

SIMPLIFY CUSTOMER JOURNEYS FOR AGENTS

Transform agent productivity and improve customer satisfaction



Our mission is to make customer service simple for everyone.

Customer service in the contact center doesn't often equate to customer satisfaction. The sprawl of systems, processing tools and applications means that agents' time is taken up gathering information rather than resolving issues.

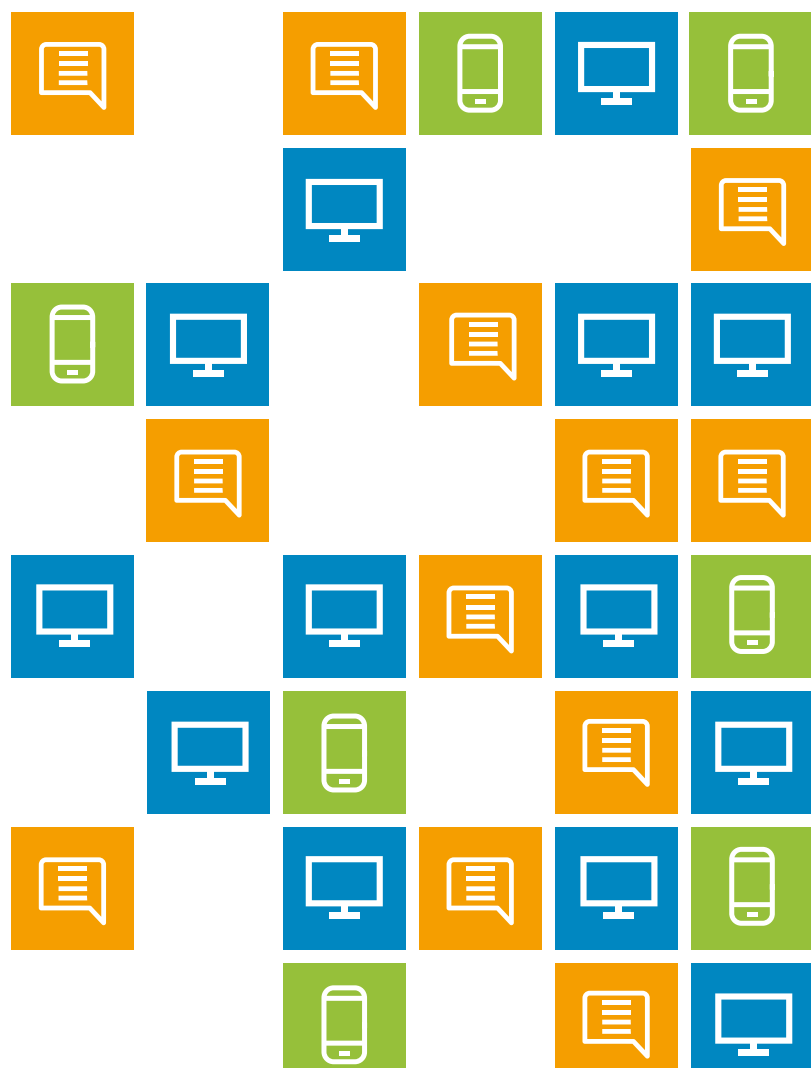
40% OF AN AGENT'S TIME IS TAKEN UP GETTING INFORMATION FROM THE CUSTOMER¹



55%

OF AGENTS HAVE TO USE 5+ APPLICATIONS TO SERVE EACH CUSTOMER²

Customers want to use their preferred channel of communication. The channel of choice varies across the five generations of consumer.



MAKE FRAGMENTED CUSTOMER SERVICE, TRULY OMNI-CHANNEL

Without a single channel of choice, the modern contact center has to work across multiple channels. The challenge is to turn this multi-channel confusion and fragmentation into a seamless omni-channel experience.

