



Data Sheet

TECHNOLOGY INNOVATION SOLUTIONS Customer Interaction Suite

Reduce online shopping
cart abandonment
by more than
40%

Overview

The Customer Interaction Suite is a package of technologies to deliver the right service, through the right channel, at the right time. Expand the Premise Contact Center and Cloud Contact Center: Enterprise products with solution enhancements that create an effective multichannel service environment and deliver an integrated customer experience.

The Customer Interaction Suite enables two-way interactions, provides both inbound and outbound communications, and includes technology for:

- Voice
- Chat
- E-mail
- Mobile/SMS text
- Social media
- Customer relationship management (CRM)

Features and Benefits

Voice

This outbound voice communications platform complements our inbound voice services, which are included in the Cloud Contact Center: Enterprise and Premise Contact Center products.

- Improve efficiency—Campaign management features target specific time zones for “follow-the-sun dialing.”
- Easily manage contacts—Custom list loading features and list scrubbing capabilities automate administrative processes.
- Streamline processes—Use a variety of features including predictive, progressive, preview, and manual dialing to serve valuable information to agents and ensure compliance with Do Not Call lists.
- Automate outbound campaigns—The high capacity outbound dialer supports enterprise-level operations, simultaneously calls multiple contacts and matches live customers with available agents.
- Optimize costs—Tuning features detect answering machines, leave automated messages, and ensure that critical messages are communicated.

Increase first call
resolution by up to
90%

- Use resources effectively—Inbound and outbound blending allows agents to work with both incoming and outgoing calls.

Online Chat, Click-to-Call, and E-mail Response

Enhance your multichannel strategy with online chat, click-to-call and e-mail services.

- Optimize processes and resources—A flexible rules engine uses contextual routing as well as both proactive and reactive chat to send customer inquiries to the most appropriate channel, location, and associate.
- Collaborate across channels—A feature-rich console shares escalation and transaction histories across channels, providing agents with the information they need for quality service.
- Turn service into sales—Page-push and co-browsing features create sales opportunities and reduce shopping cart abandonment.
- Gain cross-channel visibility—Actionable reporting and analytics slice and dice data to help you make informed business decisions.

Mobile

Today's customers are increasingly mobile, and our mobile technology provides inbound and outbound SMS text message capabilities to expand multichannel services.

- Simplify the agent experience—The mobile SMS texting technology is integrated with the online chat software, so agents don't have to learn a new system to provide SMS support. SMS texts come directly into the chat application, making it easy to multi-task and manage more service channels.

Social Media

eLoyalty, a TeleTech company, creates and maintains social communities, provides social network monitoring, and offers customer support through social websites.

- Create a collaborative environment—Employ cloud-based social media technology and use blogs and chat rooms for knowledge sharing and collective intelligence.
- Respond to the true voice of the customer—Monitor social networks and proactively engage in online conversations to provide customer support and create positive experiences.
- Improve brand positioning—Social media analysis, assessment, and professional services provide content reports with action plans to build a social media strategy.

CRM

Manage all your prospect and customer interactions with industry-leading CRM systems. It's easy to integrate CRM technology into your contact center system for an end-to-end solution.

- Get a 360-degree view of the customer—Contact center data is easily integrated with CRM technology, so agents have more information from a single software interface.
- Let the professionals help—Technology experts implement and integrate CRM systems to create a seamless all-in-one solution that works with existing applications.

Uses

The Customer Interaction Suite is a package of optional product enhancements for the Cloud Contact Center: Enterprise and Premise Contact Center; however, its components can also be purchased as standalone products. For a more comprehensive solution, the Customer Interaction Suite can also be bundled with the Self-Service Suite and Workforce Optimization Suite.

The Customer Interaction Suite helps companies:

- Integrate a multichannel strategy to enhance customer experience
- Gain a single view of customer
- Serve customers through their preferred communication channel
- Integrate telephony and CRM systems

Related Products and Services

- Self-Service Suite
- Workforce Optimization Suite
- Premise Contact Center
- Cloud Contact Center: Enterprise

Real Results

The Customer Interaction Suite has helped companies achieve these benefits:

Increased Revenue

- Sales conversions increased by 38 percent
- Cross/up-sell increased by 22 percent
- Assisted online services increased sales by 30 percent
- Reduced online shopping cart abandonment by more than 40 percent

Optimized Costs

- Reduced average call handling times by 20 percent
- Decreased customer acquisition costs by 20 percent

Enhanced Customer Experience

- First call resolution increased by 90 percent
- Issue resolution increased by 16 percent
- Customer satisfaction increased by 18 percent
- Customer experience score increased by 80 percent

**CONTACT eLoyalty,
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www.teletech.com/solutions/
technology-innovation**Key Differentiators**

- Multichannel services—Integrated, multichannel technologies enable live help through voice, chat, click-to-call, SMS text, e-mail, and social media.
- Customized solutions—Technology consultants guide you through the options, customize a solution, and make it a seamless part of your business.
- Unique expertise—eLoyalty is the only business process outsourcing company that is also a salesforce.com reseller and the only Cisco partner who offers cloud, on-premise, and hybrid solutions.
- Rapid deployment—The outbound dialer can be configured in minutes, and eLoyalty's experts can set up large contact centers in a matter of hours.

Why eLoyalty, a TeleTech Company?

eLoyalty has expertise in designing, building and remotely managing advanced contact center solutions. With our on-premise technologies, we have installed over 100,000 contact center seats and currently support 70 Global 1000 companies. eLoyalty's cloud technology utilizes TeleTech's GigaPOP® cloud infrastructure, which lands calls from over 90 countries, supports customers in six continents in 30 languages and handles 3.5 million customer interactions, 6.8 million VoIP minutes and over 245,000 communication interactions per day. Our cloud technology experts have deployed over 150,000 licensed seats and manage over 50,000 concurrent users daily.

More Information

Please see our website for additional details on our full suite of Technology Innovation solutions.

www.teletech.com/solutions/technology-innovation

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