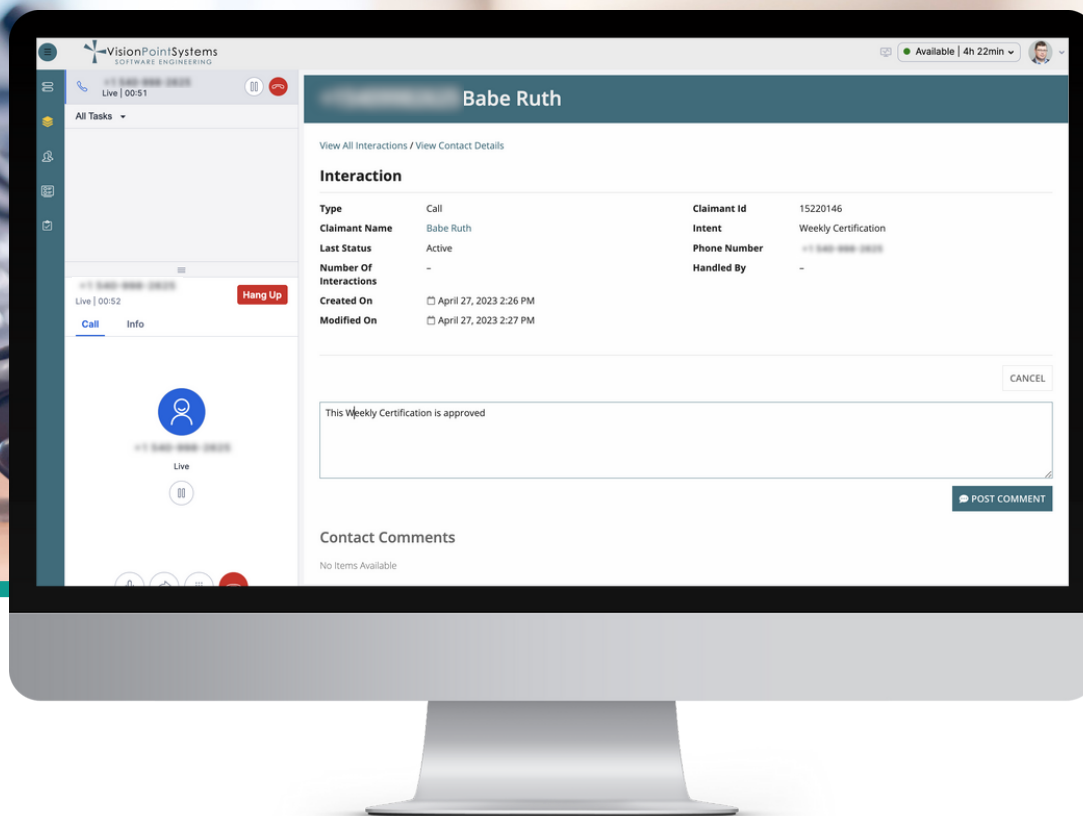
of consumers are more likely to do business with a company that offers personalized experiences

72%

of consumers say relevant content delivered at the right time and place boosts their trust.

43%

of support teams are now prioritizing increasing workflow efficiency



Bringing Appian into the contact center provides a unique opportunity to leverage Low-code Data Fabric, Intelligent Automation, and Process Mining, with the best-in-class Total Experience for agents, management, and end customers.

**LOCCS is designed to allow your organization to:**

- Connect customers with any customer-facing employee
- Choose the channels that remove friction for customers and encourage dialogue
- Personalize interactions with detailed customer profiles that pull in first-party data from any source
- Integrate data from any system leveraging Appian's Data Fabric, including Zendesk, Salesforce, billing systems, ERPs, inventory management, and more



"The team at VPS has delivered the ultimate in flexibility, privacy, and efficiency with their Low-code Omnichannel Contact Center System, powered by Twilio Flex and Appian. At Fireside Project, we're now confidently able to provide support to our user base over multiple channels, including phone and SMS, while maintaining confidentiality for HIPAA. Using Twilio Flex provides our agents with a seamless experience for automatically accessing the data they need at the moment they need it, and also allows us to scale our staff without paying for idle capacity. The Appian platform brings automation and data orchestration capabilities into our contact center that weren't possible with other platforms."