INTELLIGENCE TO GUIDE AGENTS

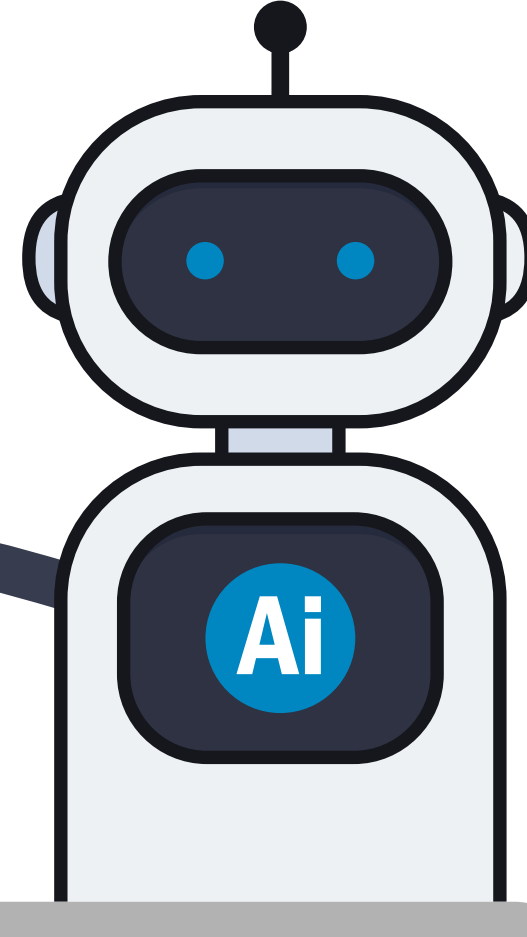
1. ONE SIMPLE, SINGLE VIEW

IFS's pioneering concept pulls together the data on an individual customer from disparate sources and channels—however many there are—into a unified customer service desktop.



2. MULTIPLE CHANNELS, ONE VIEW

See all contextual data, including live and historic communications across all channels for the customer, without having to log into multiple systems.



3. LIVE INTELLIGENT ASSISTANCE FOR AGENTS

Artificial intelligence (AI) provides automated prompts—during calls or chats—so agents respond in the best way to customer queries. Agents can tweak responses to make them more personal.

4. KNOWLEDGE, ON CALL

Agents have real-time access to a dynamic self-service knowledge base covering best practice and previous solutions to complex customer queries.

