

# DEFINITIONS AND ACRONYMS THAT MAKE UP CX, CCAAS, AND CPAAS NOMENCLATURE

The relationship organizations have with their customers (people they interact with) is so important. Those perceived interactions with a company or brand is the **Customer Experience (CX)**. Where call centers and brick-and-mortar were once the only way to interact, now you need to be in the channel where they want to be or even self-service via portals or support solutions. **Contact Center as a Service (CCaaS)** provides omnichannel continuous conversations with automation, reporting, quality management, and workforce management capabilities. Additionally, **Communication Platform as a Service (CPaaS)** also provides the ability to message/interact (utilizing APIs and development projects) via voice, SMS, social media, and email with customers.

## CX, CCAAS, AND CPAAS TERMS

**ACD (Automatic Contact Distributor).** Specialized routing engine that distributes interaction to agents based on need and agent's skill set, ensuring that customer requests are resolved with self-service or elevated to qualified agents in the most efficient manner defined by the business.

**Agents Assist.** AI-powered software that aids Contact Center agents in providing exceptional customer support by analyzing the call or chat in real time, offering relevant suggestions and predictions through Machine Learning, and identifying potential red flags in responses like profanity or bias.

**Agents Elevation.** See related: Escalation.

**Agent's Experience.** The agent's experience including the software they use, customer interaction, and can be improved through agents' coaching, skills training, and workforce optimization.

**Artificial Intelligence (AI).** Cognitive technology that uses and analyzes data, algorithms, and programming to perform actions, predict problems, and adapt to circumstances.

**Analog.** The process of taking audio signals, like voice, and translating them into electronic pulses.

**Automatic Number Identification (ANI).** A service that transmits the phone number of the caller for quicker customer identification. Also referred to as calling line identification (CLID) or caller ID (CID).

**Automatic Speech Recognition (ASR).** Technology that processes and responds to spoken language commands. See related: Natural Language Understanding, Interactive Voice Response (IVR).



**Auto Dialer (Dialer).** Automated process of making outbound calls for the Contact Center. This contrasts to manual or ad-hoc dialing where a representative takes multiple steps. Dialers offer advanced functionality, scripting, and reporting. See related: Predictive Dialer.

**Automatic Callback.** When all lines are busy or all agents unavailable, this Contact Center technology allows the customer to instruct the system to return their call when an agent becomes available, within a specified time or to indicate a preferred time for callback.

**Automation.** Technology built to assume control of processes previously performed by humans to boost efficiency and reliability and empower customers for self-serve.

**Average Handle Time (AHT).** Average time an agent spends handling a contact.

**Average Hold Time (AHLDT).** Average time contacts spend “on hold.”

**Application Programming Interface (API).** Set of functions and procedures allowing developers to create applications that access the features or data of an operating system, application, or other service.

**Application.** A tool, service, or capability that enables the system within your Contact Center to identify, respond to, route, and track interactions.

**Avatars.** A fun and important element of gamification. Using avatars as part of your gamification program let agents create and customize graphical representations of their character and persona.

**Agent Self-Evaluations.** Self-assessments are a quality management (QM) activity in which agents evaluate and score their own interactions using the same evaluation form that another evaluator would use.

**Agent Reports.** Performance Reports provide statistical insights related to an individual agent’s productivity including average handle time, unavailable time, call log, etc.

**Analytics.** Tools that analyze data, make correlations, reveal insights, and report on trends to help a Contact Center or business improve operations. See related: Business Intelligence.

**Agent Coaching.** Quality Management and/or performance activity in which supervisors, managers, or others provide agents with feedback, examples, training and activities to complete to help them improve their skillset.

**Agent Occupancy.** Occupancy is a workforce management metric that shows the percentage of time agents are actively engaged in interaction handling activities compared to their total time logged in.



**Agent Utilization.** Workforce management metric that indicates agent productivity.

**Agent.** Individual who handles the customer interaction resulting from inbound and/or outbound contact. See related: Customer Service Representative (CSR).

**Abandon.** An inbound contact that waited to be connected but ended communication before being transferred. In outbound contacts, this term refers to an occurrence in which the predictive dialer ends communication because the system or agent was unable to connect.

**Barge-in.** ACD function that facilitates the switch to three-way conference when necessary, so that a Contact Center manager can join an existing call, assist agents, and improve the Customer Experience.

