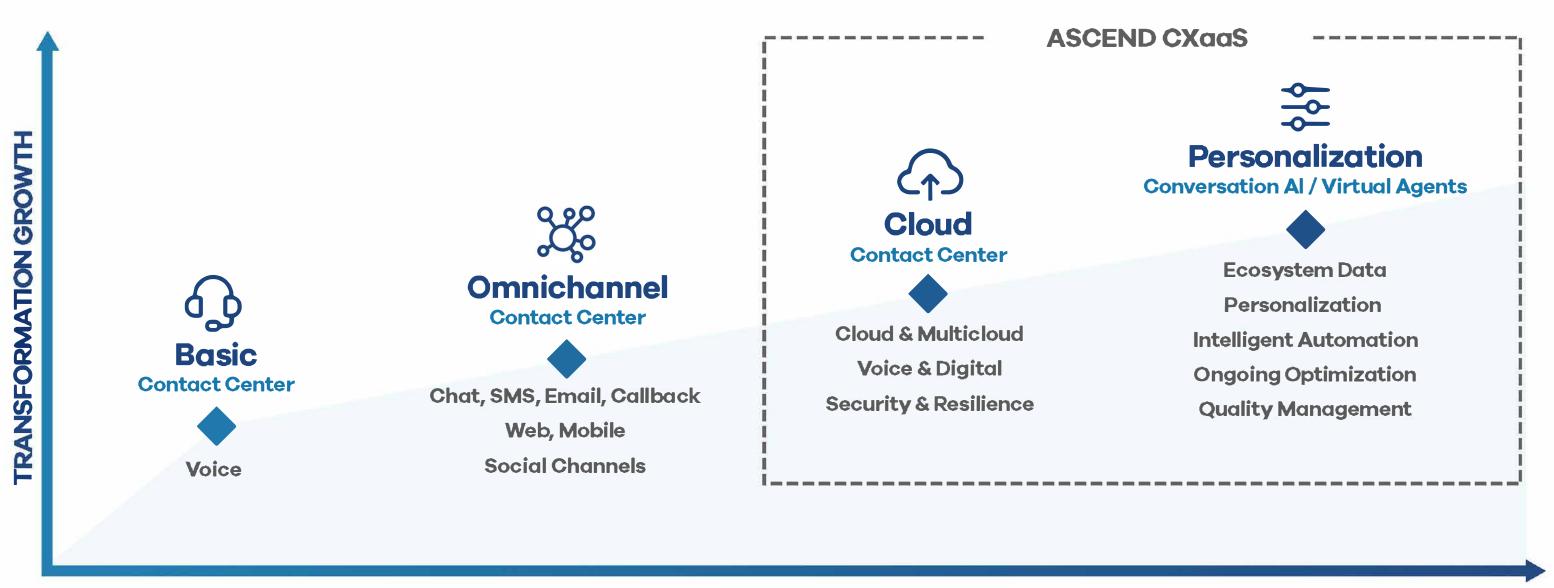
Ascend

Revolutionary new way to manage your contact center

Ascend moves you to a leader on the digital transformation continuum by combining your choice of a CCaaS platform with a CX service layer in one flat-rate subscription service to lower migration cost and deliver long-term value adoption.

If you are using one of these (or one that may not be on the list), consider upgrading to a leading cloud platform powered by Ascend.

Alcotel-Lucent	inConcert	NEC
Altitude Software	Mitel / Shoretel	Unify / Siemens
Enghouse	Mitrol	WICOM (SAP)
Genesys Pure Connect On-Premise	Genesys Engage On-Premise	Other On-Premise or Solutions Approaching End Of Life



WEAK CONTACT CENTER STRATEGY - LAGGARDS

STRONG CONTACT CENTER STRATEGY - LEADERS

Up to 40% of live call volume could easily be resolved using existing self-service functionalities
- Gartner

71%
of consumers expect
companies to deliver
personalized interactions

76%
get frustrated when this
doesn't happen
- McKinsey & Company

51%
of CX leaders surveyed state that improving overall contact center efficiency / flexibility is a primary initiative in 2023
- Waterfield Tech

Ascend

Your Customer Experience Reimagined

Continuous Innovation & Implementation Faster Speed to Value

Ongoing Changes With New Capabilities As Needed - More Channels & Self-Service EvolvingCX

Ascend Advantages

GENESYS

Twilio Five?

Business Agility,
Unlimited Scalability
& Faster Innovation
Seamless Scalability

Supports your choice of CCaaS technology Greater Flexibility

Connecting Agile Business
Demands With IT
Operational Efficiencies
Simplified Management

On-Premises Challenges Eliminated with Ascend

Implementation challenges

Technical debt with custom code to fix limited product version dependencies

Quarterly annual windows to innovate

Break /
fix processes

Duplicated adminstrative efforts per silo

The #1 Reason Organizations Don't Move to the Cloud - Cost*

With Ascend, there is no upfront cost. No discovery cost. No implementation cost. Just one flat-rate monthly subscription for reliable managed expenses.

Manage Cost

Signature Signature

40% reduction in migration deployment time

Unlimited single-day projects and moves, adds and changes

Waterfield Tech transforms customer engagement for organizations worldwide. Operating across six continents our employees leverage a consultative, platform agnostic approach to design, build and manage scalable, omnichannel customer experience solutions. Our breakthrough innovations in contact center technology, automation (conversational AI) and workforce engagement reduce business costs, improve customer satisfaction, and help customers deploy a smarter utilization of the human workforce. To learn more, visit waterfieldtech.com

^{*} Source Waterfield Tech