

Cloud Tech Gurus Brief

Who We Are

Cloud Tech Gurus (CTG) is a Technology Solutions Distributor (TSD) comprised of expert contact center/customer engagement consultants (which we call Gurus) and 200+ next-generation, best-of-breed and disruptive solutions providers. Between our expert Gurus and our Supplier Portfolio, Cloud Tech Gurus helps companies to more effectively/efficiently source and procure a variety of technology solutions that solve for their business and customer outcomes. We take away the hassles, frustration and time generally associated with sourcing solutions. No more multiple discovery meetings or pressure from sales people.

Some of the solutions in our Supplier Portfolio include: CCaaS, UCaaS, Conversational AI/IVA, AI Agent Assistants, Robotic Process Automation (RPA), Voice Analytics, Gamification & Rewards, PCI Payment Solutions, Knowledge Management, CRM, LMS and At-Home Agent Solutions and more. See all or categories of best of breed solutions at <https://www.cloudtechgurus.com/cx-solutions>

What We Do for clients

We make the procurement process more effective and efficient – saving clients time and money while matching them with the perfect solutions providers to meet their needs and solve for their business outcomes.

Here's how it works

- Client chooses to have CTG project manage the process of helping them source a particular technology or business solution.
- CTG assigns one of our expert Gurus to take point and manage the client's project.
- The Guru schedules a Discovery Meeting and fully documents the requirements.
- Based on the requirements, the Guru and CTG pre-vet our Suppliers and narrow it down to the two or three that are the best match.
- The Guru facilitates demos, post demo meetings, helps with contract negotiations and then monitors the implementation to ensure it goes smoothly.

We invest more than 40+ hours per client project, saving clients time, money, frustration and ensuring they're matched with the perfect solutions provider.

All of this is at **NO COST TO OUR CLIENTS** as we are compensated by our Suppliers. Our Supplier compensation from each partner is nearly identical which allows us to remain vendor agnostic. From our Supplier commission, we pay the lion share to our Expert Gurus for their time, effort and expertise.

Our Clients Verticals

Our clients are businesses seeking solutions that revolve around contact center and customer engagement solutions. Our client verticals include:

- BPOs
- Financial Services
- Online Retailers
- Healthcare
- Insurance
- Travel & Hospitality
- Automotive
- And More



Clients Include

- Shop LC
- World Connection
- Quantanite
- Terminix
- TrueCar
- US Service Animals
- Doctor Intelligence
- Allegro Response
- Emerging Global Services
- Zerorez
- Chipotle
- And many more

What is Our Sweet Spot

Our sweet spot is companies with 50 – 10,000 customer care representatives seeking to leverage technologies to improve their customer experience, omnichannel engagement, operational efficiency, agent engagement, analytics, reporting, performance, use AI to automate and to add technologies that support/enable at-home agent programs.

How to recognize a good opportunity for us

Any company that can benefit from a better means of researching, sourcing, vetting and procuring various technology and business solutions. The best opportunity is a client who has already determined they need to source a solution where we can be of immediate value.

Alternatively, individuals and companies in the contact center/customer engagement industry that could benefit by becoming a Cloud Tech Gurus Agent and earning residual commissions by introducing their clients to Cloud Tech Gurus. For example, several BPOs are CTG Agents.

Personas/Roles we typically work with

- C-Level: CEO/COO/CTO/CIO/CCO (Chief Customer Officer)
- VP/Director of IT
- VP/Director of Customer Experience
- VP/Director of Customer Care
- VP/Director of Technology Platforms
- VP/Director of HR
- Procurement Director/Manager
- Business Analyst

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