**Byte.** Unit of data that is eight binary digits long, used by most computers to represent a character such as a letter, number, or symbol.

**Blended Agents.** Contact Center agents who handle inbound and/or outbound customer interactions across multiple voice, web, and digital channels.

**Bot.** Piece of software that automates tasks that humans would otherwise perform. See related: Chatbot.

**Business Optimization.** Process of measuring efficiency, productivity, and performance to highlight areas for improvement and ensure success within a business.

**Business Process Outsourcing (BPO).** Outsourcing specific operations to a third-party Provider, known as the business process outsourcer.

**Business-to-Business (B2B).** Marketplace transactions between businesses.

**Business-to-Consumer (B2C).** Marketplace transactions between business and consumer.

**Back Office Optimization.** Streamlining back-office workforce functions for maximum efficiency and optimal alignment with front-office services in the Contact Center to improve Customer Experience and agent experience. See related: Workforce Optimization (WFO).

**Contact Center Software.** Collection of applications that automate key Contact Center processes.

**Call Center Management.** Policies, procedures, and tools used to manage operations, employees, and interactions within a Call Center. See related: Contact Center Management.

**Customer Engagement.** Framework connecting multiple systems, processes, and stakeholders together to optimally engage the customer across their customer journey.



**Call Center Agent Scorecard.** Tool for measuring and monitoring quality assurance (QA) and performance metrics for individual agents.

**Call Center Agents Software (Agents Desktop or Agents Workspace).** When done right, brings processes and capabilities of newer Call Center software technology to a unified portal for Call Center agents.

**Call Center Agents Utilization.** Ratio of agent's productivity to capacity.

**Call Center Coaching.** Quality management activity to provide Call Center agents with feedback, examples, performance assessments, and best-practice activities to help improve skillsets needed for their role.

**Call Center Reporting.** Tracking and presentation of key performance indicators (KPIs) and planned metrics on Call Center activities and individual Call Center agent's performance.

**Call Center Service Level.** Percentage measurement of how well standards are met for customer service.

**Call Center Software.** Collection of applications that support customer service operations.

**Call Recorder (Call Recording Software).** Technology that records the contents of phone calls and may also capture agent's screens.

**Customer Acquisition Cost (CAC).** Measure of how efficient a company's sales and marketing efforts are at acquiring new customers.

**Customer Feedback.** Input consumers provide to companies they do business with. May be unsolicited (example, complaint) but many organizations use structured methods to solicit/collect feedback.

**Customer Frustration.** Feeling of frustration Customer Experiences as a result of a negative interaction with an organization.

**Customer Intelligence.** Process of collecting and analyzing information about an organization's customers with the intent of identifying the best way of interacting with them to strengthen relationships and increase loyalty.

**Customer Interaction Analytics.** Software that can review and assess voice recordings and transcripts from digital channels like email and chat.

**Customer Surveys.** Tools organizations use to collect feedback from customers about any number of topics. Customer surveys can take several forms, including paper-based documents that are mailed to customers, digital surveys that appear after website transactions, and surveys facilitated by outbound phone agents.



**Channels.** Various voice and digital communication mediums that facilitate customer interactions in a Contact Center. See related: Omnichannel Contact Center, Omnichannel Routing.

**Call Center (Inbound Call Center, Outbound Call Center).** Operation where a large volume of calls is handled on behalf of an organizational division (e.g., customer service, sales, support). See related: Contact Center.

**Contact Center.** An operation that supports inbound and/or outbound communication between customers and agents (or self-service systems) across multiple voice and digital channels, typically for the purposes of customer service, sales, or support. See related: Call Center.

**Contact Disposition.** User-defined statuses that can be assigned to completed interactions either by an agent or by the system.

**Call Distribution.** When a volume of calls is dispersed by an ACD during a given time.

**Caller.** The calling party, or customer, with whom your Contact Center system or agent interacts.

**Call Recording.** Recording a telephone call or other audio source through an automated system in compliance with rules and regulations, then monitored for the purpose of quality management, agent performance evaluation, and workforce management.

**Call Time.** Length of time a caller is on an individual call with an agent. Typically includes talk time and agent-initiated hold time, but not post call wrap time. See related: Average Handle Time (AHT).

