



Customer Service Automation

Customers Expect Personalized Self-Service – 24 x 7

- Improve Customer Satisfaction
- Employ Fewer Agents
- Lower Network Costs and Capital Investment
- Improve Agent Productivity

Improve Caller Experience through Customer Service Automation

When it comes to customer service, one size does not fit all – no matter how quickly it is delivered. While most companies accept that excellent service is critical to attracting and retaining profitable customers, the smarter ones also understand that great service requires businesses to offer a meaningful choice to customers. Unfortunately the drive for greater efficiency (through standardization) often removes the element of choice for customers, especially when attempting to communicate with an organisation. Consumers now demand real-time communication options and become increasingly frustrated with brands that don't deliver upon this expectation.

Clear and Present Benefits

Customer Service Automation returns control and personalized choice to customers but without adding to labor costs. It helps speed up first call resolution and this is further achieved by synching customer communications, internal resources and business processes so that caller requests are automatically identified and routed to the most appropriate person or otherwise taken care of. An added productivity gain is realized when other staff avoid dealing with distracting phone calls or messages that are simply not meant for them. Giving your customers the option of assisted or pure self-service automation over the phone reduces the volume of non-value-add calls, allowing employees to focus on the more important conversations and transactions.

Standard Self Service vs “Dynamic” Self Service

Rather than offering the same call options to every customer (standard self service), Zeacom's Dynamic Customer Service Automation cross references callers with your customer database and then presents a different set of options depending on the classification of a customer calling into the company (i.e. “For assistance with investment services, press 1” may be an option offered right away to callers with unusually high balances in their checking/savings accounts.)

Benefits at a Glance

- **Improve customer satisfaction**
Make it quick and easy for your callers to do business with you.
- **Employ fewer agents**
As callers choose to use ‘self service’
- **Improve agent productivity**
Shift agents to calls requiring personal help or those increasing revenue and retention.
- **Extended hours of operation**
Extend hours 24 by 7, without an increase in staff numbers, work hours or operating costs.
- **Better management reports**
Web reporting easier to measure progress.
- **Lower network costs**
Reduce callers waiting for an agent, resulting in lower 0800 costs.
- **Lower capital investment**
Share Server and Voice Port resources with the ZCC application, removing need for additional hardware.

Check out this ROI!

Quickly view an example of a typical Zeacom Customer Service Automation system which, combined with speech recognition, can take care of up to 30% of your standard incoming calls. You can achieve some impressive results, such as a 30% decrease in call abandonment rates and costs per call, and a 30% increase in first-call resolution.

Visit: <http://www.zeacom.com/csa/roi>

How Does Customer Service Automation Work

Callers use a combination of presence, speech recognition and touch-tone phones to find the right person, select desired information or place simple orders. Examples include checking if a council building inspector is available, requesting an account balance, or ordering a parcel pickup. The intelligent Interactive Voice Response (IVR) system then searches the appropriate internal databases and automatically responds to the caller, recognizing the relationship, their history and routing the caller through the best channel for a response. CSA uses a number of solutions that improve speed and experience. This can include for example, speech recognition control technology and so on.

The principles of Customer Service Automation apply equally in contact centers or corporate environments. An intelligent IVR enabled solution can be set up for inbound as well as outbound calling - to issue notifications, alerts or reminders. You simply set the parameters and the calling is initiated when certain conditions are met. Some banks, for example, use automatic Outdial systems or text reminders to notify customers when their balance is overdue.

Zeacom's Customer Service Automation Capability

Zeacom believes that offering meaningful choice empowers customers, making them more loyal and also more likely to self select additional products and services. A range of Customer Service Automation solutions for organizations of any size is offered from Zeacom's Process Automation Group. This group's expertise lies in integrating communications technology with business processes to improve how organizations deliver, manage and record interactions with callers.

Typically solutions may include a mixture of automated and self-service solutions e.g.

- Zeacom Intelligent IVR
- Call-back
- Auto dial/ Out dial
- Skill/Value based routing
- Screen Pops
- Multi media Queuing (Phone, Email, SMS, Phone, Fax, Data)
- IM/Web chat
- Activity Presence
- Speech enabled tools (choice control, corporate directory, mobility)
- Back end (fulfillment) integration. WFM, CRM, Sale Force etc.

Talk to your Zeacom Business Partner and upgrade now.

To find out how upgrading to V5 SP3 will help you contact your business partner of Zeacom account manager by email at sales@zeacom.com or simply visit us online at www.zeacom.com.

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