



New BroadSoft CC-One Apps Enhance Cloud Contact Center Capabilities for Enterprise Call Centers

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- *Integrated workforce optimization (WFO) suite and speech-enabled interactive voice response (IVR) broadens cloud-native solutions for midmarket and large enterprise customers*
- *Creates a single vendor, integrated omni-channel cloud contact center solution with unified communications and analytics for all call center operations*
- *Significant enhancements to BroadSoft Business portfolio for call centers*

GAITHERSBURG, Md., Aug. 22, 2017 (GLOBE NEWSWIRE) -- [BroadSoft, Inc.](#) (NASDAQ:BSFT) a global market leader in cloud business software for unified communication as a service (UCaaS), and provider of collaboration and contact center as a service (CCaaS), today announced significant enhancements to its omni-channel cloud contact center solution. The BroadSoft **CC-One**[®] solution now supports workforce optimization (WFO), including quality management, workforce management and WFO analytics, as well as speech-enabled interactive voice response (IVR). The WFO suite integrates capabilities from [Calabrio](#), a leader in customer engagement and analytics software, while the speech IVR capabilities integrates capabilities from [Inference](#), a leading provider of easy-to-use, robust application IVR applications.

Adoption of cloud contact center solutions have grown quickly in the last several years, as traditional on-premise call centers have been attracted to the increased agility, reliability, and on-demand scalability offered by cloud-based contact center solutions. While cloud-based contact centers were initially adopted by greenfield and smaller call centers, mid to large enterprises are increasingly adopting cloud solutions to run their contact centers consisting of hundreds or thousands of agents.

Larger contact centers have historically relied on applications from multiple vendors to power their operations. These solutions are expensive to integrate and maintain, and create disparate data which makes it difficult to gain a complete, 360 degree view of contact center operations and the customer experience. As a result, these larger enterprises begin to adopt cloud solutions, and they are demanding pre-integrated, comprehensive solutions that provide broad functionality from a single vendor.

"The CC-One application enhancements announced today by BroadSoft enable customers and service provider partners to benefit from the combination of simple, single-pane of glass administration with integrated, best of breed, time-tested applications," said Sheila McGee-Smith, the founder of, McGee-Smith Analytics, a leading industry analyst.

The BroadSoft integrated cloud-based workforce optimization suite and intuitive approach to building speech-enabled IVR applications will eliminate integration and affordability issues, allowing small and mid-market customers to take advantage of applications that have long been popular in large contact centers.

BroadSoft CC-One Workforce Optimization (WFO)

This integrated solution includes quality management analytics solutions, and can be combined with the CC-One Analyzer to give customers 360 degree insights into their data.

BroadSoft CC-One Speech Enabled IVR

The IVR solution now employs advanced speech technologies like automatic speech recognition (ASR) in multiple languages, user-verification via voice biometrics, and natural language integration to improve end-user experience and adoption.

"These enhancements to BroadSoft CC-One further our commitment to help enterprises of all sizes improve their contact center's operational insights and business performance," said Arnab Mishra, vice president, BroadSoft contact center solutions.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by their use of terms and phrases such as "will" and "can" and other similar terms and phrases and includes, among others, statements regarding the benefits to BroadSoft's customers resulting from the use of BroadSoft's CC-One application. The outcome of the events described in these forward-looking statements is subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from the results anticipated by these forward-looking statements, including, but not limited to, the financial and other benefits to BroadSoft resulting from the use of the CC-One application, as well as those factors contained in the "Risk Factors" section of BroadSoft's Form 10-K for the year ended December 31, 2016, filed with the Securities and Exchange Commission, or SEC, on February 23, 2017, and in BroadSoft's other filings with the SEC. All information in this release is as of August 22, 2017. Except as required by law, BroadSoft undertakes no obligation to update publicly any forward-looking statement made herein for any reason to conform the statement to actual results or changes in its expectations.

About BroadSoft:

BroadSoft is the technology innovator in cloud unified communications, team collaboration, and contact center solutions for businesses and service providers across 80 countries. We are the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 service providers by revenue. Our BroadSoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. For additional information, visit www.BroadSoft.com.

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