**Call Volume.** Number of calls/contacts made or received during a given time period.

**Call Center CRM (Call Center Customer Relationship Management).** Technology that provides Call Center employees access to customer data and interaction information to further personalize the Customer Experience. See related: Contact Center CRM.

**Call Center Workforce Optimization.** Strategy to improve Call Center workforce management and planning through a series of forecasting, scheduling, quality management, training, and reporting tools. See related: Contact Center Workforce Optimization.

**Call Center Workforce Planning.** Process of forecasting staffing needs based on anticipated volume or other business drivers, then ensuring everything is in place to hire, train, schedule, and manage the required agent team. See related: Call Center Workforce Optimization.

**Cloud Call Center (Cloud-based Call Center).** Technology hosted in the Cloud and supported by a third-party vendor. See related: Cloud Contact Center.



**Cloud Contact Center.** Cloud-native software (rather than on-premise hardware) to handle inbound and outbound customer interactions across multiple voice and digital channels.

**Cloud Contact Center Platform.** Complete, unified, Cloud native system built to support multichannel or omnichannel communication between customers and agents (or self-service systems) in a manner that optimizes Customer Experience and agent experience.

**Contact Center Agents (Customer Service Representative).** Front-line employee that interacts directly with customers and assists with issues such as placing orders, resolving billing issues, and answering policy questions. See related: Agents.

**Central Office.** Site that houses major telecommunication devices and Network access facilities for storage and operation.

**Chat.** Digital messaging application built into an organization's Contact Center platform, and launched from the organization's website, allowing a customer to communicate and receive online service quickly and easily.

**Chatbot.** AI-enabled robot capable of communicating with human customers to deliver efficient service across voice and digital channels.

**Co-browse.** Solution that enables an agent and customer to simultaneously navigate the same webpage during a voice or digital interaction.

**Compliance.** Abiding or conforming to rules, regulations, or laws. Can also refer to adherence to agent's schedule.

**Context.** Combination of identifying factors about a customer—including user identity, environmental, and process-based information—that form insights which allow organization to deliver relevant and optimal experience to the customer.

**Contact Center CRM (Contact Center Customer Relationship Management).** Software that provides agents with real-time access to customer data and previous interaction information to further personalize the Customer Experience. See related: Call Center CRM.

**CRM (Customer Relationship Management).** Strategies, technology, and resources used to achieve a holistic understanding of a customer and their relationship to an organization. Proper CRM integration in a Contact Center can lead to more personalized service, increased customer retention, and more revenue.

**Cross-sell.** When a sales rep suggests that an existing customer would benefit from the purchase of an additional product or service.



**Customer Satisfaction (CSAT).** Measure of how well the organization meets expectations. Typically determined through customer satisfaction surveys.

**Contact Center Management.** Way an organization manages operations of its Contact Center workforce and software to deliver consistently exceptional Customer Experiences across all voice and digital channels. See related: Call Center Management.

**Computer Telephony Integration (CTI).** Monitoring, controlling, and integration of phone system with computer system. CTI can be run from an on-premises server or made available through the Cloud.

**CTI Server.** Software that supports a computer telephony integration (CTI) platform—also commonly references both the software and the hardware on which it's loaded.

**Customer Effort Score (CES).** Score based on the amount of effort a customer expends in getting their issue resolved, purchasing a product, etc.

**Customer Experience Management (CEM).** Organizational strategy designed to optimize Customer Experience and Customer Engagement.

**Customer Experience Platform.** Set of processes and systems that enable businesses to manage the Customer Experience. See related: Cloud Contact Center Platform.

**Customer Journey.** Complete end-to-end set of experiences customers have when interacting with an organization or brand.

**Customer Journey Management.** Latest strategies and software to provide seamless and consistently exceptional omnichannel Customer Experiences across the customer journey.

**Customer Journey Map.** Visual diagram of all touchpoints within a customer journey. Can be leveraged in real time for agents to improve an experience or leveraged via analytics to identify trends that help improve the overall Customer Experience delivered.

**Customer Journey Optimization.** Process of optimizing the customer journey through mapping and management.

**Customer Lifetime Value (CLV).** Total value of a customer's lifetime relationship to an organization.

**Customer Service.** Support offered to customers before, during, and after their purchase.

**Customer Service Representative (CSR).** Contact Center employee who provides support when handling customer interactions. See related: Agents.



