

IFS CUSTOMER ENGAGEMENT DIGITAL SELF-SERVICE™

EMPOWERING CUSTOMERS
IN THE DIGITAL AGE



PUTTING CUSTOMERS IN CONTROL

Technology has transformed the way that customers connect to service departments across all industries. Customers will no longer wait in call queues to speak to someone about their query. In this digital age, consumers and business customers alike demand the autonomy to track their own orders and view all relevant information that concerns them.

Companies are under pressure to provide rapid, professional customer service. If they don't have a customer-focused, self-service strategy, they risk falling behind, losing customer loyalty, and damaging their reputation.

But it's a struggle to transform legacy service and support centers to deliver the self-service options that customers require. Increasingly, businesses are turning to artificial intelligence (AI) in the form of chatbots and virtual assistants. Yet many projects fail, frustrating customers.

HOW CAN IFS HELP?

IFS Customer Engagement Digital Self-Service provides the ideal solution. It offers a whole range of self-service options and, most importantly, a staged approach to delivering a self-service web portal for customers. This enables businesses to check whether customers like the deployed options and gain valuable insight and data into their success.

“Imagine you could get immediate answers from your mobile device with a simple search. There's no need to trawl through multiple web pages, call up the support center, or wait for an answer to your email to process a request. You can request work orders, cancel or amend an existing booking or get status updates from any ERP or field service management system, all without talking to an agent. All it takes is a few taps on your mobile phone.”

PAUL WHITE, DIRECTOR CUSTOMER ENGAGEMENT

75% OF CONTACT
CENTER AND SERVICE DESKS
TASKS WILL BE AUTOMATED
BY 2035.

Deloitte - 'Augmentation through automation'

CUSTOMERS' FREQUENTLY ASKED QUESTIONS

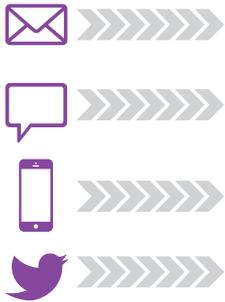


How can I resolve my issue?
When will the engineer arrive?
How can I get a replacement part?
I need someone to come next Tuesday

HOW DOES IT WORK?

INTELLIGENT RESPONSE VIRTUAL QUEUE

TEXT-BASED CUSTOMER ENQUIRIES



Uses text analytics to categorize text-based enquiries and decides the most appropriate response



ASSISTED RESPONSE



AUTOMATED RESPONSE



- Dynamic FAQs and Knowledge Bases
- Contact Us and Feedback Forms
- Live Chat
- Virtual Assistance and Chat Bot
- Mobile Messaging

KEY FEATURES AND BENEFITS

This cloud-based service uses a combination of digital self-service options to provide instant answers to customers' questions and processes requests automatically.



DYNAMIC FAQs AND KNOWLEDGE BASE

Identify the top reasons why your customers contact your support team and make it simple to find the answers with dynamic FAQs or a knowledge base. It's simple to add new articles and answers on websites, portals, apps, and social forums.



VIRTUAL ASSISTANCE AND CHATBOT

Offer natural language processing to answer a wide variety of questions and enable two-way, multi-stage automated conversations. Process service tasks, such as account changes, appointment adjustments, etc., automatically via predefined business rules. Complex conversations, requiring agent assistance, can be seamlessly transferred to a service advisor.



LIVE CHAT

Blend chat into your support center. Whether it's browser-based or in an app. Your agents can use a single interface to interact with several visitors at the same time. Increase the speed and quality of responses by using templates and knowledge-based answers.



CONTACT US AND FEEDBACK FORMS

Enable customers to send comments, or report any issues, using dynamic feedback forms.

WHAT'S NEXT FOR YOUR BUSINESS?

Gone are the days when customers would sit in queues for their call to be answered or wait hours for a reply to an email. Organizations are dealing with digital customers 24/7. To be successful, you have to reduce your call handling times and increase customer satisfaction.

With cloud-based **IFS Customer Engagement Digital Self-Service**, you can do this in a matter of weeks, and there's no software to distribute and manage.



LEARN MORE

[IFSworld.com/CustomerEngagement](https://www.ifs.com/ifs-world/customer-engagement)

If you need further information, e-mail to info@ifsworld.com, contact your local IFS office or visit our web site, [IFSworld.com](https://www.ifs.com)