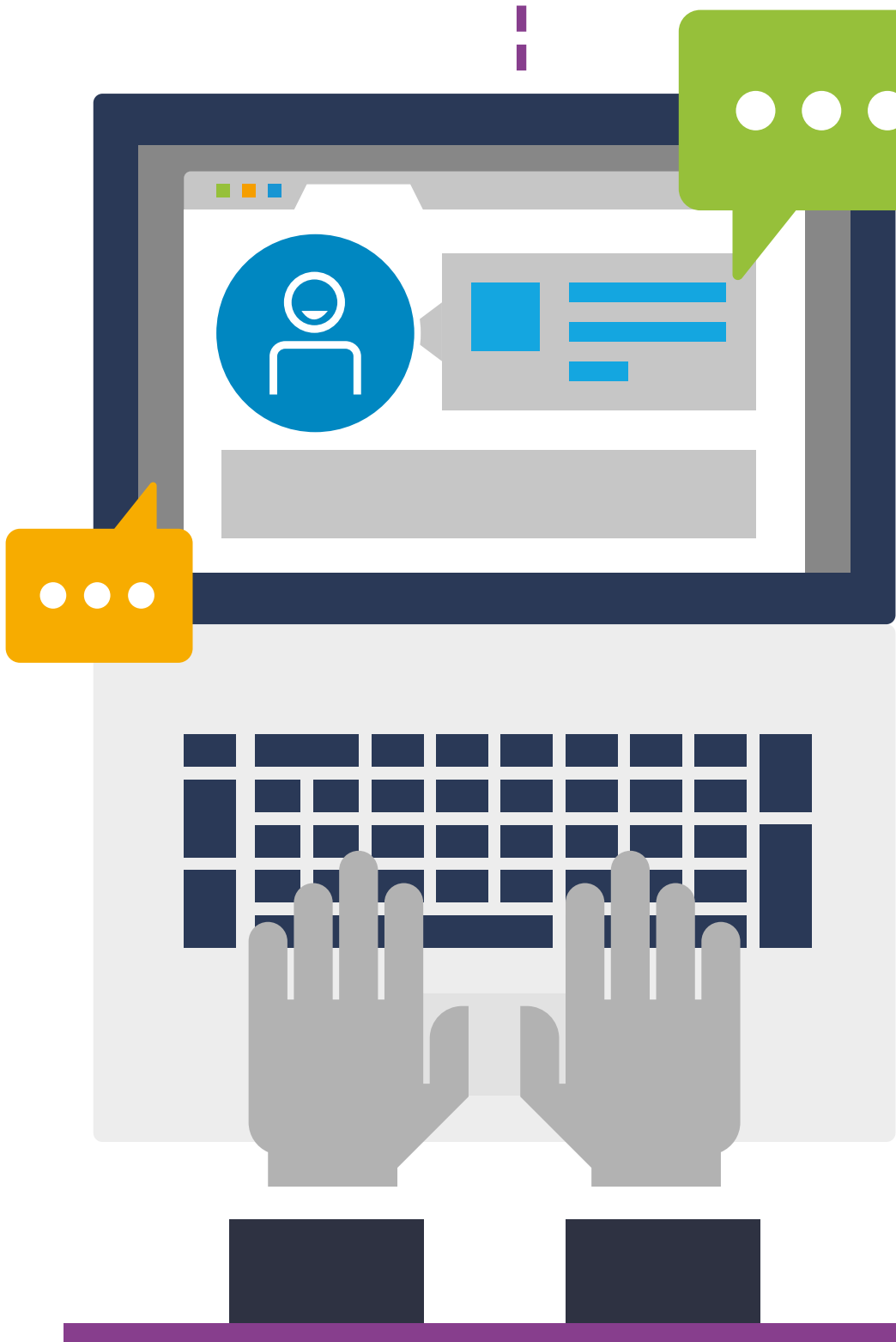
- Indicators show how relevant the information is to the current query
- Agents find the right answer and support faster
- Sharing responses and best practice cuts training costs



5. WHAT'S GOOD FOR CUSTOMERS IS GOOD FOR BUSINESS

While agents deal with customer queries, the system also identifies cross-sell or upsell opportunities.

- Offers are based on previous purchases and other personal data
- This ensures that offers are relevant and personalized



BENEFITS FOR THE AGENT

- System only pulls in data that's relevant to customers' queries
- Agent has a single view of customer without searching multiple screens or systems
- Customer response is accelerated across all channels
- Agents can focus on customers and resolving issues, improving customer satisfaction, loyalty and ultimately revenues.

KEEPING THE AGENT SATISFIED...

OVERCOME

20%

annual attrition rate at larger contact centers⁴ and increase agent retention by improving job satisfaction—through having one simple system to learn and use.

PROVEN RESULTS...



20% INCREASE IN AGENT EFFICIENCY

for **Global Blue** through the intelligent IFS Customer Engagement™ unified customer service desktop.



HAPPY AGENTS, HAPPIER CUSTOMERS

Discover the technology that can guide your agents through complex customer journeys, improving their experience and delighting the customer.

Visit IFSworld.com/CustomerEngagement to learn more.



¹ Stat taken from video on IFSworld.com/CustomerEngagement

² Source: Deloitte's 2017 Global Contact Centre survey

³ Source: Global Mobile Messaging Consumer Report 2016 Twilio

⁴ Source: Why Omni-Channel Without Unified Desktops Remains Multi-Channel Mayhem, white paper, IFS