**CT Connect.** Technology that allows computer applications to monitor and control telephone calls.

**Contact Center Workforce Optimization.** Strategy to improve multichannel or omnichannel customer and agent experiences via workforce management software. These software tools can include AI-enabled forecasting, scheduling, quality management, performance management, coaching, analytics, or reporting applications. See related: Workforce Optimization (WFO).

**Contact Center Workforce Planning.** See related: Workforce Management.

**Digital Call Center.** Customer service operation that provides support for its customers through digital channels such as email, chat, text (SMS), social media, and more.

**Directed Dialog.** Elementary automatic speech recognition technology that guides interaction by prompting a caller with limited phrases.

**Dual Tone Multifrequency (DTMF).** System that uses audio tones to represent digits on a keypad.

**Dashboard.** Display of real-time communication, KPI reporting, or historical information across a screen for easy viewing by Contact Center employees.

**Database.** Application that stores, organizes, and structures data consistently for efficient analysis.

**Decibel (dB).** Unit of measurement indicating the intensity of a sound.

**Dialer.** Automated dialing of outbound phone calls or the sending of mass digital communications. Dialers features and functionality range from basic to very sophisticated. See related: Auto Dialer, Predictive Dialer.

**Digital.** Representation or transmission of data expressed in binary code.

**Direct Inward Dialing (DID).** Local network service which transmits a unique set of identifying digits to the Contact Center.

**Dialed Number Interaction Services (DNIS).** Set of digits indicating the phone number the call reached.

**Echo Cancellation.** Quieting a voice channel to optimize speech recognition and natural language understanding.

**Employee Engagement.** Level at which Contact Center employees are engaged in their work. See related: Agents Experience.

**Enterprise Relationship Management (ERM).** Solutions allowing an enterprise to share information in order to create value, satisfy customers/stakeholders, and increase revenue.





**Escalation.** Process by which a customer contact is seamlessly transferred, via omnichannel communication, to a Contact Center agent or supervisor for handling.

**First Call Resolution.** See related: First Contact Resolution.

**First Contact Resolution.** Metric indicating the capability of a Contact Center to resolve a customer issue during the first interaction, eliminating the need for follow-up interactions and driving down volume of incoming contacts.

**Forecasting.** Workforce optimization application used to predict Contact Center workload and forecast agent scheduling/staffing needs. See related: Scheduling.

**Gamification.** Reward teams for staying on task, turning the best behaviors into habits. Whether winning redeemable coins, collecting badges, or climbing the leaderboard.

**Grammar.** Language used in conjunction with IVR systems that require a complete list of possible spoken responses to be programmed for recognition and stored in a grammar file.

**Graphical User Interface (GUI).** Computer interface enabling on-screen navigation through menus, icons, and interactive mouse or touchscreen technology.

**Hosted Services.** Refers to Contact Center and Call Center services hosted by a network Provider and delivered on-demand through the Cloud. See related: Cloud Contact Center, Cloud Contact Center Platform.

**Hardware.** On-premises, physical infrastructure of a computer or telephony system.

**Hold Time.** Total amount of time a contact spends in an agent-initiated hold status. See related: Average Hold Time (AHLDT).

**Hosted Call Center.** See related: Cloud Contact Center, Cloud Contact Center Platform.

**Intraday Management.** Workforce management process/activity of monitoring the current day's volumes and trends and making changes to schedules accordingly.

**Intraday Reforecasting.** Allows the Contact Center to reevaluate workforce management needs based on the day-of trending of volume, average handle time, and service levels.

**Interaction.** Touchpoint of communication between a customer and an organization on the customer's preferred communication channel of choice. Customers can initiate and complete self-service interactions using communication channels like IVR or chatbots. Customers and organizations can also initiate live agent interactions — in which an agent representing an organization interacts directly with a customer — using human communication channels like voice or video calls.



**IVR System.** Automated interface that greets callers at the beginning of phone calls.

**Inbound Call Center.** Call Center or Contact Center that handles a large volume of incoming communication — typically from individuals seeking customer service, support, billing, product, or order assistance.

**Independent Software Vendor (ISV).** Organization that designs and distributes software and is not owned or controlled by a hardware manufacturer, but which often produces software that is complementary to a hardware manufacturer or seller's products.

