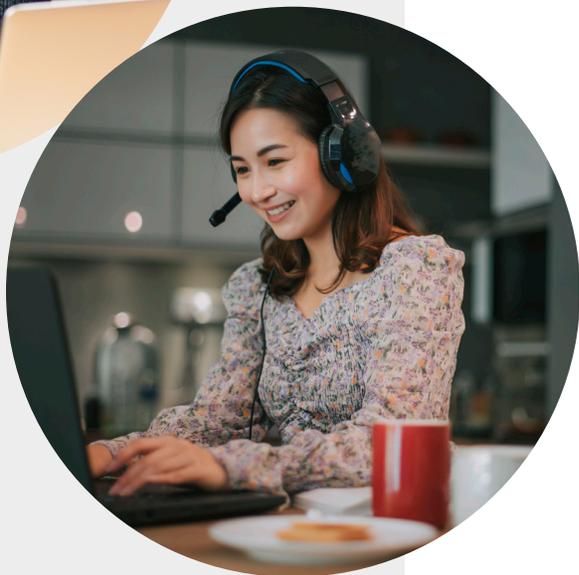


Using Geobalancing for a Smarter, Safer Future



Navigating a changing reality

Disruptions in technology, the expanding internet, and the influence of social media have all changed the business landscape, pushing us to reimagine accepted processes and functions. The COVID-19 pandemic, too, has forced us to reinvent the way we do business. It is important to think about ways we can keep our businesses relevant. That includes ensuring continuity.

Geobalancing: What is it, and why is it important?

Geobalancing, sometimes called geodiversity, is the "intelligent distribution of work traffic (services, sales or support) across resources located in multiple geographies." It enables you to optimally distribute your business resources in those sites with the relevant requirements and the best performance.

By functioning in a geo-agnostic manner, you're better able to ensure ongoing business continuity for your customers, whether facing the current pandemic or future, perhaps unforeseen situations.



Gaining from Geobalancing

Geobalancing leads to cost balancing. Here's how:

It boosts performance and productivity

Geobalancing raises the bar on productivity and performance by distributing work to the best-performing sites. For instance, say one contact center has better voice services while another excels at chat services. By distributing the work traffic based on this factor, you improve overall company margins.

It offers disaster recovery for business continuity

Shutdowns are extremely hard to bounce back from; accordingly, every company needs a strategic business continuity plan. Geobalancing enables you to redirect functions to alternate sites during a crisis.

It offers high availability and scalability

Geobalancing allows businesses to provide services from multiple data centers in strategic locations around the world. It enables you to move volumes as per your requirements without compromising service substance or quality.

It enables risk management

Spreading your services across geo-strategic sites reduces your risk profiles. When you mitigate risk, both employees and customers appreciate the safety you've made possible.

It increases reliability

Geobalancing increases efficiency and drives faster turnaround, which makes you a more reliable—and thus more valuable—partner to your customers.

Ensure continuity.
Minimize risk.
Boost productivity.
Enhance performance.

The COVID-19 pandemic has driven home the importance of being prepared. With looming uncertainty, you want to be sure your business stands robust, relevant, and ready.

We can help. Please [contact us](#) for details.

Contact us

www.247.ai

info@247.ai

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information, visit: www.247.ai