



STAR TELECOM



Star Telecom & Genesys Overview



STAR TELECOM | GENESYS

Star Telecom Overview

What Does Star Telecom Bring to the Table?

Our Mission

To become the provider of choice by being **subject matter experts** and **trusted consultants** to our clients; and by consistently providing well designed, **reliable** and **scalable** omni-channel solutions with **on-site training** which drive measurable results and consistently **exceed our clients' expectations**.

Star Telecom assists clients with optimizing all types of customer interactions by making each experience and communication better, more efficient and, where appropriate, automated, regardless of the channel. At the same time, we improve employee experience and productivity for optimal service delivery and increase management insight.

For each project, our team focuses on the customer-facing and internal goals that are important to the business stakeholders, such as driving higher customer satisfaction, NPS scores and agent performance. Then we determine the specific solutions that will enable the client to achieve them, including approaches to deliver higher service levels and quality, first contact resolution, lower AHT and customer effort and other key operations metrics.

Star Telecom is a Canadian organization based out of Toronto, Ontario, with a global client base and **two decades of experience** delivering cloud-based contact center and telecom network services. Our solutions include contact center as a service, conversational applications (IVR/Chatbots), SIP trunking (Local, Long Distance, Toll Free), call routing, voice broadcasting, SMS, satisfaction surveys (CSAT) and other cloud telecommunications and customer experience services and solutions.

Star Telecom has a unique “boutique” advantage in that we’re big enough to deliver, but small enough to care. We provide implementation, custom development, project management, managed services and ongoing account management directly to our clients.

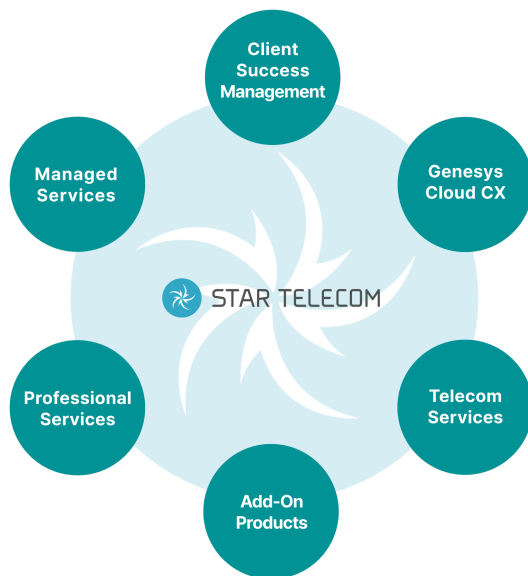
Star Telecom is a Genesys Gold reseller partner, the highest designation for quality. Our goal from the beginning of our relationship was to become “better Genesys than Genesys”. To achieve this we provide a more complete and fully managed cloud contact center solution, and a superior level of service, client experience and support to our Genesys cloud clients. Today, Star Telecom has over **20 Genesys Certified** Technical Genesys Cloud Associates on our support staff and **7 Genesys qualified**

**Leading Genesys
Cloud Technology,
Better Service**

sales experts. Unlike Genesys Cloud Voice, the standard Genesys telecom offering, Star Telecom's PSTN services and agent-bound voice traffic can be delivered over managed connections with firm SLAs, QoS, guaranteed data residency and end-to-end visibility of the connection.

Star Telecom has **grown** completely **organically** and consistently between **10% and 15%** year over year. Currently, Star Telecom processes over **35,000,000** calls per month on behalf of various Canadian and US-based clients, including mission-critical clients such as electrical utilities, telehealth and emergency services.

Our client's success comes from three things: (1) the experience of our team in designing conversational applications, (2) broad-based expertise in the contact center industry and customer experience, and (3) a very strategic and deep partnership with Genesys. For each project, our team provides a unique blend of technology and business solutions tailored to each client's unique environment. The Star Telecom team effectively uses this customer-focused, technology-savvy expertise to inject efficiencies into our clients' customer engagement model, ensuring a rapid ROI. At the same time, it includes a 365/24/7 approach to customer care which features a **10-minute response time and 100% uptime guarantee!**



End-to-End Solutions that Include Everything You'll Need

Too often, contact centers face operational challenges because they have multiple vendors that don't always work well together.

With Star Telecom, customers get everything they need to be successful. We offer Genesys Cloud CX software, telecom services, add-on software products, professional services, and a range of ongoing support and managed services to choose from. And our solutions are flexible enough to meet almost any need.

What's in It for Your Customers?

- **All-in-one Omni Channel Routing:** Engage customers by phone, email, SMS, web chat, and social.

