



NEWS RELEASE

Vonage Expands Salesforce Service Cloud Voice Offering with Bring Your Own Channel for CCaaS Solution

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One of the first contact center providers to join Salesforce pilot program as a premier provider for Service Cloud Voice, now with the ultimate omnichannel solution

HOLMDEL, N.J., Sept. 18, 2024 /PRNewswire/ -- **Vonage**, a global leader in cloud communications helping businesses accelerate their digital transformation and a part of Ericsson (NASDAQ: ERIC), is one of the first contact center providers to join Salesforce's **Bring Your Own Channel for Contact Center as a Service** (BYOC for CCaaS) pilot program. With BYOC for CCaaS, **Vonage Premier for Salesforce Service Cloud Voice** customers will have the ability to integrate Vonage omnichannel and AI-powered capabilities into their existing contact center solutions, including voice, SMS, chat, social messaging apps like WhatsApp, and more - delivering faster resolution times and creating a more native, personalized and meaningful experience for customers by connecting with them on their channel of choice.

"We are very excited to have Vonage, a leading Salesforce Service Cloud Voice partner, take this very important step to expand its deep Salesforce integration through BYOC for CCaaS, delivering the omnichannel capabilities - and the APIs to enable them - that create the kind of customer experiences that drive meaningful engagement," said Tony Flores, Senior Director of Product Management for Salesforce.

With BYOC for CCaaS, Vonage Premier for Service Cloud Voice customers will now be able to connect with customers across various communications channels, as well as access data insights and AI-based agent productivity tools, to create a better overall customer journey and a more productive and efficient agent experience. The solution's single routing and agent capacity model also increases contact center capacity, leading to more customer

interactions being resolved better and faster. Workforce Engagement Management (WEM) is also provided through Vonage's seamless integrations with leading WEM solutions Verint, Calabrio Teleopti, Playvox and injixo, ensuring optimum planning, scheduling, tracking, and management of the contact center workforce.

"Today's contact center agents play a vital role in support of the businesses they represent and in meeting the increasing demands of tech-savvy customers who want to connect from anywhere, on their preferred communications channels," said Reggie Scales, Acting Head of Applications for Vonage. "These agents are also frequently working from anywhere and need the tools to access critical information to troubleshoot common customer issues and provide real-time customer support. Having all of these capabilities in a single user interface - omnichannel modes of communication coupled with a 360 view of customer information and key knowledge bases - this is the contact center of the future."

A key differentiator for Vonage as a pilot partner in this program is its ability to source a single AI-based Virtual Agent solution for self-service automations across voice and digital channels using Vonage AI studio - while also leveraging Salesforce for all Live Agent Assist and Analytics needs. Vonage can also integrate its own **Vonage Communications APIs** to power pre-built programmable capabilities for voice, SMS, social and chat, directly into the contact center - all on one combined Salesforce and Vonage platform. This singular view also enhances efficiency by keeping agents and supervisors in a single Salesforce desktop to eliminate application switching and the need to toggle between screens.

"Modern contact centers are experiencing increasing pressure and demand to deliver better, more personalized, omnichannel interactions, as well as quicker and more accurate responses to customer issues," said Jim Lundy, CEO, Founder & Lead Analyst, Aragon Research. "With BYOC for CCaaS, Vonage aims to address the increasing demand for a unified and customizable customer experience across all communication channels, leveraging existing Salesforce platforms and AI-powered insights and automation."

Vonage Premier for Service Cloud Voice is currently available on the Salesforce AppExchange with Salesforce BYOC for CCaaS integrated capabilities now available for customers to pilot.

To find out more about Vonage Premier for Service Cloud Voice, visit www.vonage.com.

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About Vonage

Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation. Vonage's Communications Platform is fully programmable and allows for the integration of Video, Voice, Chat, Messaging, AI

and Verification into existing products, workflows and systems. The Vonage conversational commerce application enables businesses to create AI-powered omnichannel experiences that boost sales and increase customer satisfaction. Vonage's fully programmable unified communications, contact center and conversational commerce applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or remotely - providing the flexibility required to create meaningful engagements.

Vonage is headquartered in New Jersey, with offices throughout the United States, Europe, Israel and Asia and is a wholly-owned subsidiary of Ericsson (NASDAQ: ERIC), and a business area within the Ericsson Group called Business Area Global Communications Platform. To follow Vonage on X (formerly known as Twitter), please visit twitter.com/vonage. To follow on LinkedIn, visit linkedin.com/company/Vonage/. To become a fan on Facebook, go to facebook.com/vonage. To subscribe on YouTube, visit youtube.com/vonage.

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