



LIVE by Asseco

**Customer experience management solution
with integrated consolidated contact center suite.**

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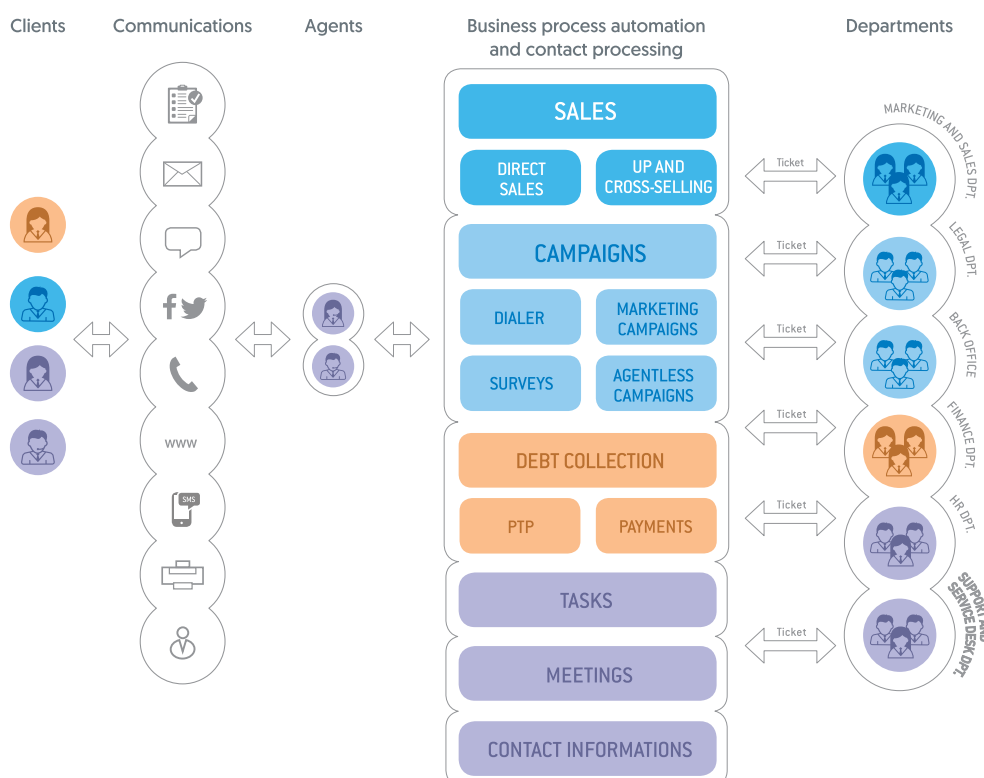
LIVE is an omnichannel customer experience solution with integrated Consolidated Contact Center Suite for legacy and digital communication channels: telephone, fax, SMS, e-mail, chat, video chat, web-forms, various social networks, letters, personal contact and meetings.

Mobile application for supervisors and agents

- ✓ A single repository of insight in all communications with the customer
- ✓ A powerful integrated ticketing mechanism with support for business workflows
- ✓ Out-of-the-box support for business processes: collections, campaigns and direct sales
- ✓ Modularity and scalability to match client's specific needs
- ✓ Consultancy services based around 20+ years of extensive experience in the contact center field
- ✓ Numerous references in different segments (banking, insurance, tourism, public segment, commercial industry, health care ...)
- ✓ 360° View

LIVE offers innovation that helps clients improve their business – LIVE Virtual Branch. This implies a set of functionalities that enable the customer to perform all interactions with the Bank over the Internet. LIVE Virtual Branch consists of various modules, which improve customer experience on web and mobile pages.

Solution concept



Business value

- ✓ Omnichannel approach and improved Customer Experience Management
- ✓ 24/7/365 omnichannel support
- ✓ Communication distribution to agents based on agent skills and utilization
- ✓ Interaction monitoring, recording, and management
- ✓ Customer data repository
- ✓ Improved customer experience [CX], satisfaction and loyalty

Increased efficiency through ticketing [operational CRM]

- ✓ Easy creation and classification of tickets
- ✓ Automation for ticket creation (email or SMS in a ticket)
- ✓ A simple adjustment to the business process
- ✓ Reminders, notifications, and escalations
- ✓ Implemented SLA option
- ✓ Digital workflow definition
- ✓ Ticket history
- ✓ Service desk support [ITIL]