- **Personalized Customer Service:** Treat every customer the way they want through customer journey tools and integrations that supply agents with context.
- **Artificial Intelligence to Improve Service:** Enable various levels of AI and chatbots with automation to improve the customer experience.
- **Fully Managed Cloud Solution for Simplicity, Reliability and Agility** solution supported by an experienced and knowledgeable partner.
- **Data Residency** in both transit and rest.

What's in It for Your Employees?

- **Location Independence:** Employees need only an Internet connection and a web browser.
- **Ultimate Control:** Direct access to IVR call flows, ACD elements and all voice messaging to control the customer experience in real time.
- **Built-In Collaboration:** Unified communication and collaboration (UCC) tools are an inherent part of the application. Connecting teams has never been easier.
- **Ultimate Visibility:** Customer information and historical and real-time data, across all your channels, in a single view that's at your fingertips.

What's in It for Your Organization?

- **Trusted, Knowledgeable and Responsive Partner:** Star Telecom provides unparalleled 24x7x365 support and expertise across Genesys Cloud and Contact center functional areas. Star Telecom is the leading Genesys Cloud partner based on the number of custom connectors, AppFoundry (product) listed services, Genesys Cloud certified team members and overall number of Genesys Cloud users.
- **Lightning-Fast Deployment:** Star Telecom/Genesys Cloud makes it fast and easy with all services available over the Internet.
- **Scalability:** Easily scale up or down with a cloud-based solution.
- **Data-Driven Business Decision Making:** Real-time dashboards, historical reports, customer journey insights and predictive analytics help you better understand your business and make effective decisions.
- **Simple and Flexible Subscription Terms:** Pay us for what you use each month and use it for as long as you like. It truly is that simple.
- **Enterprise-Grade:** We have gone to extraordinary lengths to make Star Telecom/Genesys Cloud secure and survivable.
- **Built-in DRP:** With the power of multiple Amazon regions behind it, the solution comes with built-in Disaster Recovery

Key Differentiators That Set Star Telecom Apart From the Competition

- **Carrier-Grade Voice in The Cloud:** Star Telecom's model of delivering PSTN Services to Genesys Cloud enables it to actively manage call quality, along with underlying factors

such as latency, jitter, packet loss. Our team of SIP Engineers is able to troubleshoot issues all the way from the agent desktop to the PSTN handoff.

- **Easy Integration:** Flexibly integrate new or existing systems via a marketplace of one-click install packaged integrations and a rich ecosystem of open APIs. The Bridge, a software appliance that can be installed on your network or in the cloud, uses certificate exchange and encrypted connections to pair with your organization.
- **Enterprise-Grade:** We have gone to extraordinary lengths to make our solutions secure and survivable.
- **Local / On-Site Support:** Star Telecom provides on-site classroom-style training to agents, supervisors, admins, or any personnel that will be in charge of the training internally. We also keep our phone and email support open 24/7/365 for our clients.
- **Support is Our Priority:** All of our clients get a dedicated account manager as a key point of contact to fully support them pre- and post-implementation for the entirety of the partnership with Star Telecom.
- **We're Your One-Stop Full Solution Providers:** Our solutions don't stop at the Genesys Cloud. Our services extend to SIP Trunking, SIP Long Distance, International SIP Trunking, Toll-Free Services, Telephone Conferencing, & VoIP PBX.
- **We Are the Industry Experts:** We have over 20 years of industry experience, 20+ Genesys Certified Technical Genesys Cloud Associates on our support staff and 7 Genesys Cloud sales experts.
- **Redundancy:** As a telecom provider outside of the cloud ecosystem, we can re-route traffic in case of issues with the cloud. In case of a Toll-Free carrier outage, we can move traffic to an alternate provider.
- **Other Services:** As a cloud communications and customer experience services provider, Star Telecom has a range of other services which can be provided upon request.

Examples include:

- Voice and SMS Message Broadcast
- Voice Biometrics
- Fraud Detection/Prevention
- Data Augmentation
- Mobile vs Landline lookup
- WFM Forecasting / Scheduling

Optimal Telecom Foundation

- Geo-redundant data centers
- Managed data center cabinet space for voice-related services
- AWS / Google Cloud-based solutions
- Managed MPLS/L2 connectivity + Private AWS connectivity
- Complementary solutions (IVR/Call Routing, Cloud PBX, SIP Trunking, DRP/BCP, Voice/SMS blasting)
- Hardware (phones, headsets, etc)

