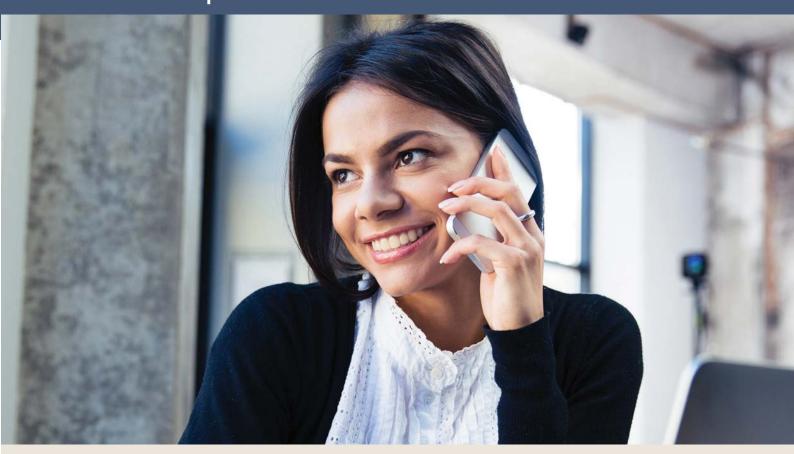# Predicting Customer Intent to Create an Outstanding Customer Experience

Todays' customers demand unique and personalized experiences, compelling businesses to rethink how they engage with their customers.

Hence, businesses need a comprehensive view of their customers interactions and behavior across all channels to deliver better customer experiences.

Contextually relevant conversations with customers help shorten time to serve and generate tangible business outcomes. Organizations that integrate intuitive analytics to their interaction channels will be able to effectively gauge customer interaction intent and deliver a personalized customer experience.

EXPLORE THE POWER OF PERSONALIZATION

ServIntuit is a predictive customer interaction management solution that helps maximize customer experience by predicting interaction intent. ServIntuit identifies the customer's context from behavioral, transactional, social and interaction history. It uses this context to craft a personalized experience.

ServIntuit can help organizations adapt to varying customer interaction scenarios. It further assists in optimizing service delivery contextually. Irrespective of the channel customers may choose to interact with the business, it ensures that

they receive a consistent experience. ServIntuit is not only proactive but also easily customizable.

"With ServIntuit you can understand your customers like never before and identify important phases in their journey to create individualized interactions."

PREDICT CUSTOMER INTENT

The key to satisfying a customer lies in using all available resources to understand and serve the customer in a manner that is relevant to the customer and optimal for the organization. Real-time analytics can help businesses be conscious of what the customer wants.

ServIntuit offers businesses the capability to predict customer intent by delving into behavioral and transactional data. It gives a framework to understand the customer's need to either contact or be contacted.

CHART THEIR CUSTOMER'S UNIQUE JOURNEY

Every customer is unique and it is important that businesses understand what customers are trying to achieve, and the actions they take to achieve it. Therefore, it is crucial for businesses to not only deliver a consistent experience but also know what is the next best action.

ServIntuit identifies customers not just on standard demographic or marketing profiles but based on their current context, which can change several times a day. This gives businesses the power to

identify the next best action - opportunities and gaps that can be addressed to enhance a customer's experience.

REDUCE CUSTOMER EFFORT

The biggest driver for disloyalty is generic service. The key to winning a customer's loyalty is reducing customer effort and reducing effort is about doing very specific things for specific customers. When customers have to spend more effort than they expect, it results in frustration.

ServIntuit helps businessess mitigate disloyalty by reducing customer effort by delivering upfront the action the customer wants. It provides a superior experience by anticipating customer needs and effectively matching them with specific services. By boosting the stickiness of self-service, ServIntuit helps businesses offer low effort customer service.

DEVELOP A PROACTIVE CARE STRATEGY

Providing proactive customer care pays high dividends. Low effort companies do not stop at first contact resolution or just

ServIntuit

Reduce Operational Cost **4**

Contextual & Personalized **1**

Consistent Experience **3**

Cross sell/ Upsell **2**

ensuring that the problems are resolved but find ways to solve issues that are likely to happen.

ServIntuit empowers businesses to incorporate proactive customer care processes that improve efficiency and automate reach. By pre-empting interactions, businesses can create positive and differentiated customer experiences which are empathetic to their needs. This not only helps build loyalty but also increases customer retention and reinforce brand identity.

BUSINESS BENEFITS

CONTEXUAL AND PERSONALIZED

Flexibility to personalize or customize services to meet consumers' diverse and changing needs.

CROSS SELL/ UPSELL

With contextual customer experience at the point of interaction, ServIntuit increases avenues of cross-selling/ upselling.

CONSISTENT EXPERIENCE

By predicting intent, seamless experience is offered across all touch points.

REDUCE OPERATIONAL COSTS

ServIntuit offers an easy to use self-configurable interaction flow management system which reduces the dependency on external partners for change requests.

About Servion[t] Global Solutions

With over 20 years of seasoned Contact Center experience across 600 customers, 1000s of installations & 60 countries, Servion has in-depth domain expertise in customer interaction management.

For more information, visit us at www.servion.com | marketing@servion.com

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