

# Insight Paper Federation vs. Universal Queue: a Business Impact Analysis

## What Federation and Universal Queue mean for business: context, agent empowerment, and customer journey...

In most cases, the advantages of using a single, unified desktop product is clear. When it comes down to it, the software saves time and generates efficiency, which in turn generates more revenue and saves money. However, when it comes to identifying the

optimal implementation for Salesforce Omni-Channel and Cisco Contact Center, things are not as crystal clear. This is normally when the IT folks roll up their sleeves and take over—after interviewing their end users and b+s engineers about how best to get things done, of course. Notwithstanding the complexities, it is worthwhile to try to distill what’s at stake in the Blended vs Federation vs. Universal Queue (UQ) debate.

## The Situation

The transformations and optimizations implemented in Contact Centers—which are now the hub of customer experience—have rejuvenated customers and the business workforce. Today, agents and consumers alike not only desire, but expect communication to be convenient, fast, and direct. As developers adapt to the ever-changing ecosystem of use-experience and technology, it’s necessary to ensure agents have all the tools they need, while maintaining context, channel enablement, and back office administration continuity. In part, this

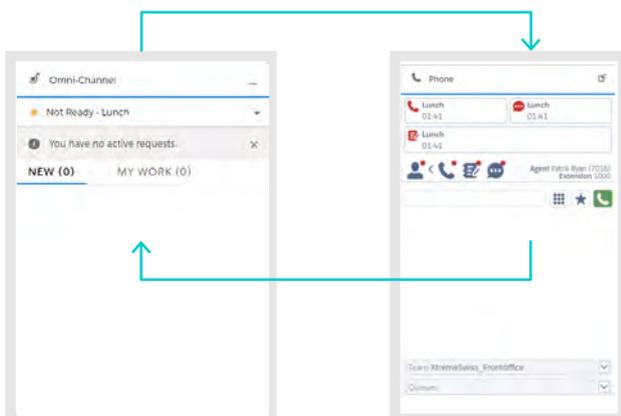
means making a decision about routing strategy that may have a major impact on the business growth and IT costs.

## First let’s dig into the terms a bit:

**BLENDED:** Simply means that agents can communicate with and support more than a single channel from a single desktop. It is important to note that an agent may only support one functional channel at a time, but can change channels within a single communication.

**FEDERATE:** To be formed into a single centralized unit, within which unit keeps some internal autonomy. Federated Omni-channel is a STATE manager, not a ROUTING manager.

**UNIVERSAL QUEUE:** Integrates multiple communication channels into a single queue in order to standardize and optimize customer contact handling.



# Federation vs. UQ



## Pros of Blending



- Single desktop
- Agent efficiency



- Simple
- Low cost of entry



- Enhanced CX
- Context and journey

## Pros of Omni-Channel Federation

All the benefits of Blending, plus...



- Quick setup
- Less configuration
- No hardware
- Low barrier to entry



- Flexible
- CCX enabled



- Blended desktop
- Single desktop
- Single state manager

## Pros & Cons of Universal Queue

All the benefits of Federation & Blending, plus...



- Agent empowerment
- Unified interface
- Channel migration
- Agent satisfaction



- Investment protection
- Cross channel
- Net Promoter Score
- Decreased customer effort



- Advanced and single Routing
- Administration
- Agent utilization



- Workforce Staffing
- Quality Assurance
- Reporting
- Analytics
- Real-time graphics

# Federation vs. UQ



## Take Away

Making the right technology decision about routing setup is not always about cost. Taking into consideration internal and external satisfaction matters too. For businesses that use these products together, and that don't utilize UQ, it is not possible to set up rules such that agents are not interrupted with real-time interactions while they already handling other real-time inter-

actions. For example, an agent might be talking on the phone when they then get a chat. Bucher + Suter solves this problem with its b+s Omni-Channel Federation feature, allowing system administrators to set up rules to determine which interaction types an agent can juggle, and under what circumstances.

### CONTACT CENTER EXPRESS (CCX)

For CCX customers, the question of whether to go omnichannel or UQ is a moot point. There is only one solution here: Salesforce Omni-Channel together with b+s Omni-Channel Federation to allow admins to decide which interactions agents ought to juggle, and when, all of which is available in a single, convenient, GUI.

### CONTACT CENTER ENTERPRISE (CCE)

For CCE customers, the decision comes down to assessing the merits of having a single routing brain and unified reporting, scripting, centralized WFO and skilling across Cisco and Salesforce.

This summary graphic boils down this complex set of product feature differences:

CISCO	FEDERATION	UNIVERSAL QUEUE
Contact Center Enterprise (CCE)	Supported	Supported
Contact Center Express (CCX)	Supported	Not Supported
Unified Communication Manager (UCM)	Not Supported	Not Supported

We'd love to chat. Get in touch with b+s and we can figure out which configuration works best for you!

Get in touch