Maximum Availability with Monitoring, Alerting and Escalation

- Star Telecom has developed and adapted its real time monitoring and alerting platform to monitor and alert Genesys Cloud
- Range of voice and network resource probes to monitor:
 - Media Edges
 - Client endpoints and devices
 - Inbound call delivery and failures
 - Latency/jitter/packet loss
 - APIs and other services
- 24x7 NOC receives and triages alerts
- ST NOC engages client (or vendor) stakeholders as per documented procedures

On-time, On-Budget Implementation and Project Management

- PMP Certified PMO
- Waterfall/Agile
- Status meetings to be scheduled as required with key stakeholders
- Jira and Confluence for collaboration, documentation and knowledge sharing
- Microsoft project plan and dashboards on weekly status calls
- Documentation, Development, UAT/Testing
- Class room training (agent, supervisor, admin, train-the-trainer)
- Implementation can be customized to meet virtually any time-frame

High Quality Development and Professional Services

- Expertise and understanding of the Genesys Cloud platform - 20+ GA certified team members (highest number for Canadian partners)
- Genesys Cloud service delivery (Day 2 Support)
- Telephone provisioning and MACs
- Call Flow and System MACs
- WFM setup and management
- QM setup and management
- SIP Customization (e.g. geolocation data into UUI SIP headers)
- Integration (APIs, CRMs, legacy telecom)
- Reporting / data export, archive and backup customization
- AWS based adjunct services
- Chat/SMS/Chatbots:
 - Agentless (i.e. alerting, notifications, IVR triggered URL)
 - Canadian Short Code
 - Canadian A2P Long Code (vs. P2P offered by Twilio, Nexmo, etc)

Maximum Performance Architecture

Star Telecom/Genesys Cloud is built on top of Amazon Web Services (AWS) using a microservices architecture. The benefits of this design are numerous:

- Without the constraints of physical equipment in a proprietary data center, Star Telecom/Genesys Cloud microservices can tap into the essentially limitless capacity of AWS across the globe.
- Each microservice can scale up to meet the current load independently of the others – and a failure in one microservice has no impact on any other.
- Star Telecom/Genesys Cloud can handle organizations of any size and scale on demand.
- Star Telecom/Genesys Cloud offers unparalleled reliability and disaster recovery. The entire Star Telecom/Genesys Cloud platform is deployed in multiple AWS regions. Each region consists of multiple independent AWS data centers. This sort of distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery. Star Telecom/Genesys Cloud has a public-facing status page for ultimate performance transparency.
- Star Telecom/Genesys Cloud uses a continuous deployment model allowing for continual bug fixes and the addition of new features - get weekly upgrades with no downtime.
- A spirit of innovation and continued investment to build a future-proof platform – combining the best of technology and human ingenuity.
- Full End-to-End Solution provider with a singular focus on Contact centers and CX.

Star Telecom Care Offerings

Star Telecom's Care offerings are designed to bridge the gap between the support that Genesys provides as well as enabling clients to get the most value from their solution. We offer Basic Care, Operational Care, Application Care, Platinum Care plus a Block of Hours model to meet a variety of client needs.

Star Telecom provides Care for our clients across all functional areas by leveraging our team of 20+ Genesys Cloud CX certified administrators, WFM Analysts, SIP Telephony Engineers and self-service, product and API Developers.

Basic Care

Clients who purchase their Genesys Cloud CX licenses through Star Telecom are entitled to Basic Care at no additional charge. All Star Telecom Care programs include this service which provides 24x7x365 availability and a Service Level Agreement (SLA) 10-minute target response time, ensuring our clients are able to get assistance when needed. As part of the service, we designate a Client Success Manager who acts as the client's primary point of contact. Also included is full phone, email or ticket support, as well as Genesys Cloud CX platform monitoring and alerting and expense management services, which are typically not available from other providers as part of Basic Care.

Optionally, clients may augment Basic Care by purchasing a prepaid block of hours to be used on an as-needed basis for support-related items not covered by Basic Care. Support work done under the block of hours is on a commercially reasonable/best-effort basis.

Operations Care

This service is for clients who need assistance supporting and enabling their agents and supervisors, and performing operational changes. It includes all the services which are available in Basic Care, plus a turn-key solution in which Star Telecom handles agent and supervisor inquiries and issues directly. Also included are all Moves, Adds and Changes (MAC) needed within the Genesys Cloud CX infrastructure and access to training videos to assist with staff onboarding and refresher training for agents.

Application Care

This service is for clients who will handle their own agent inquiries and MAC needs, but want the security of Star Telecom providing problem resolution of their unique application of Genesys Cloud CX. It includes all the services which are available in Basic Care, plus problem resolution of configurations, application code and integrations within their Genesys Cloud CX infrastructure. The service provides peace of mind to clients who want to ensure their unique application solution is supported when something in their environment changes and creates application errors or end-user impacts.

