



next generation solutions for intelligent customer interaction management

numero interactive is a comprehensive multi-channel customer interaction management solution designed to help you improve the efficiency, responsiveness, quality and consistency with which you manage customer contacts.

This fact sheet describes how numero interactive achieves this through an innovative and seamless combination of the products, features and technologies required to streamline contact centre operation and management. This includes self-service capabilities, business process automation, simplified manual processing, assisted agent action and workforce management support.

At A Glance

- ◆ Integrating Multiple Channels into a Cohesive Solution
- ◆ Message Enrichment with Natural Language Processing (NLP)
- ◆ Business Process Automation
- ◆ Optimising Work Allocation
- ◆ Unified Agent Desktop
- ◆ Centralised Content Management
- ◆ Customer and Case Management
- ◆ Powerful and Flexible Business Intelligence reporting
- ◆ Full Access and Security Controls
- ◆ Robust Scalable Technology Platform

The Customer Perspective

When I contact you I expect you to deal with my issue promptly and in the most appropriate way for that type of problem.

Since I use multi-channels, such as telephone and email, I expect your staff to do the same, and my choice of channel should not affect the quality of your response.

When I contact you I want you to be aware of all my previous communications, regardless of their channel, so you will have the full picture of my issue.

I want you to handle all my contacts in the right sequence. I particularly dislike having to give the same information repeatedly.

I want to find out answers to my questions myself by searching your web-site which will save me time and effort in contacting you.

I may contact you for different purposes and I would like you to be aware of all of these when dealing with any one specific issue.

I do not want to chase you repeatedly with reminders and status enquiries, so I would rather you proactively kept me informed of progress at all relevant stages.

The Contact Centre Perspective

We want to control costs in our contact centre by improving efficiency. We need to reduce demand through higher first-time resolution rates, increased deflection and better use of self-service capabilities. We also need to make wider use of automation, streamline manual processes and simplify each manual action to reduce the time and effort spent handling enquiries.

We'd like to improve our customer service and increase customer satisfaction by providing a faster and more consistent response. We want to support our agents in following the business process correctly, yet we also want to reduce training costs.

Where possible we want to enhance our opportunity for further revenues from our customers by providing relevant cross-sell and up-sell information automatically as part of the business process. We want to improve the customer experience with proactive communications to keep them informed, and ensure agents have all the relevant history and communications to hand when dealing with them.

To manage our contact centre we need an integrated system which allows us to report on contacts of all types and via all channels in a seamless, consistent way.

The Product Perspective

Integrating Multiple Channels

numero interactive provides integrated support for a wide range of channels including whitemail, email, SMS, web forms, web chat, telephone and web self-service facilities. The agent desktop, customer view and business processing are standardised regardless of channel, simplifying training and improving handle times and agent utilisation.

Message Enrichment with NLP

Enrichment in **numero interactive** is a configurable workflow process which takes as input each new inbound message. Through various services it is transformed into a work item and enhanced with additional information that helps to route and handle the item with optimal efficiency. This includes the language, company, category, case, customer and other defined data entities. Through specified interfaces **numero interactive** may lookup relevant information from other systems, such as using an order number extracted from an inbound message to look up the order status.

To detect the category of work, rather than relying on simple word-spotting techniques we can use sophisticated NLP algorithms to analyse a set of sample categorised messages, store the results as reference data, and learn to recognise the category of new messages by comparison with the reference data.

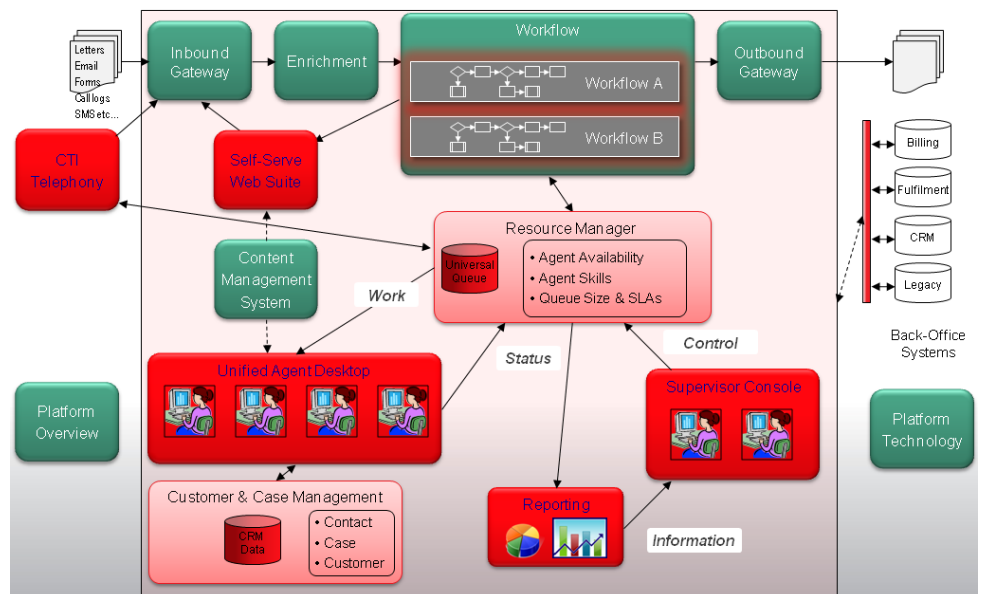
Business Process Automation

numero interactive has a workflow engine to enable you to implement each business process by breaking it down into constituent steps, outcomes, in set sequences, automating where possible. A rules engine lets you model the business logic, however complex.

To simplify manual processing you define data forms for use at each manual outcome that provide the agent with all the information and help they need to action the work item.

Optimising Work Allocation

Within **numero interactive**, work allocation is performed by a dedicated process, the Resource Manager, which balances many competing factors in deciding dynamically which item of work to pop next to which available agent. The aim is to meet target performance levels across all work queues. The detailed allocation mechanism is highly configurable through the way Service Level Agreement target timescales (SLAs) are defined and used, and via a number of configuration options and parameters, to enable you to manage work in the most effective and efficient manner.



Unified Agent Desktop

When handling a work item the agent sees a standard desktop layout, that also includes the specific information relevant to the task at hand as data forms on screen or as additional tabs. These data forms can include information dynamically retrieved from system interfaces, and relevant help and guidance information. Such a unified agent desktop reduces handling times, reduces training costs and improves adherence to the business process.

Centralised Content Management

numero interactive includes an enterprise wide content management system (CMS) where you store standard content for use in automated responses, for inclusion in manual responses, and to hold help and guidance information aimed at both end users and our agents. This promotes improved efficiency, consistency and quality in the production of responses.

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streamlining customer journeys

When an agent searches the CMS they only see content relevant to the task at hand, thus accelerating handle times.

Customer and Case Management

numero interactive has a number of customer and case functions to help you enhance the customer experience. These include configurable recognition rules and data entry forms to store customer and case data, easy to use maintenance facilities, and views showing all the related history that are simple to navigate.

Business Intelligence Reporting

In addition to standard reports covering key business metrics, **numero interactive** has powerful and flexible query, report, chart, wall-board and dashboard creation facilities to build your own set of management reports.

Full Access and Security Control

numero interactive gives you many powerful security functions to exert full control over access to specific data, functions or types of work.

Robust Scalable Technology Platform

numero interactive is built on a standards compliant Service Oriented Architecture (SOA) to provide a highly robust, scalable and manageable platform. With centralised system management, flexible data archive functions, and data security features in support of PCI requirements, it will support increasing volumes of transactions without a high cost of ownership.

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numero interactive core functionality

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