**Integrated Services Digital Network (ISDN).** Series of technical standards that enable digital voice, video, and data transmission services over telephone networks.

**Interactive Voice Response (IVR).** Voice and call-processing option that responds to customer speech, or to digits entered by a customer. IVR allows customers to interact with an automated menu, enter a queue, connect with an agent, or complete a self-service interaction by enabling them to access information easily, complete transactions, or leave messages with no agent assistance required.

**Journey Mapping.** See related: Customer Journey Map

**KPI (Key Performance Indicator).** High-level measurement of Contact Center performance captured in reports and reviewed on a regular basis.

**Leaderboards.** Shows employees where they stand compared to their peers on important key performance indicators (KPIs).

**Logs (Log Files).** Records of occurrences that document details, typically time stamps, related to what took place within a computer system.

**Listening Post.** A point in the process where companies can identify, collect, and analyze customer feedback.

**Local Area Network (LAN).** Communication network linking computers or technical devices within a limited geographic area. Often used to send data to printers, transfer data between systems on the Network, send communications between users on the Network, or access Wide Area Networks (WANs).

**Macro Metric.** Result of distilling multiple KPIs related to the health of an organization's customer relationships into a single unit of measurement.

**Menu.** Options presented for selection by a customer, agent, or user on a computer screen or via a digital or voice channel.



**Mobile Voice (Voice Control or Voice Access).** Technology allowing users to control their mobile devices by spoken command.

**Moment of Truth.** Any touchpoint along the customer journey in which a business has the potential to change a customer's perception of the organization and increase or decrease the customer's loyalty as a result.

**Multichannel Cloud Call Center.** See related: Multichannel Cloud Contact Center.

**Multichannel Cloud Contact Center.** Contact Center powered by Cloud-native software (rather than on-premises hardware) to handle inbound and outbound interactions independently across multiple communication channels. The information from an interaction on one independent channel is not connected or shared to impact interactions occurring on another independent channel.

**Natural Language Processing.** Process that powers the capability to turn text or audio speech into encoded, structured information.

**Natural Language Understanding.** AI-enabled technology that allows humans to interact with computers in normal, conversational syntax. This cognitive technology allows computers to analyze spoken words along with elements like context and sentiment to derive, or understand, a person's intent during communication.

**Net Promoter Score (NPS).** Metric used to measure customer perception of a brand and predict revenue growth or decline. It is one of the primary methods by which companies assess loyalty and predict churn. Businesses derive the score by asking customers how likely they are, on a scale of 1 to 10, to recommend the business to others. Based on their answers, customers are then organized into a series of categories. Promoters indicate a score of 9-10. Passives indicate a score of 7-8. Detractors indicate a score of 1-6.

**Omnichannel Cloud Call Center.** See related: Omnichannel Cloud Contact Center.

**Omnichannel Cloud Contact Center.** Contact Center powered by Cloud-native software (rather than on-premises hardware) to handle inbound and outbound interactions seamlessly across multiple, integrated communication channels. The information from a customer interaction on one channel at a single touchpoint along that customer's journey is recorded and shared across channels to identify, personalize, and contextualize future interactions with the same customer.

**Omnichannel Customer Experience.** Personalized experience a customer has when their individual interactions with an organization are seamlessly connected and tracked across multiple communication channels of the customer's choice.

**Omnichannel Customer Journey.** End-to-end set of experiences a customer has when interacting with an organization or brand across voice and digital channels.



**Omnichannel Customer Service.** Personalized, tailored service offered to a customer when an organization applies context and insight achieved from seamlessly interacting with the customer across multiple channels of his or her choice.

**Omnichannel Routing.** Interaction management system that allows an organization to proactively and productively route inbound, outbound, and blended contacts across multiple voice and digital channels using applications like ACD, IVR, AI-enabled chatbots.

**Outbound Call Center.** Call Center or Contact Center that makes a large volume of outgoing calls, typically for the purpose of sales, fundraising, or similar business campaigns.

**Outbound IVR.** Technology used by Contact Centers to send proactive, personalized outbound messages. Similar to how a predictive dialer distributes outgoing calls, outbound IVR can automatically distribute outgoing messages to contacts across a variety of digital channels.