Platinum Care

This is a premium service for clients who need assistance with all operations of their Genesys Cloud CX environment and want to maximize their return on investment. It includes Basic Care, Operations Care and Application Care, plus a wide range of other tactical and strategic services to enable continuous improvement and growth. It also includes discounts for future professional services projects.

Achieve More Business Goals with Our Client Success Management Team

Our team of highly skilled and experienced Client Success Managers (CSMs) are here to help you reach and surpass your customer experience and other contact center goals. We take great pride in offering a valuable resource of experts who will continue to guide your organization post-implementation and offer valuable insight into key changes within your industry in relation to customer experience best practices. Our knowledge and expertise that we have gained through our clients and from more than two decades of Contact Center Solutions experience will prove to be of great value to your organization.

Here are some key points you should know about our CSM team:

- **Highly Involved Contact That Knows Your Business:** Your primary contact into the Star Telecom organization. They are intimately familiar with your business and the CX solution designed for your company.
- **Gain Valuable “Best Practices” Knowledge:** Your conduit to best practice sharing for similar organizations/industries that we work with; identifying what has worked well with other clients, and as equally important, what does not work well.
- **Be the First to Know About New Features:** We have the ability to unpack and identify Genesys Cloud roadmap features that are 1) meaningful to our clients, and 2) provide a measurable ROI to our client's operation. We use a surgical approach to finding upcoming feature releases that matter to your business.
- **Friendly Faces Always Here for Your Organization:** We are continually involved from implementation through production in the partnership, eliminating a revolving door of new faces. They also allow only a select few individuals that communicate within the Star Telecom departments and have a deep understanding of our client's solution.
- **One Contact For All Inquiries:** We're a single point of contact from platform, telecom, and business process questions to invoicing support
- **We Understand Your Perspective From Experience:** Since our CSM team grew up as call center operators first and foremost, your CSM is a non-traditional extension to bounce ideas or gain guidance on not only the technical aspects of our solution set, but how to adopt the technology within a hectic call center environment.

Highly Experienced Executive Team

VP Client Success - Ivan Kovacevic

- Co-founder at Star Telecom and NuVox Communications Ltd.
- Two decades in Contact Center Technology and Telecom
- Executive sponsor
- Directly involved with utility clients (Hydro One, Alectra) and non-utility clients (Best Buy, Cineplex, Canadian Blood Services) on solving CX and technology issues
- Responsible for the strategy behind our Voice, Data, SMS and Genesys offerings
- Here to ensure resource alignment, successful delivery and long term client satisfaction through partnership

VP Professional Services - Ron Owens

- Over 30 years of experience with implementing contact center technology
- Worked with Genesys technology since 2014

VP Client Success - Jeff Hebel

- Over 22 years of experience with contact center business operations and technology
- Previously ran contact centers for a large BPO

VP of Solution Design and PMO - Tatjana Knezevic

- Joined Star Telecom in 2003
- Approx. 25 years of experience in IVRs and Contact Centers
- Leading the implementation of the solution through Planning, Scoping, Designing, and Internal coaching

VP Business Solutions - Zoran Duma

- Co-founder at Star Telecom and NuVoxx Communications Ltd.
- 25+ years in IVR, telecom and contact center environments
- Delivered IVR solutions for major companies in technology, utilities, financial services, oil and gas and many other industries

VP Application Development - Dejan Pejovic

- Co-founder at Star Telecom and NuVoxx Communications Ltd
- Principal Solutions Architect
- 15+ years focusing on contact center application development
- As Director of NuComm Solutions, Dejan led the development team that delivered numerous web automation products for external clients, acting as product designer, architect and development manager.
- Master's Degree in Electrical Engineering from University of Belgrad

Chief Technical Officer - Miroslav Mostic

- Co-founder at Star Telecom and NuVoxx Communications Ltd
- CTO Star Telecom and NuVoxx Communications since 2006
- Chief Systems Architect NuVoxx from 2002 - 2006
- 4 years as Director of Automated Solutions Development at Transcom North America & Asia
- 10 years as Senior Systems Architect, Synamics, Inc

Director, Client Development and Partnerships - Brad Czumaczenko

- Has 10+ years of experience in the contact center and CCaaS industry.
- Leads the Sales and Marketing Teams
- Manages Star Telecom Partnerships
- Oversees Business Development Initiatives



Genesys Overview

Genesys Software Solution

The Genesys Cloud CX™ solution assists with managing the customer journey by connecting customers to the right agent on the first contact, regardless of channel, while also improving the employee experience for service delivery.

