



# Composable CX and the Conversation Cloud

How to boost customer satisfaction, maintain business continuity  
and reduce TCO.



# Today's Speakers



**Dan Miller**

Lead Analyst & Founder,  
**Opus Research**



**Michael Rozelsky**

Director of OEM Sales  
& Strategy, **LumenVox**



**Derek Top**

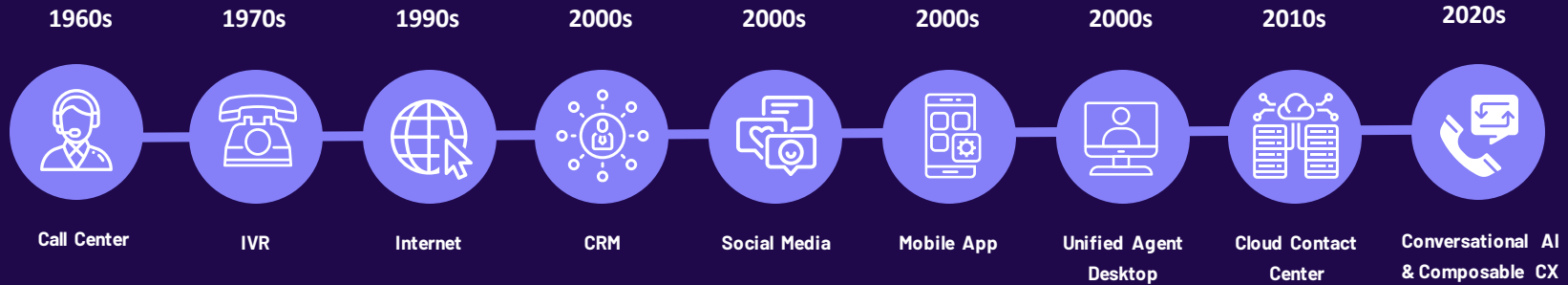
Research Director,  
**Opus Research**

# Agenda

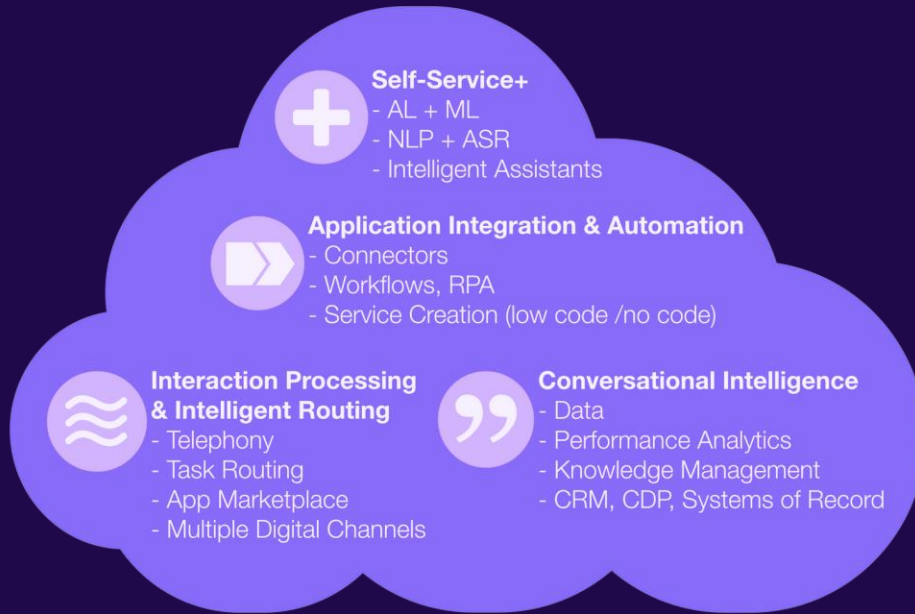


1. Evolution of the Contact Center
2. What is the Conversational Cloud?
3. What is Composable CX?
4. Building Blocks of Composable CX
5. Benefits of Composable CX
6. Best Practices
7. Q&A

# Evolution of the Contact Center



# What is the Conversational Cloud?



**Conversational Cloud**  
allows enterprises to harmonize  
contact center infrastructure AI-  
infused self-service and  
automation with rich data and  
conversational intelligence.

# What is Composable CX?



**Composable  
Customer Experience**  
means creating  
customer experiences  
from interchangeable  
building blocks.

## Voice Applications

IVR, Virtual Assistant, Identity Authentication, Automation

## Contact Center Platform

Multi-channel, Omni-channel  
Cloud, On-Prem, Hybrid

## Speech Recognition

Transcription, Voice Detection,  
Voice Biometrics, Intent

## Technology Infrastructure

Compute, Storage, Network  
Cloud, On-Prem, Hybrid

# Benefits of Composable CX

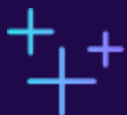
- ✓ Access to Best-in-Class Technologies
- ✓ Business Continuity and Resilience
- ✓ End Over-Reliance on a Single Provider
- ✓ Save On Total Cost of Ownership
- ✓ Ownership, Control and Compliance



# Best Practices



Flexible Pricing to Fit Business Model



Unified API and Microservice Architecture



Migration and Speech Tuning Tools



Cloud Agnostic Flexible Deployment





# Questions?

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