**Performance Management System.** All-in-one reporting tool that offers real-time, historical, and transactional data for all roles.

**Phoneme.** Fundamental units of sound that distinguish one word from another within a particular language. Phonemes are essential in processing automatic speech recognition that powers natural language understanding and IVR technology used by Contact Centers.

**Phrase.** Set of one or more words assigned meaning within an application. In Contact Centers, phrases are often associated with directed dialog in IVR systems, where a customer interaction is guided by a menu of narrowly defined phrase options from which a customer can select through speech.

**Port.** Connection point that allows the transfer of information between two devices or between a computer and a server over a network.

**Predictive Dialer.** Application used by Contact Centers to initiate a large volume of outbound calls at one time, using an algorithm to predict outbound agent availability and transferring any connected contacts to live agents. This maximizes efficiency of agents who would otherwise spend a large amount of time dialing a long list of individual numbers that would not result in connections.

**Private Branch Exchange (PBX).** Private telephone system used by an organization to make and receive internal and external calls.

**Processor.** Component within a computer responsible for processing data.

**Prompt.** Message that guides the customer to respond by indicating a selection, dialing a number, or speaking a phrase associated with a desired outcome.



**Proxy Server.** An external intermediary used to handle resource requests requiring heavy or intense processing from a server.

**Public Switched Telephone Network (PSTN).** Public network to which telephones, telephony systems, ACDs, and PBXs can be connected.

**Quality Plans.** Quality assurance tool, it samples random interactions based on filters you define and sends those interactions to evaluators for review.

**Quality Evaluation.** A quality management activity in which another individual, typically a supervisor or someone from the QM/QA team scores an agent's interaction based on key criteria defined in a quality form.

**Quality Management Dispute.** A quality management process that allows agents to dispute or contest a score they've received on a quality evaluation and explain where they disagree.

**Quality Management Form.** Set of questions used by evaluators to evaluate agent performance during interaction handling and identify areas for improvement.

**Quality Management Calibration.** A quality management activity that helps ensure all evaluators are on the same page in how they are evaluating interactions.

**Quality Management.** Systems, processes, and strategies an organization uses to manage and improve quality. In Contact Centers, quality management is often associated with workforce management.

**Queue.** Virtual line where customers wait to be connected with an agent. Call queues are the most well-known, but the rise in digital communication channels has created other 'virtual lines' like chat queues.

**Real-Time Adherence (RTA).** Workforce management metric that helps pinpoint employees that are currently out of adherence with the planned schedule.

**Return on Investment (ROI).** Value of an investment expressed as a percentage of funds invested to generate a gain.

**SaaS (Software as a Service).** Licensing and delivery model where a vendor hosts and manages software in the Cloud, making it available to access via the internet for clients paying on a subscription basis.

**Scheduling.** Ongoing planning of employee on-duty hours, activities, and required staff fluctuations. See related: Forecasting.



**Screen Pop.** Customer information screen that automatically “pops” onto an agent’s dashboard at the same time an interaction is initiated with that customer. Can deliver additional customer context enabled when an organization’s business systems, like its CRM database, are integrated with its Contact Center platform.

**Sentiment Analysis.** AI-enabled analysis deriving information from speech and text sources to indicate the nature of commentary on an issue or the sentiment behind the commentary.

**Server.** Computer or program that manages access to a centralized resource or network service.

**Shrinkage.** Workforce management metric of time in which agents are being paid but are not available to handle interactions.

**SMB.** Small-to-Midsize Business

**SME.** Small-to-Midsize Enterprise

**Softphone.** Provides traditional phone functionality using only a computer, tablet, or mobile device and a high-speed internet connection. See related: VoIP.

**Supervisor.** Individual responsible for leading, monitoring, and training Contact Center agents.

**Switch.** Device within a telephone exchange that connects calls from recipient to destination and controls voice and data traffic across the exchange.

**System Administrator.** IT role overseeing installation, maintenance, and troubleshooting of software or hardware across a network.

**Schedule Adherence.** Workforce management metric of how effectively agents follow their schedules.

**Screen Recording.** Capture of an agent’s screen while they are handling an interaction for quality and coaching purposes.

**Self-Service Rate.** Metric describing how often customers resolve their own issues or complete their own transaction instead of speaking to a live agent.

