

CRM, Social and Knowledge

A roadmap of near-term and longer-term initiatives is put in place to advance your business's customer data collection and usage strategy.

Unlocking insight that builds relationships.

Our CRM, Social and Knowledge solutions help make information more accessible, useful and actionable for customers and the front line employees that serve them. Our solutions streamline:

- Online FAQs and pages of search results so they answer customer issues the first time
- Knowledge management systems that store all the answers to customer questions in a single easy-to-search system.
- CRM databases that integrate disparate data silos to achieve a complete 360 view of the customer and their relationship.

Our solutions combine the strategy, tools and processes required to integrate your information and put it to work across channels, geographies and technologies.

Strategic Capabilities and Services

Customer Data Aggregation and Analytics

A Data Asset Evaluation yields recommendations and implementation plans to help your company effectively manage customer data and technology systems. A multi-dimensional scorecard compares your data use to industry best practices. Top opportunities are then prioritized, and a roadmap of near-term and longer-term initiatives is put in place to advance your business's customer data collection and usage strategy.

CRM Configuration and Implementation

We partner with recognized leaders in CRM technology to customize solutions that connect disparate sources of customer data, close the circle between front-end and post-sales customer data, and align your organization around building customer loyalty and value. The result: a holistic, 360-degree view of the customer that integrates seamlessly with your existing applications – and turns your data into a competitive advantage.

The Social Knowledge Solution

Easily integrates with TeleTech's social customer relationship management (CRM) platform to enhance collaboration and deliver the ideal customer experience. TeleTech's Social and Knowledge solutions empower customers and employees with information and deflect service inquiries to more cost-effective channels. Members of the community can view not only the one right answer, but also see a list of the community answers as well. Popular answer content (that the community promotes) can be leveraged into the one right answer solution and internal social learning knowledge applications. These new and updated answers can then be made available to all external customers and users. The Self-Service portal enhances the customer experience while saving you time and money.

Self-Service Technology

- **IVR development and design:** A superior implementation methodology that includes assessment and planning services, voice user interface design and usability analysis, infrastructure and application construction, and integration and testing.
- **IVR systems:** A versatile technology that can be used as a standalone voice self-service system, or in conjunction with inbound or outbound programs -- either with or without routing capabilities. The personalized service routes calls efficiently and gives customers access to the information they want. Our highly scalable IVR systems lower labor costs and maintain a high standard of customer satisfaction, deflecting live contacts by providing real help and not dead ends.
- **Web self service:** Increase online revenue and first contact resolution through an online solution that empowers customers with higher self-service resolution and satisfaction rates. Less complicated interactions are resolved quickly, lowering costs to serve and freeing up your human capital to handle the issues that truly require live contact. Websites and mobile devices become powerful online self-service tools that reduce contact volumes and handle times.

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Why TeleTech

For over thirty years, we have helped companies around the world turn customer interactions into profitable relationships. We advance this mission with the innovations in technology and systems design that make data more meaningful, more useful. The result: customer interactions are less costly and more profitable, and information is shared more effectively -- between people and across lines of communication. Our CRM, Social and Knowledge services empower businesses with the information to maximize a positive experience for employees and customers alike, while routing service inquiries to more cost- and service-effective channels. Employees are more attuned to the needs of customers and have better tools to serve. Customers get better information and interactions that invite more participation. Companies get more value per customer and the ongoing, positive brand recognition they need.

Contact TeleTech:

solutions@teletech.com
1.800.TELETECH
+1.303.397.8100 (outside the U.S.)
teletech.com