

nGen CIM Suite

The Foundation for a Truly Exceptional Customer Experience



“With the nGen CIM Suite deployed across our major business lines, staff have a 360-degree view of each client, enabling us to provide a coordinated team effort to deliver greater value to our clients.”

*--Terry Kennerly,
Assistant Vice
President,
CoastCapital Savings*

THE BUSINESS PROBLEM

All over the world, customers are relying more and more on the Internet for their purchases, submitting payments, re-ordering, and most of the time consumers are simply searching for online customer assistance. Companies have spent millions on CRM databases and focus primarily on customer data management, but what is often overlooked is how to manage the interaction once the customer is gained. More established enterprises are providing online technologies to enhance the customer experience, but quite often what consumers expect to find often falls short of their expectations. In the customer service industry, what is powering the critical customer interactions that actually formulate a positive ongoing relationship?

THE NGENERA CIM SOLUTION

The nGen Customer Interaction Management (CIM) Suite enables companies to deliver a truly exceptional customer experience. The nGen CIM Suite enhances customer satisfaction through self-service, assisted service, and proactive service offerings. With CIM, it's simple. Customers choose the communication channel they prefer. Agent productivity and response quality increases through automated functions, knowledge-enhanced solutions, and an organized, single-window view. Management gains access to both in-depth tactical dashboards and big-picture strategic reports, driving consistent improvements.

NGEN CIM SUITE BENEFITS

- **Channel Choice:** Provide customers the channel of their choice—Self-Service (Knowledgebase), Email, Chat, and Phone. Deliver cross-channel interaction history to agents, improving customer satisfaction.
- **Information Access and Aggregation:** Organize internally- and externally-facing knowledge repositories and provide access to legacy system information. Augment current customer relationship management systems with multi-channel interaction management.
- **Measure and Optimize:** Improve insights with cross-channel reporting. Optimize the relationship between the customer and the agent through a richer customer incident summary.
- **Scalable, Reliable, and Secure:** Handle millions of interactions seamlessly and cost-effectively. Protect critical information with the latest security advancements.

“Our commitment is to deliver an unrivalled customer experience. With nGenera CIM, our staff has the right tools to better manage client relationships and exceed expectations.”

*--Terry Kennerly,
Assistant Vice
President,
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NGEN CIM SUITE FEATURES

nGen Self-Service: Enable web site visitors to instantly access reliable answers to commonly-asked questions, decreasing reliance on other more resource-intensive channels such as email and chat.

nGen Email: Efficiently respond to high email volumes accurately with sophisticated email routing, automated responses, and customer-specific auditing.

nGen Answer: Enhance and accelerate email response management using an intelligent system that filters incoming email and generates automated acknowledgements or responses.

nGen Chat: Offer live service and initiate co-browsing sessions to fulfill specific online inquiries. Leverage proactive and reactive capabilities to facilitate rapid resolution at the point of service and drive up-sell and cross-sell initiatives.

nGen Knowledgebase: Build a comprehensive online knowledge repository to deliver timely, accurate information to customers, partners, and employees. Leverage the sophisticated content creation system, easy-to-use workflow processes, and flexible reports.

nGen Click to Call: Allow your web site visitor to request a call-back. Click to Call routes the request to the most appropriate agent based on the business rules and parameters of your choice.

nGen Customer Interaction Hub (CIH): Present a unified view of customer communications to the appropriate agent that enables intelligent dialogue, increases productivity, and reduces training time. Supervisors can centrally manage departments, teams, and roles to improve overall efficiency and performance.

nGen Analytics & Reporting: Track and evaluate critical data and metrics to assess productivity, monitor service levels, and evaluate customer preferences and behaviors.

nGen Integration: Leverage the nGen CIM Suite's flexible architecture for seamless integration between the Suite and other critical business applications.

nGen Phone: Properly manage phone interactions with a single-window view workspace housing critical information such as caller ID, customer history, and caller-specific scripts.