

Xima Contact Center Solutions Brief

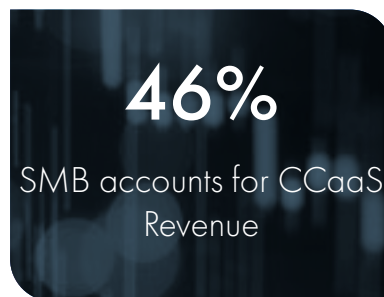
Built in the Cloud, Powered by AI

Available through Alianza, Xima Contact Center delivers a modern, cloud-native solution designed for exceptional customer engagement. This intuitive, highly configurable system is optimized for businesses in the 5-150 agent range, but flexible across a wide range of company sizes with advanced features like intelligent skills-based routing, queue callback, end-to-end reporting, real-time wallboards, and omni-channel communication across voice, webchat, email, SMS, and WhatsApp.

What the Numbers Tell Us About CCaaS Market Growth



Source – Precedence Research



Why Xima

AI-enhanced Add-ons

With AI Messaging Bot to answer customer inquiries and Transcription or Speech Analytics to identify trends and training gaps, Xima Contact Center lets your teams resolve issues faster, boost customer satisfaction, and make data-driven decisions.

High Margins

Service providers can see a 40–45% margin on a contact center license with an average revenue per unit (ARPU) of \$80 per agent per month.

Launch in Weeks Not Months

Our professional services teams will onboard you and your customers as quickly as your timelines allow. Engaged customers can go live in as little as 30 days!

Professional Services Onboarding

Contact center call flows, routing, and IVR configurations are as complex and unique as snowflakes. Dedicated experts will guide, train, design, build, and implement it all by your side.

Professional Services Onboarding

Successful migrations and cloud transformations demand more effort, coordination, and expertise than most leaders realize, which is why our team of specialist partners with you every step of the way. Included in every package at no additional cost, our contact center experts work to understand your business model and use cases, set timelines, train your agents and supervisors, test devices, and streamline processes. **With white-glove onboarding, enterprise-grade security, and comprehensive training, you can deploy in weeks—not months**—ensuring a smooth launch, stronger customer experiences, and minimal impact on your internal teams.

Every project is different, but we'll work as fast as your customers can. On average, it takes 21-30 days from kickoff to go live.

Essential

Fast, Focused, & Voice-Centric

Gain critical capabilities that a small but powerful team needs to manage customer calls effectively, including intelligent call routing, real-time reporting, and CRM integrations—plus seamless Microsoft Teams connectivity. Plus, our **concurrent agent licensing model** helps you cut costs by only requiring licenses for the peak number of simultaneous users. It's a reliable, lightweight option designed to get businesses to market quickly, **enabling SMBs to stand up modern CCaaS services without unnecessary complexity.**

End-to-End Reporting

Make smarter, data-driven decisions with real-time and historical cradle-to-grave reporting, customizable wallboards, and AI-powered analytics to measure key metrics like call volumes, average handling times, and customer satisfaction. All the data you need to track agent performance, identify customer trends, optimize staffing, and improve workflows.

Microsoft Teams Integration

Seamlessly connect your contact center with Microsoft Teams to enable call control, presence sync, and call transfers directly to Teams users. This integration supports bi-directional presence updates, ensuring real-time visibility across platforms, and leverages single sign-on (SSO) for secure, frictionless access. Ideal for organizations standardizing on Teams as their unified communications platform.





Real-time Reporting

Live wallboards display a comprehensive view of call volumes, waiting times, agent availability, and other metrics to keep your team aligned on what matters most. Supervisor view supports real-time call monitoring, resource allocation, alerts, and more.

Real-time Alerts & Triggers

Create event-based alerts that notify supervisors or agents when key thresholds, like queued calls, wait time, abandoned calls, or agent status, are exceeded. Each trigger can be uniquely named and customized with its own conditions like alert message, delivery method (visual, audio, email, or SMS), and even tailored email subjects and body text, giving teams precise, real-time visibility and control.

Best fit if your goals are to:

- Launch a lightweight contact center offering fast
- Support voice-centric interactions with basic oversight
- Provide essential analytics and CRM integrations to SMBs
- Focused deployments of 5–25 agents

Professional

Power Omnichannel Conversations

Professional is built for service providers ready to move beyond voice and deliver scalable, multichannel experiences.

Engage customers on their preferred channel, seamlessly manage interactions across all modalities, and ensure every inquiry reaches the right agent, fast.

Channel Queuing

With email, SMS, webchat, and voice queuing, meet customers inquiries on their channel of choice—without adding complexity. This ensures no messages are missed, agents can respond in priority order, and customers receive timely support on their preferred channel. For service providers, it means maximizing efficiency while offering SMB clients true omnichannel service without added complexity.

Universal ACD

Multi-channel and model queues ensure every customer interaction—whether voice, email, webchat, SMS, or WhatsApp—is routed intelligently through a single engine. By unifying all channels into one queueing system, service providers can optimize agent utilization, balance workloads across modalities, and deliver faster, more consistent experiences regardless of how customers choose to connect.

Best fit if your goals are to:

- Support clients with growing digital expectations
- Offer omnichannel interactions as a market differentiator
- Manage multiple customer touchpoints in one platform
- Deliver mid-tier sophistication without enterprise complexity



Elite

Unlock the Full Power of AI

Gain three of our four most powerful add-ons at no extra cost—extending coverage, surfacing deeper insights, and driving agent accountability to help deliver more value without adding overhead. With Elite, service providers can **monetize AI, offer differentiated customer experiences, and compete on a more strategic level.**

AI Messaging Bot

A powerful conversational AI agent that engages customers across SMS, webchat, and WhatsApp—using natural language processing (NLP) and intent recognition to automate FAQs, routing, appointment handling, and escalations. Designed to streamline interactions, free up human agents, and future-proof your contact center by keeping pace with evolving customer demands. Ideal for businesses looking to automate first-line support or manage after-hours inquiries efficiently. 5,000 messages and two knowledge bases.

Transcription and Speech Analytics

Voice interactions become strategic advantages when the ability to analyze trends, sentiment, and agent performance in real time is used to detect coaching opportunities and understand customer needs by converting unstructured conversations into structured, searchable data. Includes 2,880 transcription minutes per concurrent agent license. Additional capacity available for purchase in 1,440-minute blocks.

Workforce Optimization

Workforce Optimization combines quality management, performance insights, coaching automation, and intelligent scheduling into a single platform, allowing service providers to continually enhance agent performance, reduce manual effort, and maximize the value of their contact center personnel.

Best fit if your goals are to:

- Automate, analyze, and optimize the customer experience
- Offer premium services or AI-powered support
- Enable proactive coaching and workforce optimization
- Compete with enterprise-grade CCaaS offerings for mid-sized clients

By bridging legacy systems with modern software-defined technologies, we enable providers to simplify operations, innovate faster, and monetize new opportunities in business and consumer voice.



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