**Speech Analytics (Interaction Analytics).** Leverages Artificial Intelligence to understand, process, and analyze human speech.

**T1 (T1 line).** Point-to-point, high-capacity phone/data communications transmission service that connects a business customer with a telecom or internet service provider. T1 is quickly being replaced by more modern DSL and cable connections.



**Talk Time.** Amount of time a contact spent interacting with an agent between the initial greeting and conclusion of a conversation. Includes anything that happens during a call, including hold time and conference time. Can include inbound time and outbound time.

**Task Buttons.** Graphical user interface (GUI) element that allows users to issue commands.

**TCP/IP (Transmission Control Protocol/Internet Protocol).** Establishes network data exchange standards across programs and works with IP, which defines how computers transmit data packets.

**Touchpoint.** Any moment across the customer journey when a consumer comes into contact with a representation of your business or brand.

**Trunk (Telephone Line, Exchange Line, or Circuit).** Link between two phone switching systems.

**TTS (Text-to-Speech).** Voice processing system that converts text to spoken words using speech synthesis.

**UCaaS (Unified Communications as a Service).** Software delivery model in which all a business's communication needs are solved with a single, unified platform hosted in the Cloud by one Provider and made available to the business on a subscription basis.

**Upsell.** When a sales rep suggests that a customer would benefit from purchasing a comparable — but more expensive — version of the product currently being considered. See related: Cross-sell.

**Virtual Currency.** Coins or tokens specific to a gamification strategy, used to reward players and create an in-game economy.

**Virtual Marketplace.** An important element of gamification, it enables reward redemption with prizes and awards that an organization chooses to make available to agents.

**Virtual Agents.** Virtual avatar or computer-generated character representation of chatbot functionality and features.

**Virtual Call Center.** A single, virtual Call Center operation made up of multiple, geographically dispersed agents working in smaller remote facilities or directly from home.

**Virtual Contact Center.** A single, virtual Contact Center operation made up of multiple, geographically dispersed agents working in smaller remote facilities or directly from home.

**Voice Authentication.** Biometric verification of a user's voice granting authorization or access rights to the user.

**Voice of the Customer (VOC).** Market research that captures, stores, and analyzes customer feedback — whether direct, indirect, or inferred — to produce a set of insights on customer preferences, priorities, satisfaction, and more.



**Voice Platform.** Facilitates the development of voice applications and their integration with telephony systems used by Call Centers and Contact Centers.

**Voiceprint.** Unique biometric identifiers of your voice indicated on a sound spectrogram that form the basis for voice authentication technology.

**Voice Response Unit.** Predecessor to the more commonly known IVR, describes the automated telephone answering system that allows a caller to navigate through a series of prerecorded messages and menu options using buttons on a touch-tone phone.

**Voice User Interface.** Voice application interacted through spoken commands and phrases. It is part of the foundation on which today's sophisticated, AI-enabled voice and speech recognition technology is built.

**VoIP (Voice over IP).** Based on an IP standard that transmits voice and data on the same network. VoIP doesn't require a dedicated connection throughout an entire call and is often seen as a more efficient alternative to circuit-switched networks as a result.

**Workflow.** System that enables and tracks the efficient, optimal, consistent execution of business processes and automated tasks.

**Workforce Engagement (WEM).** Approach for increasing Contact Center agent engagement.

**Workflow Management.** Management of internal and external workflow systems and approaches.

**Workforce Management (WFM).** Management, monitoring, and training of agents within the Contact Center. This includes scheduling, forecasting, and workforce optimization initiatives.

**Workforce Optimization (WFO).** Strategy to improve multichannel or omnichannel customer and agent experiences via workforce management software. These software tools can include AI-enabled forecasting, scheduling, quality management, performance management, coaching, analytics, or reporting applications. See related: Contact Center Workforce Optimization.

**Workforce Planning.** See related: Workforce Optimization (WFO), Workforce Management (WFM).

**Workload Management.** Real-time monitoring, reporting, and distribution of Contact Center workload resulting from inbound and outbound communication volume.

**Wallboards.** Visual overview of real-time performance, this display tool creates accountability for employees and a quick summary of the Contact Center's status.

**Workforce Engagement Management (WEM).** Collection of Contact Center software applications designed to increase agent's engagement throughout the employment life cycle.