Genesys Cloud CX is an all-in-one composable cloud contact center solution. It helps businesses offer fluid, effortless interactions that are faster, smarter, and more personalized, all via an easy-to-use proven cloud product. With the flexibility to configure CX and employee experience capabilities - that are built, bought, or brought - letting you adapt, scale, and create impactful customer experiences with confidence.

What's in it for your customers?

- **More Channels and More Possibilities** - Open new channels for your customers to engage with and offer easy-to-use 24/7 AI-driven self-service options
- **The Best Suited Agent on First Contact** - Ensure that every customer interaction is routed to the best available agent. Using Genesys AI, predictive routing continuously analyzes real-time data to predict outcomes, matching customers to the best agent while optimizing for important contact center KPIs. This means your customers will be transferred less, and have their inquiry resolved faster.
- **Faster Resolution Across Preferred Channels:** Meet customers' expectations of channel choice and reduce frustration.

What's in it for your employees?

- **Empowers Your Team:** Powers personalized and effective employee experiences through the entire employee development journey with learning and training, performance management through gamification, coaching, the voice of the employee, and rewards and recognition.
- **AI-powered Forecasting and an Innovative Scheduling-first Approach:** Let supervisors and agents staff, schedule, and forecast faster with improved accuracy and flexibility.
- **Ultimate Visibility and Compliance:** Easily evaluate insights across channels with AI-powered capabilities helping flag sentiments, track and tag important topics, and find common themes, boosting the quality and performance of the workforce and business.

- **Built-in Collaboration:** Unify real-time collaboration with communications through natively integrated business telephony.
- **Ease of Use:** Increase engagement across all features through a unified interface that only requires a web browser.

What's in it for your business?

- **Unified CX plus WEM, Enhanced with AI:** Oversee customer experiences and WEM with ease. Let AI liberate agents from routine tasks and leverage your data to provide essential insights.
- **Intuitive Design for Effortless Experiences:** Get up and running quickly and host fluid, effortless conversations across all channels. The intuitive interface of Genesys Cloud CX is easy to use and configure as needed – no technical expertise is required.
- **Composable and Future-proof Platform:** Compose your ideal solution from an array of native components, a vast partner ecosystem, and open APIs. Our cloud-first strategy aims to solve tomorrow's problems today to keep your business fueled for the future. The platform's composable design optimizes your CX tech stack so you can focus on configuring exactly what your business needs, with limited disruption.

Genesys Cloud CX Differentiators

Key differentiator	Benefit
All-in-one design. Native CX, employee experience, and digital experience in one platform. Offering the broadest and deepest set of constantly growing CCaaS capabilities built to work together from the beginning.	Speed time-to-value, reduce vendor and system complexity, and simplify the user experience. Access updates and innovative services, like AI-powered journeys, new digital channels, WEM solutions, and more, as soon as they're released.
Composable platform approach. Our cloud-native architecture gives the flexibility to configure CX, EX, and DX capabilities – that are built, bought or brought – to create differentiated experiences.	Quick and easy adaptability, quickly deliver differentiated experiences while maximizing return on existing investments, and create experiences that let you stand out against your competition.
Modern, trusted platform. A secure, reliable, and scalable platform gaining flexibility, resiliency, and hyper-scale optimizing your tech stack. Let Genesys handle upgrades, innovation, security, and management reducing your (virtual) IT footprint.	Manage change confidently by avoiding unnecessary risk with improved supportability and better economics. A partner focused on innovating to keep your solution ahead of the curve.

Global presence and supportability. Active in 10 core Amazon Web Services (AWS) regions supporting customers in more than 80 countries. And with support for 19 languages, and over 20 messaging languages.

Manage change confidently by avoiding unnecessary risk with improved supportability and better economics. A partner focused on innovating to keep your solution ahead of the curve.

The Only Pure Play CX Vendor

- * 1990 Incorporated
- * 45 Countries with Offices
- * 100+ Countries Served
- * 5,700+ Employees
- * 7,000+ Customers
- * 1,200+ Partners
- * 1,000+ Patents

Why Genesys?

Every year, Genesys orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. And more than 50% of the Fortune 100 use Genesys to improve their CX processes.

Through the power of our cloud, digital, and AI technologies, organizations can realize Experience as a ServiceSM our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper-personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine Genesys enables true intimacy at scale to foster customer trust and loyalty.

GIVE YOUR CUSTOMERS
SUPER HUMAN SERVICE