

Web Chat and eMail Response

Over the past several years, consumers have flocked to online channels. This is true for all age groups, and the trend is accelerating with the widespread adoption of smartphones and tablets.

Forrester® research indicates 41% of consumers age 18 to 46 prefer online customer service to the telephone, and the majority of consumers over 50 have also adopted online service 1 .

Increasingly, customers expect high quality service via multiple channels, and reward organizations that meet these expectations with increased loyalty and revenue. While demand for phone service remains strong, it is essential that organizations offer customers the choice of using the channel that best suits them.

Customers expect service to be consistent and contextual across channels – and they expect their profile to be recognized regardless of their interaction mode.

Customer Interaction Center™ (CIC) web chat and email response management tools allow you to seamlessly blend internet based service requests into a universal contact routing engine, manage according to consistent business rules, and track everything with unified reporting tools. This enables reduced service costs, more efficient agent handling, and personalized interactions that increase online sales and customer satisfaction.

Get consistent service across channels.

By providing the ability to view customer data and interaction history across channels, the Customer Interaction Center (CIC) enables effective interactions. Since agents can view this data, customers are not required to repeat information. Customer satisfaction and agent productivity both go up – while defined service levels for each channel enable a consistent level of care. Additional capabilities include:

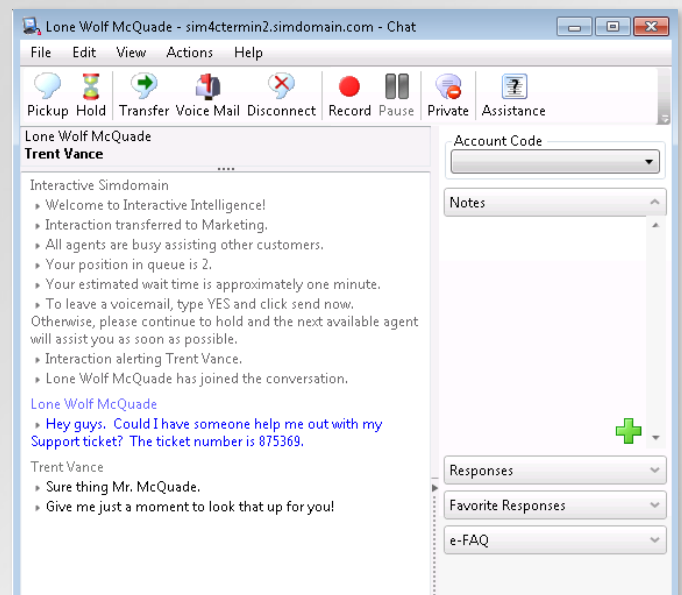
- Universal agents can sign up to handle all interaction types – voice, web chat, email.
- Agent desktop is configured to manage all channels simultaneously.
- Supervisors monitor agent activities and dynamically move resources from one channel to another to manage priority interaction requests.
- Defined service levels for each channel enable a consistent level of care.
- Packaged integrations to CRM applications are available to provide further customer profile data, accelerating cross sell and up sell opportunities.

Increase customer satisfaction with web chat.

Web chat allows online consumers to access real time service and experience personalized interactions that effectively resolve their issues. The web channel already enjoys the highest customer satisfaction rating after voice, and adoption of this channel is accelerating dramatically with the use of smart phones, tablets and other mobile devices.

CIC web chat allows customers to connect with live agents to receive real-time, web-based assistance. Agents are also able to proactively reach out to customers who may require assistance while browsing on a web site. As an option within CIC, it is highly scalable and easily customizable into corporate websites. Additional capabilities include:

- Consumers can access support via mobile devices, which boosts online sales and improves customer satisfaction and loyalty.
- A customer is able to request a phone call back with a few simple clicks.
- Agents can manage multiple chat sessions at once.
- Setting configurations allow for maximum productivity.
- Agents can web chat and talk on the phone at the same time.

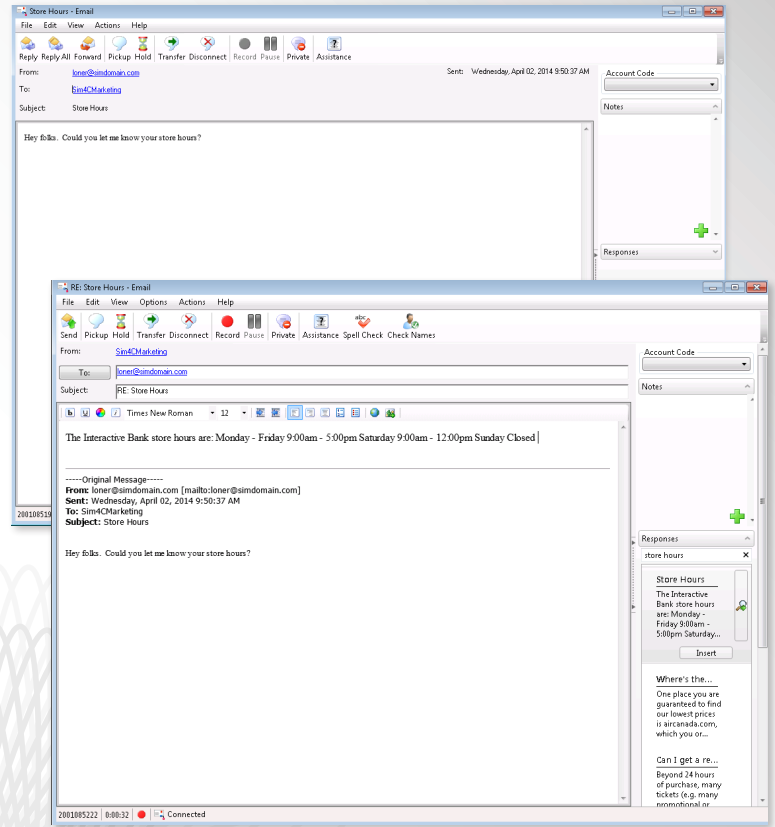


Support effective email response management.

Email is the third most commonly used customer communications channel after the phone and online FAQs. Because it is such a convenient and private form of communication, customers across all demographics rely on email and expect rapid, personalized responses to their questions.

CIC's email response management system allows you route emails to the agent or group most qualified and available to respond to the query.

- Match inbound email routing to the correct agent or agent groups available.
- Apply business rules to speed priority email routing to the right agent.
- Intelligently handle replies with an ACD queue. Volume is tracked in CIC real time and historical reporting tools.
- Provide agents a natural email response model.
- Spell check within multiple languages



1"Understand Communication Channel Needs to Craft Your Customer Service Strategy," Kate Leggett, Forrester Research, March 11, 2013

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Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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