

3 STEPS TO DELIVERING SMARTER CUSTOMER ENGAGEMENT



What's my story?

The way consumers want to interact with organisations has changed. So too has the way they benchmark service levels against your peers.

Technology can help ensure that your service meets and exceeds customer expectations; no matter what channel they use, no matter what service they seek, no matter where in your organisation the service is delivered.

1 SMARTER CUSTOMER ACCESS

Generation Y, consumers born in the 80's and 90's, list the lists the PHONE as the 4TH channel of choice. *Source: Merchants*



Make it easy for customers to interact with you:

By balancing self-service with live interaction in order to deliver the best possible customer experience while optimising operational efficiency.

2 SMARTER CUSTOMER ENGAGEMENT

40% of consumers rank being treated as 'A Valued Customer' as the most important aspect of the customer experience. *Source: CCA Consumer Survey*



Make customers feel valued:

By following up when promised, reaching out to them to deliver proactive service, and in times of peak demand, ensuring that they are not kept in a queue but have the option to be called back at a time that suits them.

3 SMARTER CONNECTED EXPERIENCE

58% of companies say they are just now developing a strategy for delivering an integrated customer experience; and only 8% say they currently provide a 'very integrated' customer experience. *Source: CACI Integrated Customer Experience Report*



Make it a connected experience:

By ensuring that the focus on the customer does not end when the call leaves the contact centre. We must seamlessly manage and connect the customer journey across the whole organisation.

TURNING IDEAS INTO ACTION

Regardless of where you are on this path, we can help you by providing the right platform for your future or providing the point solutions to enable you to take the next step on your journey.



Complete solution Inbound and Outbound:
Omni-Channel, Self-Service and
Workforce Optimisation



Easy to use platform from Contact Centre
to Back Office. Allowing customers to
contact you more easily.



Ease of Integration to CRM and admin
systems. Overlay on existing CC or PBX.
On-premise, private or public cloud.



Enghouse Interactive

Customer Centric
Contact Centre Solutions.

OPTIMISED
ACCESS

PROACTIVE
ENGAGEMENT

CONNECTED
ENTERPRISE