

The Intelligent Contact Center

Real-Time Intelligence for Every Customer Interaction

Overview

The demand to harness real-time customer information efficiently and effectively has never been as strong as it is today. This is especially true within the Contact Center where leveraging these insights can springboard an organization into the industry elite.

Contact Centers are inundated with information spanning countless individuals, departments, systems, channels and even geographical locations. Bringing this diverse data set together and creating a strategy on how to get the most from it is a daunting task. Combine this with increasingly demanding customers and an unforgiving economic climate – failure to use this information to improve customer interactions and provide a coherent customer experience has many wide reaching negative effects, including dissatisfied customers, frustrated agents and struggling profit margins.

Driving your Contact Center based on data-driven insights can revolutionize your customer service operations from a cost center to a strategic profit center.

Solution

Through the Intelligent Contact Center, SAS® and Sword Ciboodle bring customer intelligence into the Contact Center – empowering your organization to deliver a personalized, impactful customer experience the first time, every time. Companies can drive memorable, long-term relationships with the 4 engagement tools that the Intelligent Contact Center has to offer, including:

- Lead Management and Campaign Execution
- Intelligent Offers
- Intelligent Chat
- Social Media Intelligence

Through customer analytics, organizations leverage countless sources of information across the web, existing customer information systems, lists and others to unify key insights about each prospect. With advanced, real-time decisioning capabilities, these key insights are segmented, ranked and delivered through a unified desktop ensuring agents are always armed with the next best action for each customer while highlighting the most appropriate up-sell and cross-sell opportunities and the propensity of that customer to purchase.

Integration of customer intelligence into your Contact Center processes enhances all customer interactions – providing insight, personalization and recommendations to create richer, more profitable interactions for you and your customers.

Strategic Benefits

Through The Intelligent Contact Center, your organization can realize benefits that not only impact the organization, but that are also mutually beneficial for the customers you serve.

Benefits for Your Organization

- Maximize up/cross-selling success
- Utilize real-time outcome insights to drive improved future interactions
- Determine what each customer is most likely to need and want
- Deepening real-time customer insight with each interaction
- Reduce average handling time on low value customers

Benefits for Your Customer

- Higher value interactions with knowledgeable agents
- Immediate personalized service with every customer interaction
- Personalized, relevant offers in real-time dialogue
- Inquiry solved the first time, every time

The Intelligent Contact Center

Real-Time Intelligence for Every Customer Interaction

1 Source Channel Interactions

of customers, prospects and more across an array of channels that your hyper-connected prospect engages your brand for services, products and more.

2 Collect Key Information

from the multi-channel interactions your customers and prospects engage through that will help drive invaluable insights.

3 Process, Align and Determine

prospects in a scored, logical fashion while determining next best actions through real-time profiles, history and more. Once profile is aligned, the selected next best action from listed capabilities is prepared for launch.

4 Launch Next Best Actions

such as campaigns and the associated next best action to that capability. Organizations can prepare to engage their target prospects effectively with real-time insights every step of the way.

5 Engagement and Outcomes

are realized from each customer interaction and all information from each specific transaction are cycled back into the Intelligent Contact Center where profiles are consistently kept up to date with the real-time information.



With the Intelligent Contact Center

organizations can immediately focus on high-value prospects from the onset and enable their agents to turn off the clock, and focus on pleasing the customers that matter most. Additional capabilities that are enabled because of this include:

- Scoring and profiling a lead
- Launching a campaign

- Identification of next best offer by prospect
- Engaging through a chat window
- Performing Real-Time Social Media Analytics

Every single capability from the Intelligent Contact Center can be accessed through a single intuitive interface, enriching the customer's experience with your organization and service professionals.



Lead Management & Campaign Execution

The customer identification and scoring tool that empowers agents and sales professionals to convert leads into cross-sell and up-sell candidates, launch prospect specific campaigns and customer interactions.



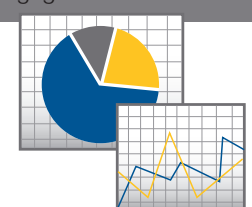
Intelligent Offers

The predictive, real-time incentive decisioning tool that empowers sales and service professionals to generate analytically driven cross-sell and up-sell offers with end to end insights about every single prospect that is engaged.



Intelligent Chat

The intuitive, predictive and real-time customer interaction tool that enables direct online engagements with prospects and customers driven by active customer 360 profile details and a real-time analytic foundation.



Social Media Intelligence

The real-time, social analytical tool that captures critical insights across several channels, identifying, analyzing and converting conversations, interactions and more into strategic customer engagement insights.

The Intelligent Contact Center Real-Time Intelligence for Every Customer Interaction



Lead Management and Campaign Execution

Intelligent scoring, prospecting and campaign execution capabilities:

- Generate outbound interactions based on invaluable real-time insights
- Enable agents and sales professionals to launch pointed campaigns
- Determine the right action for the right customer with real-time intelligence



Intelligent Offers

Intelligent, real-time incentive based capabilities:

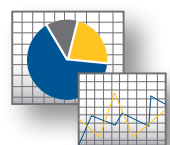
- Generate various offers based on honed insights of each customer/prospect
- Cross-sell and up-sell across every single interaction
- Cycle key insights into the creation of new offers that drive sales potential



Intelligent Chat

Real-time customer interaction capabilities:

- Identify, correct and reduce abandonment rates
- Maximize the potential of each interaction with relevant, timely offers
- Shorten prospect and buyer sales cycle timelines
- Manage multiple customer inquiries and interactions at a single time



Social Media Intelligence

A multi-channel social analytical tool:

- Analyze conversation data for vital insights
- Identify advantages and threats to brand and reputation
- Quantify interactions across traditional and social media channels
- Establish a platform for social CRM strategy
- Utilize a richer view of your customer from social interactions

About Sword Ciboodle

Sword Ciboodle empowers large organizations with CRM solutions for the Contact Center. The industry defining, customer engagement software helps organizations improve interactions with customers driving down the overall cost to serve while improving each customer experience. Recognized as the leader in process-centric customer service solutions, clients include Sears, Bally Total Fitness and Vistaprint.

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About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Since 1976, SAS has been giving customers around the world. THE POWER TO KNOW®

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