

CUSTOMER ENGAGEMENT MANAGEMENT
**RESPONSIVE. AUTOMATED.
 PERSONALIZED.**



CUSTOMER RETENTION IS KEY

Customer retention is at the top of every CXO's priority list. How they provide service to their customers through their contact center, online presence, and other digital channels can make the difference between keeping a valued revenue stream or losing that customer to a competitor. Customer engagement requires work, an overarching strategy, and plan for execution.

WHEN YOU GET CUSTOMER ENGAGEMENT RIGHT

Customer Engagement Management increases customer satisfaction, retention, and success. Highly engaged customers buy more, promote more, and demonstrate more loyalty which in turn improves your company's reputation, referenceability, revenue, and capability to drive referrals from customers.

CONVERGEONE CUSTOMER ENGAGEMENT MANAGEMENT SERVICES

Customer Engagement Management (CEM) is a set of services focused on transforming the customer's existing contact center into a true omni-channel experience by providing a full array of digital channel solutions, artificial intelligence, Intelligent Virtual Assistants/bots, CRM integration, data analytics and more. ConvergeOne helps organizations improve how their customers interact with their brand and make it easy to engage in all interactions throughout the customer journey.

- + **Biometric Authentication Services** - combines the use of voice, thumb print, and facial recognition to identify and stop criminal activity, protect the company and customer, and reduce cost. Biometric Authentication allows customers to quickly verify their identity without the hassle of remembering PINs or passwords, boosts customer satisfaction, enhances security, and prevents fraud.
- + **Customer Experience Analytics and Reporting** - make informed decisions and actively manage customer relationships with better customer insights using new modes of communication that provide metrics to understand the customer's journey. With analytics and advanced reporting information more data is available to start asking different questions about how customers are being treated and more importantly if they are happy with the services.

- + **Digital Customer Experience & Enhanced Self Service** - create smoother, easier interactions for customers with Intelligent Virtual Assistants (IVAs), Bots, Robotic Process Automation, self-service, and advanced routing. Today's modern IVA applications help to identify customers and customize how they get their answers as fast as possible and sometimes without ever talking to an agent, create new ways to prepare customers so they know what to expect and can serve themselves.
- + **Call Back Services** - is an automatic callback feature of an Interactive Voice Response (IVR) system that allows a caller to choose to be called back rather than wait on hold in the phone queue. When an agent becomes available, the system calls the customer and when they answer, they are connected to the agent.
- + **Survey Service** - online surveys measure the customer's call center experiences and help identify the key drivers of satisfaction at each stage in the customer journey and assess how you're performing against your key metrics.

HELPING CUSTOMERS

An organization had millions of calls coming into its Interactive Voice Response (IVR) system a year which required an advanced toolset to analyze the customer's self-service interactions in the contact center and interpret how successful the changes being made were. With the adoption of ConvergeOne's CEM service the organization was able to optimize the performance of its self-service channels by applying advanced analytics to the IVR system and analyze the changes made to its self-service platform. This helped the organization identify choke points, reduce the number of calls into the contact center, and increase the IVR containment rate. ConvergeOne used the data generated by the CEM solution to recommend changes to the IVR system, make those changes, and run additional reports to validate the KPIs.

BENEFIT FROM OUR CUSTOMER ENGAGEMENT EXPERTISE

- + 1,100+ certifications in the Customer Experience practice - providing a holistic approach to CEM solution, design, implementation, and day 2 support
- + Serving 10,000 customers
- + 7,000+ unique client ecosystems optimized
- + Fifteen-time Avaya Partner of the Year Award 2022
- + NICE Preferred Partner 2022

CUSTOMER ENGAGEMENT OPTIMIZATION SERVICES

Register today for a complimentary Customer Engagement Optimization Services Proof of Concept. Discover the power of IVR Optimization and Voice + Text Analytics with our complimentary Proof of Concept.

80

2021

Net Promoter Score

LEAVE THE DETAILS TO US

ConvergeOne Customer Engagement Management solutions give clients the power of a modern, powerful, differentiated customer interaction experience.

convergeone.com/solutions/customer-experience/customer-engagement-management