

OMNI INTERACTIONS GIVES CLIENTS CONFIDENCE



Omni Interactions Anticipates Client Need

When Omni Interactions, a business process outsourcer (BPO) focused on providing omnichannel customer support, launched as a virtual BPO with fully remote agents, the company's founders knew they'd face one big question from potential clients: Is my data secure?

"Security is a growing, necessary concern for all businesses – both virtual and brick and mortar," said Karen Pavicic, Vice President at Omni Interactions. "Creating a business plan without a solution for data security is simply not an option."

To address this concern, Omni Interactions began looking for a technology solution that would directly address data security within a virtual environment.

Virtualization Meets Security

Omni Interactions immediately considered virtual desktops as a way to create a secure environment while also allowing work at home agents to use their own personal endpoint devices.

"Virtual desktops are something that we started looking into ourselves before there was a specific client request," Pavicic said. "We were looking for a controlled environment to offer clients a high level of security and peace of mind. We want our clients to know that their data is safe in the virtual environment."

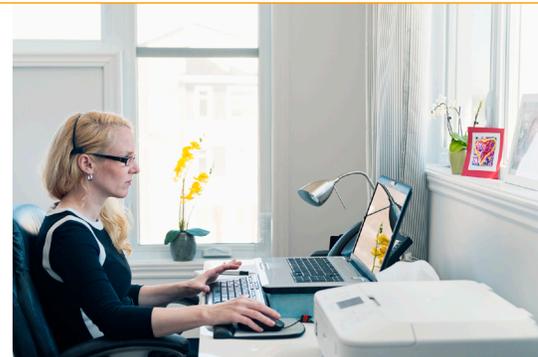
The ability to engage with a desktop virtualization partner became part of Omni Interactions' customer service, helping them reassure clients and win business.

"Having a virtual desktop solution gives you confidence in discussions with clients. It offers a controlled PCI certified environment, which is something all businesses desire," Pavicic said. "Years ago, data security was a primary concern for business when considering a virtual workforce. Technology has evolved and providing a secure environment virtually is no longer an obstacle."

Results with Dizzion

The number one benefit of working with Dizzion and offering clients the option of having agents work within secure virtual desktop environments is the peace of mind for both Omni Interactions and their clients.

On top of creating a controlled environment for virtual agents, Omni Interactions was also attracted to Dizzion because of the ability to meet compliance requirements. Dizzion offers PCI DSS and HIPAA HITECH compliant virtual desktop solutions, an increasingly in-demand capability for contact centers.



ABOUT OMNI INTERACTIONS

Omni Interactions works with Fortune 1000 companies to transform traditional contact center operations into cloud-based, omnichannel-ready centers that better support today's customer expectations for brand interaction. By pairing socially savvy, well-trained remote agents with purpose-built technology, Omni Interactions creates agile, highly efficient, scalable omnichannel contact centers that make a positive impact on the customer journey.

For more information, visit omniinteractions.com.

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ABOUT DIZZION

Established in 2011, Dizzion is a global provider of end-user computing services, including cloud-delivered Desktops as a Service (DaaS), paired with complementary offerings like secure endpoints, application delivery and storage.

The company is delivering the next generation of virtual desktop solutions to meet the demands of a remote global workforce in industries with stringent security and compliance needs, including business process outsourcing, financial services, healthcare and insurance. Dizzion's mission is to enable users to securely access applications and data from any device, anywhere increasing mobility and productivity.

To learn more about Dizzion, visit www.dizzion.com

"Omni was looking for a solution that has the ability to offer a PCI compliant atmosphere and a HIPAA compliant atmosphere. It puts clients' minds at ease," Pavicic said. "A lot of contracts will have compliance requirements – there is so much customer info that's shared. The biggest benefit is having a way to reassure our clients that their data is safe and controlled."

Partnering with Dizzion made it easy for Omni Interactions to have that conversation with clients.

"Once we decided on Dizzion, we knew we had a solution, we had a plan, we could talk to customers and explain how we were going to keep their data secure," she said.

Getting clients setup with virtual desktops is equally easy, even when each client has a different set of needs and requirements.

"Dizzion has made the launch of each client environment easy," Pavicic said. "They work with us to understand the requirements and support us through client launch to ensure the desktops are working properly."

Virtualization: Mandatory for BPOs

Pavicic considers having a virtual desktop solution a natural part of offering virtual contact center services today.

"More and more companies are looking to move their workforce virtual and, as that grows, virtual desktops are a great solution," she said. "With the virtual workspace growing, I think solutions like Dizzion are going to be in high demand."

"Dizzion virtual desktops offer us a controlled environment. It's peace of mind for us and our clients."

– Karen Pavicic

Vice President, Omni Interactions