



We are on the verge of a new year, a year that will bring us many interesting new developments. A year in which we will celebrate that, five years ago, we started developing what is now a class-leading Customer Contact Solution on top of Skype for Business and Teams.

A lot has happened over the years; Customer Contact became more and more important for companies of any size. The impact of unsatisfied customers is greater than ever, with 24/7 availability of reviews on Social Media, it is the customer that defines your brand's worth... no longer you. Social Media led the way into a new way of communicating with customers. Of course, voice and email are still the most dominant choices of communication between customers and companies. However, that will change sooner than later. With this year's addition of Web chat and Social4Skype, we found a great way of incorporating Social Media into our solution. Making it a full Omni-Channel solution.

With all the choices for communication that are available today, customers find their way to a company driven by convenience. For the most part, it is not even your unique product or service, no, it is how effortless and convenient they are. This way of thinking is changing businesses, and we believe that is a new differentiator. That is how you, as a brand or company, can stand out. You can lead by exceeding your customer's expectations.

We believe 2019 will be the year of effortless communication. That's why we added yet another great technology partner to complement our solution. Voice and text analytics are coming to CC4Skype in 2019. Being able to recognize sarcasm in a voice call or to really recognize the content of an email and routing it to the right person will put you another step closer to effortless communication. We will tell you all about this mid-January 2019.

CC4Skype aims to be at the forefront of innovation in communication. It is very exciting to stand on that threshold today, looking back at a year with many technical innovations and developments and at the same time looking forward to the new year ahead of us.

We hope to continue working with you to lead the way in defining the next generation of great customer experiences.

Best wishes to you and yours this holiday season, we are looking forward to connecting with you in 2019!

## Let's stay connected in

# 2019