



## Value Proposition

The **effEctive**® Network-Based Contact Center is a modular solution, targeting the same market as Genesys, Cosmocom and Cisco. We have a single focus: contact with the customer should be easier, faster, and much more efficient.

Contact centers can be reached by phone, fax, e-mail, text message and the Internet. To handle these diverse types of communication can mean a lot of extra work for the contact center. You need to find a way to allow your customer to be reached more easily, so agents receive the required information (e.g. CRM) whenever and however the client makes contact. That's why we offer you a solution that allows you to distribute calls to different locations by means of a dynamic and targeted routing process with media-independent queues that manage all inbound contacts and ensure optimum use of capacities.

[Contact us](#) to learn more.

[Value for the Carrier](#)

[Value for the Contact Center](#)

