AMC TECHNOLOGY
CONTACT ™
CANVAS

11 CLOUD

THE AMERICAN UNIVERSITY IN CAIRO

Reseller helps university increase productivity & decrease cost with a unified dashboard

Connecting both Avaya & Cisco to Salesforce with a single platform increases value

OVERVIEW ———
Why AMC Technology?

INDUSTRY
Education

GOALS
Integration of call logs and caller data into a unified dashboard; accurate reporting

SOLUTION
Using AMC Technology's Contact Canvas™ to integrate Salesforce with Avaya and Cisco

BENEFITS
Increased collaboration and productivity within departments and reduced operating cost

CASE STUDY

Challenge
American University Cairo needed a single workspace that provided reporting in order to make accurate decisions to improve their contact center. The organization was able to access a limited number of reports through Salesforce, Avaya and Cisco separately; however, it was difficult to understand how the statistics were related, and how management could make informed decisions based on the data.

Solution
As a reseller, Cloud 11 was aware that Contact Canvas supported Salesforce integration to both Avaya and Cisco and recommended AMC Technology to American University Cairo. Contact Canvas Agent for Salesforce provided automated call logging and access to call data within a unified dashboard for both their communication systems through a single integration platform.

Benefits
After implementing Contact Canvas to integrate Salesforce with Cisco and Avaya, American University Cairo saw:
- An increase of collaboration between departments
- An Increase of overall productivity
- A decrease in operating cost

"[Contact Canvas] increased collaboration and productivity within departments and reduced costs."

-Abdelrahman Wahid, Partner CEO, Cloud 11

CONTACT™ CANVAS

About American University Cairo

Founded in 1919, AUC is a leading English-language, American-accredited institution of higher education and center of intellectual, social and cultural life of the Arab world. Its community of students, parents, faculty and staff, trustees, alumni and other generous sponsors represent more than 60 countries.

About Cloud 11

Cloud 11, a cloud solution provider operating in the Middle East and North Africa, provides cloud consultation on different platforms of their partners to universities and schools to reduce IT costs and increase performance and reliability.

About AMC Technology

AMC Technology is a global leader in contact center and CRM integration with a vision for improving the customer experience through increased agent efficiency and personalization capabilities. With over 23 years of experience, AMC Technology leads the market in providing contact center integration expertise and best practices. AMC powers contact centers and customer interactions for companies around the globe through its certified platform – Contact Canvas™ and unparalleled expertise. AMC products are certified by technology partners and allows businesses to more effectively manage all types of customer relationships while delivering superior levels of customer service and improving productivity.