



## Data Sheet

# CUSTOMER INNOVATION SOLUTIONS

## Online Customer Support

TeleTech's online systems integration of multiple, disparate, new, and legacy client IT systems can ensure a seamless customer experience.

### Overview

For business leaders wanting to improve their customers' support options and experience, TeleTech delivers online customer support services and live help options with our integrated set of voice, chat, e-mail, and e-commerce response services. These services enable businesses to deliver personalized online interactive assistance that can rapidly solve customer issues leading to favorable customer impressions, improved customer satisfaction (CSAT), and increased Net Promoter Scores (NPS). TeleTech's online customer support options are fully customizable, efficient, and require no downloads or installations.

### Features / Benefits

Used as a standalone customer support solution or to enhance existing voice services, TeleTech's Online Customer Support provides:

- Increased associate productivity through TeleTech's market-leading targeted recruitment and training programs. Highly-trained online support associates can work multiple channels simultaneously and can also promote chat interactions to voice channels for important escalation or sales opportunities.
- Extended customer reach by providing a variety of reactive and proactive support options, and recommending online programs based on web traffic patterns.
- Increased brand power by integrating social media and taking advantage of community forums to promote products and services, or by proactively engaging chat to customers who are meeting specific shopping criteria and need help.
- An optimization services team that analyzes trends to maximize sales and satisfaction while minimizing costs. The team provides continual monitoring, analysis, and strategic recommendations that will increase NPS/CSAT scores, average order values, and conversion rates.
- Reduced support costs through enabling call deflection, one-to-many interactions, recommended concurrency rates, and increased conversion rates. This leads to increased efficiencies as compared to traditional voice support.
- The most customizable, flexible chat platform in the industry.
- Online systems integration of multiple, disparate, new, and legacy client IT systems to ensure a seamless customer experience.
- A secure connection through 128-bit SSL encryption and the most flexible, customizable rules engine available.

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## Highlights

- Online services increased web revenue generation by more than 300%
- Increased issue resolution and CSAT by 7-15% above a traditional voice channel
- Improved customer conversion and acquisition rate by up to 40%

## Uses

TeleTech's Online Customer Support is ideally suited to:

- Boost first-contact resolution rates by up to 15% through supporting self-service and improving accuracy and consistency with integrated knowledge bases.
- Improve CSAT and customer loyalty by intercepting dissatisfied customers, or suggesting relevant promotions and content. Increase retention rates by engaging customers in their preferred channel.
- Acquire more customers through converting 20-40% of live interactions, routing non-voice interactions to live associates, and leveraging technology to facilitate higher-value interactions.
- Reduce website and shopping abandonment by leveraging intelligent rules and behavioral analytics to detect at-risk or high-value sessions and offering customers a "lifeline" before they abandon forms or shopping carts.
- Improve response rates by mining live help transcripts and reports to optimize the online and cross-channel customer experience.

## Requirements

TeleTech Online Customer Support services can be utilized in a cloud services model. The application and database are hosted for reliable and scalable availability. Initial costs are minimal, implementation is fast, and system maintenance and upgrades are automatic.

## Key Differentiators

TeleTech's Online Customer Support can provide effective online support and increase sales while reducing costs. Specific differentiators include:

- Innovative recruitment, assessment, and training programs for online associates to ensure customer service is consistent across multiple channels and geographies.
- Optimization and integration services with site monitoring and trend analysts who develop reports and strategies based on sales, revenue, and profitability goals.
- Industry-leading technology, advanced online support processes, and systems integration services provide a holistic online customer experience.

## Why TeleTech?

TeleTech is a leader in integrated customer management and enterprise solutions with expertise across multiple channels, providing both the technology and the people to deliver world-class online customer support in order to make your most ambitious goals reality.

## Related Product And Services

TeleTech offers a full range of integrated services providing end-to-end solutions to meet every need.