**-Jeff Greenberg, Fireside Project**

With 20 years of experience, Vision Point Systems empowers organizations to reach peak levels of performance with their business applications and customer communications by leveraging our partners' technology platforms along with our expert consultants and engineers. VPS has been a Twilio consulting partner since 2013, and has become a leading implementation partner for Twilio Flex. VPS is also an Appian Trusted Partner and brings deep experience and solutions with a variety of Appian consulting services such as Appian Design, Architecture, Performance Testing, Application and Systems Administration, Business Analysis, QA, and Test Automation just to name a few.

# appian

Appian is a software company that automates business processes. The Appian Platform includes everything you need to design, automate, and optimize even the most complex processes, from start to finish. The world's most innovative organizations trust Appian to improve their workflows, unify data, and optimize operations—resulting in better growth and superior customer experiences. For more information, visit [www.appian.com](http://www.appian.com). [Nasdaq: APPN]

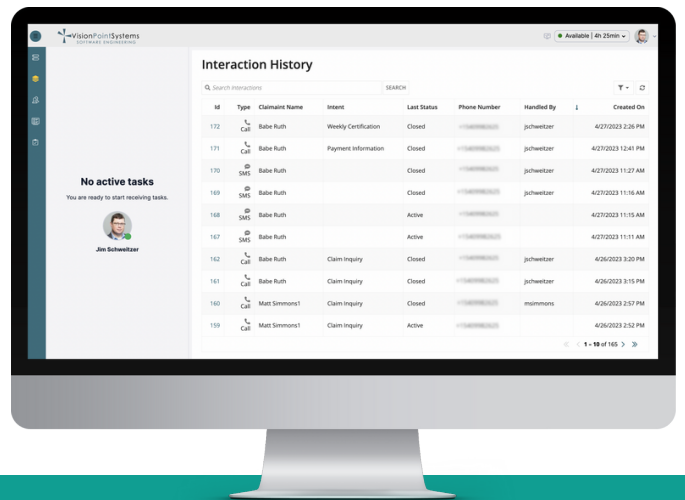


Millions of developers around the world have used Twilio to unlock the magic of communications to improve any human experience. Twilio has democratized communications channels like voice, text, chat, video, and email by virtualizing the world's communications infrastructure through APIs that are simple enough for any developer to use, yet robust enough to power the world's most demanding applications. By making communications a part of every software developer's toolkit, Twilio is enabling innovators across every industry — from emerging leaders to the world's largest organizations — to reinvent how companies engage with their customers. [www.twilio.com/](http://www.twilio.com/) [NYSE: TWLO]

# Features

- LOCCS provides **standardized Appian records** for managing customers and customer interaction history. Your agents will always have the customer data and conversation history they need at their fingertips and the customer never has to repeat themselves.
- LOCCS seamlessly integrates with your existing, unique business data, giving you the **ultimate flexibility** for deploying a contact center on top of Appian. There's no need to rip and replace your existing Appian applications.
- The LOCCS Solution includes an **exclusive Twilio Flex Plugin** that allows the embedding of Appian forms inside the Flex UI for an easy to maintain and seamless user experience.

By reinforcing your customer support strategy with data, automation, contextual interactions, and the right tech stack, a strong customer experience is a given. Reduce friction between you and the customer and you can reduce frustration and increase satisfaction with your entire business. This means customers are far less likely to churn – resulting in a continuous rich source of revenue for your business, all without burning out your team or investing in extra headcount.



**For more information or to set up a demo, please contact us at [info@visionpointsystems.com](mailto:info@visionpointsystems.com)**