



## Transera Snapshot

**Industry:** Cloud-based software for contact centers

**Specialization:** Contact center performance optimization through global, omni-channel management and statistical performance analytics

**Year Founded:** 2004

**Ownership:** Private

**Investors:** Accel Partners, Apax Partners, Storm Ventures

## Leadership

**Prem Uppaluru, Ph.D.**

Chairman and CEO

**Arnab Mishra**

President and COO

**Mukesh Sundaram**

Senior Vice President, CTO & Co-founder

**Mike Shannahan**

Senior Vice President & CFO

**Brad Mack**

Senior Vice President, Sales

**Gaya Vukkadala**

Senior Vice President, Engineering

## Company Profile

Transera is a privately held Software-as-a-Service (SaaS) company that works with consumer-facing companies to transform their contact centers into strategic business assets. Its cloud-based software is the only solution that improves contact center performance through global management, control and real-time visibility across systems and channels.

## Software Solutions

Contact centers rely on Transera's cloud-based solutions to optimize operational efficiency, financial performance and the business outcomes of customer interactions to improve agent productivity and performance, sales, customer retention, and the overall customer experience. Transera provides two primary offerings that easily integrate with existing contact center systems or that can be deployed as stand-alone solutions:

- **Global, Omni-channel Contact Center Interaction Management Platform**—A SaaS offering that creates a single, global queue in the cloud for centralized voice, chat, email, social media, routing, scripting, recording and web call back customer interactions. Using Transera Customer Engagement Analytics, the solution dynamically determines how best to route each interaction across multiple sites, systems, outsourcers and teams to maximize business outcomes based on analytics-driven rules. A version for Salesforce Sales and Service Clouds adds voice interactions and call center administration and management from within the Salesforce applications.
- **Customer Engagement Analytics**—Cloud solutions that use the Transera Customer Engagement Analyzer to create real-time operational dashboards, performance reports and analytics-driven customer engagements using data from multiple channels and systems. The Customer Engagement Analyzer collects and connects complex customer interaction records from disparate contact center systems and provides powerful Software-as-a-Service capabilities to segment, profile, visualize and analyze the data. Data science techniques can be applied via Analytics-as-a-Service to determine the agent and customer factors that result in the most desirable business outcomes and drive contact center operations through a business-rules or predictive analytics engine.

## Customers

Transera's solutions are ideally suited for B2C companies in industries such as retail, consumer products and services, technology, consumer finance, hospitality and travel, as well as business process outsourcers (BPOs), where sales, customer experience and customer retention are critical.

Example customers include the American Red Cross, AON, Guthy-Renker, Office Depot, Rosetta Stone and TIVO.