Organization and performance planning

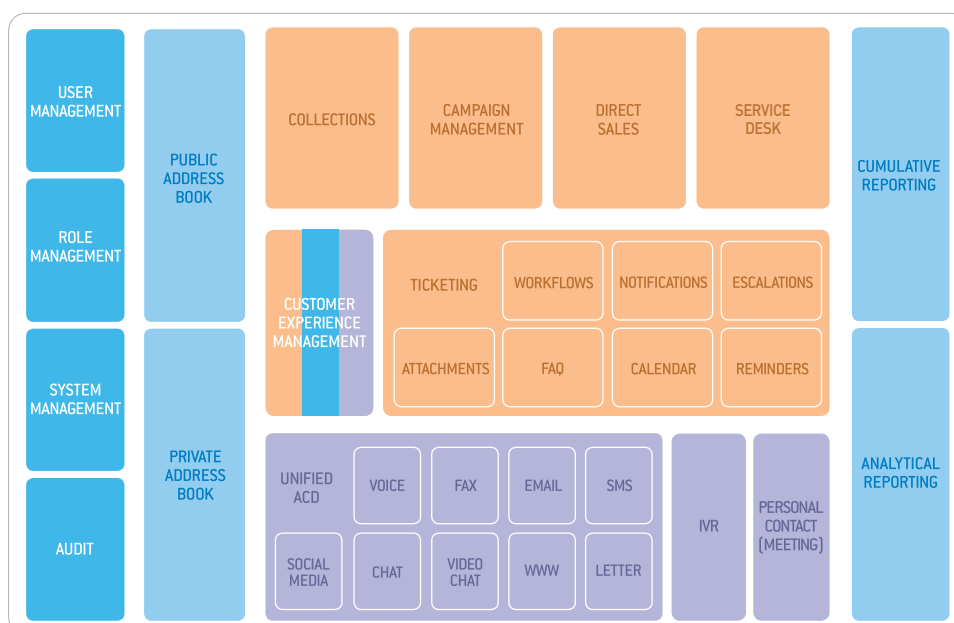
- ✓ Powerful and customized reports
- ✓ Insight into process and resource load
- ✓ Workers' KPI reporting
- ✓ Dashboard focused on workers and clients

Positive impact on revenue streams

- ✓ Improved debt collection rate
- ✓ Marketing and sales campaign preparation and execution
- ✓ Boosted customer acquisition/up-selling/cross-selling
- ✓ Tracking of sales workforce incentive model
- ✓ A fast ROI

Leading technology for business support

- ✓ All-in-one solution – from client contact to back office processing
- ✓ Solution modularity and scalability
- ✓ Open interfaces for connecting to other core SW systems
- ✓ Centralized self-administration and configuration
- ✓ Audit trail



Communication channels

Unified Automatic Communication Distribution (UACD) provides efficient routing of customer communication to the most appropriate agent, based on agent's service availability and customer priority (VIP or ordinary client) as well as customer's waiting time in the communication queue. The additional criteria for UACD are agent's competence, utilization, and skill level, which are used to set up the optimal acceptable queue load distribution.

Ticketing

A ticket can be created and classified for every customer interaction completed through communication channels. The ticket can be further delegated, processed in a workflow which includes reminders, notifications, and escalations. Tickets also allow submission of attachments, completion monitoring through the topic-related tasks and contractor agreement administration using the SLA feature. A knowledge base (FAQ) is available to all agents for easier ticket processing.

Key functionalities per communication channels (legacy and digital)

- ✓ Telephone: Audio recording, static and dynamic IVR, powerful dialing, voicemail, abandoned and call-back lists
- ✓ Fax: integration with e-mail (e-mail to fax and fax to e-mail), print drivers, integration with multifunctional devices
- ✓ SMS: push/pull, bulk messages, templates
- ✓ E-mail: digitally signed e-mails, templates, newsletters
- ✓ Instant messaging
- ✓ Web forms on the company's Internet portal
- ✓ Letters: editor for letter templates
- ✓ Social media
- ✓ Chatbot
- ✓ Meeting: support for calendars, notifications
- ✓ Virtual branch: screen sharing, co-browsing, self-signed certificates for communication, secure file sharing, and file interchange
- ✓ Mobile communication platform

Customer Experience Management

The solution serves as a central repository for all customer interactions made through all available communication channels, both the inbound and the outbound ones. Consequently, the tickets and communication with a specific client can be tracked and used as the basis for business decisions made in order to improve customer experience. Having considered the collected data about customers and preferred communication channels, one can easily contact a customer through the preferred communication channel, using the campaign module.

Based on the collected information about the customer, the solution supports and enhances business processes

- ✓ Service desk support (ITIL) – SLA Contract database, Incident, Problem and Change management, KEDB, Customer Portal
- ✓ Collections: planning and execution of debt collection procedures
- ✓ Direct sales: providing product information, consulting, up-selling, cross-selling
- ✓ Campaign management: campaign planning and execution

Cumulative and analytical reporting capabilities

Cumulative reporting provides an insight into the overall activity history through all variables involved in the solution (agents, agent groups, services, campaigns, topics, communication channels, statistics), while analytical reporting can be tailored by the user to provide a detailed overview of data, which is filtered and arranged by certain user-selected criteria.

References

The solution provides comprehensive and centralized administration and access management, including user, role and system management, as well as an audit of all activities.

Address books

Multiple public and private address books can be created and used by particular organizational units depending on their role. A simple method of synchronization with the user environment.