

# OmVista™ ENTERPRISE UNIFICATION FRAMEWORK



Turn **data** to **insights**  
to **actions** to **EXCELLENCE**



Data chaos can feel impossible to overcome and impedes excellence to both employee and customer experiences. Manual processes can take teams of people weeks to identify trends that impact successful business outcomes, losing valuable time and wasting resources. And siloed insights can't offer a holistic view of employees, customers, or the overall business.

## That's why we created OmVista – the View of Everything

A view of everything can transform DATA to INSIGHTS to ACTIONS so contact centers and enterprises can achieve EXCELLENCE in workforce performance, customer loyalty and satisfaction, and overall business productivity.

## EXCELLENCE REQUIRES MORE THAN JUST IMPROVEMENT

It requires an end-to-end framework that captures and unifies dispersed and siloed data, analyzes that data to uncover business insights, and automates actions based on those insights.

# The OmVista Framework

A suite of building block solutions, powered by the most advanced AI, analytics, and automation, enabling customers to grow incrementally, uniformly, cost-effectively, and with the same vendor.

OmVista offers a broad range of enterprise unification solutions and intelligently automated vertical applications to deliver bottom-line business value for Sales, Marketing, Operations, Financials, Customer Service, Debt Collections, and more.

## OmVista Solutions

### Data Capture and Unification

Regardless of whether your data comes from our call recording or screen capture, or from third-party systems, it can be seamlessly integrated and unified and ready for meta-analytics.

### Intelligent Automation

Apply the power of automation to business insights to reduce manual effort, increase time to response and overall customer satisfaction and business productivity.

### Integrated Meta-Analytics

Analyzes front-end interactions and transactions *and* back-office data points to uncover relational and correlational trends across employees, customers, and the business.

### Intelligent Virtual Agents

Reduce employee stress and burnout and deliver faster response and resolution times with IVAs delivering conversational interactions that can scale up or down as needed.

## OmVista Applications



Intelligent Call Routing connects inbound calls to the best agents to deliver consistent CX, no matter where they are in the world



Overlay and automate the integration of all systems to deliver the intelligence for data-driven decisions in real time



Proactively determine loyalty and satisfaction and automatically implement measures to grow, retain, and win back customers



Increase outbound success with predictive analytics that adjusts to trends identified by real-time reports and dashboards