

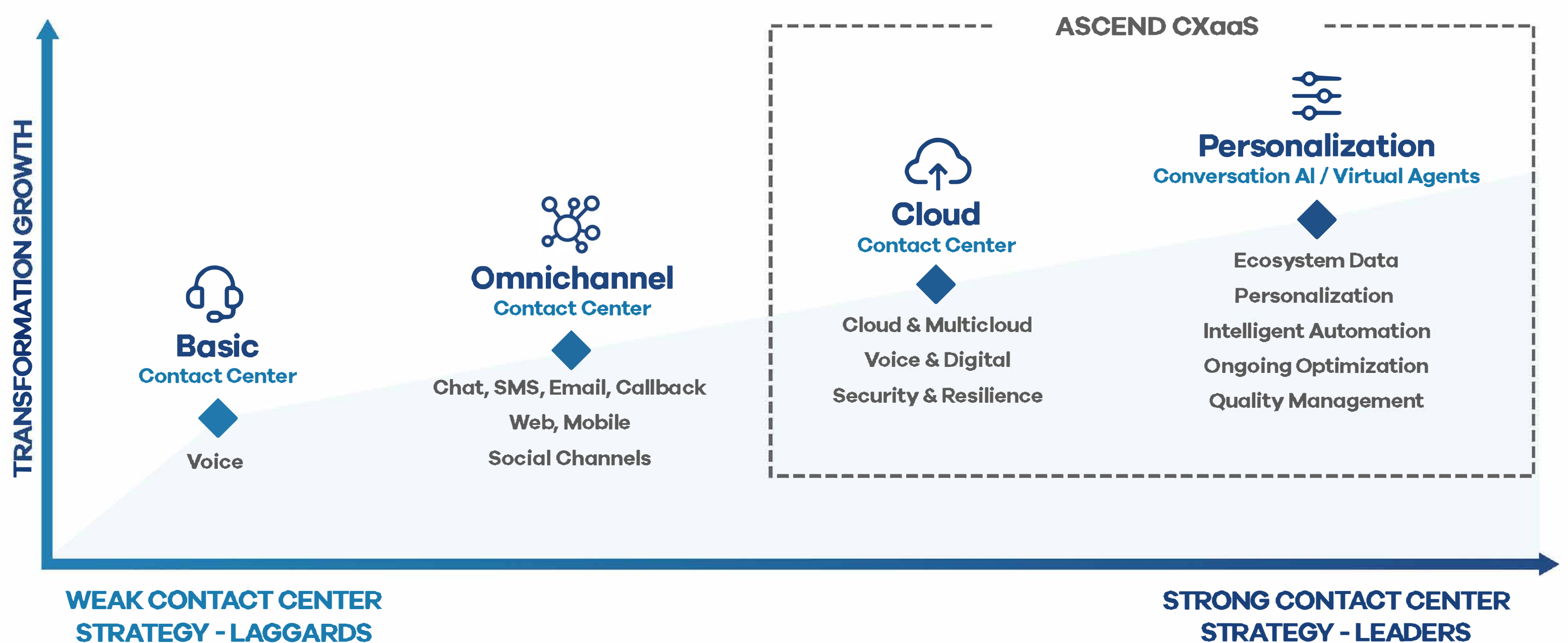
Ascend

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.

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



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

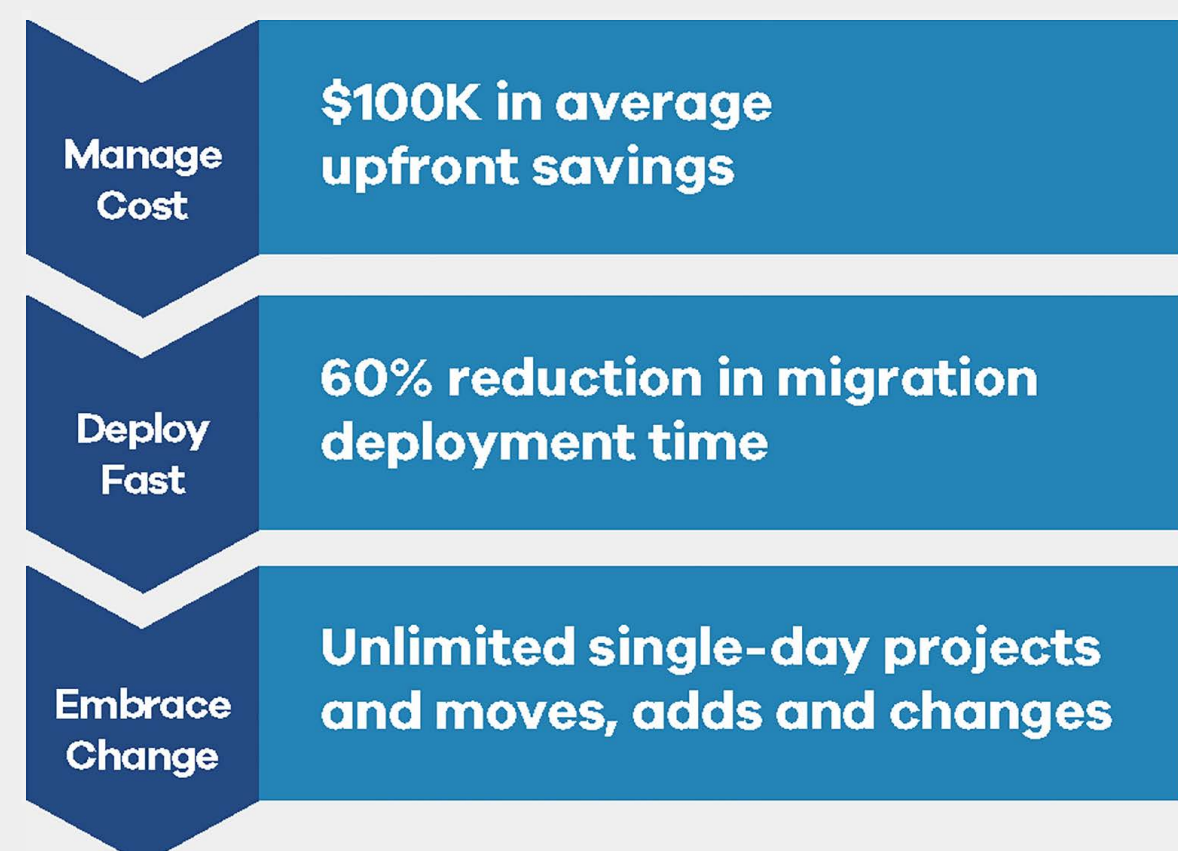


On-Premises Challenges Eliminated with Ascend

Implementation challenges	Technical debt with custom code to fix limited product version dependencies	Quarterly annual windows to innovate	Break / fix processes	Duplicated administrative efforts per silo
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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.



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](https://www.waterfieldtech.com)

* Source Waterfield Tech