ServEngage

Transforming customer engagement through effortless journey experience

servion^t

www.servion.com

ServEngage is an agile digital platform that drives omnichannel success for enterprises by delivering transformational customer journey experience in real-time. It integrates critical data from disparate channels to provide a 360-degree omnichannel view of customer interactions and transactions. Harnessing prescriptive, predictive and heuristic analytics, it is a powerful solution that helps deliver dynamic Next Best Actions (NBA) to ensure effortless customer engagement.

Next Best Action is the Next Big Thing in CX

Successful journeys

Ensure the right experience is provided to the right customer at the right time. Make every journey count.

Increased value

Turn customers into frequent buyers and vocal brand advocates. Enhance their lifetime value.

Future proofing

Keep customers at the forefront of organizational thinking. Easily tackle future changes in customer behavior.

Clear Strategy & Positioning

Market position will be clear, distinctive and suited to the needs of your target, high-value customers.

Unleash the power of ServEngage

Interaction / Experience Analytics

- Predictive modeling
- Interactive reporting
- Correlation of Events
- Next Best Action
- Omnichannel, Social, Cross channel correlation
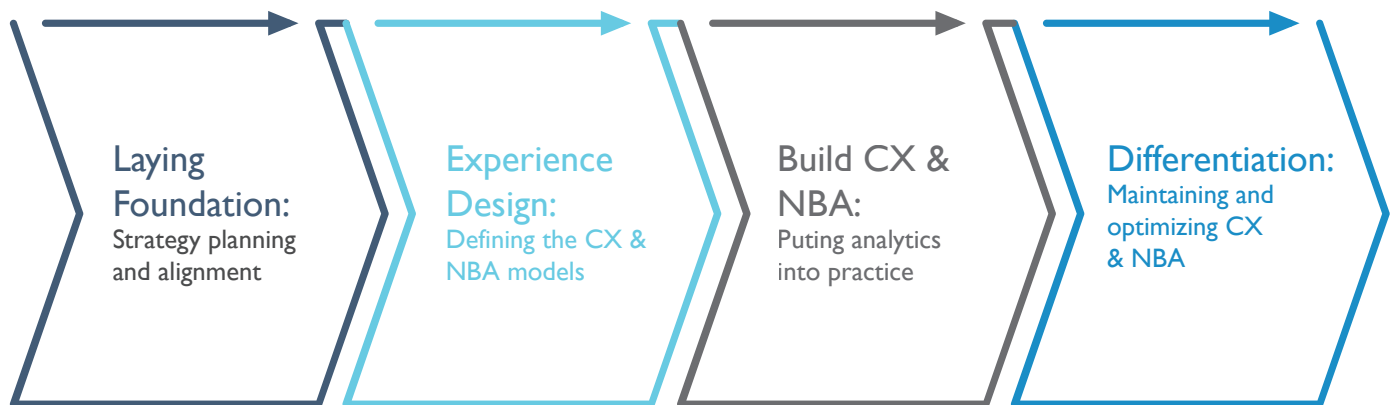- Customer Experience journey insights

Contact Center Analytics

- Productivity and Efficiency
- Speech and Sentiment Analysis
- Workforce optimization
- Business Process Adherence
- Net Promoter Score (NPS)
- Social Media Strategy Design and Execution
- Listening & Monitoring
- Tracking & Evaluating Customer Sentiments

Collaboration Analytics

- Return on Investment
- Traffic Analysis
- Capacity Analysis
- Asset Utilization
- Adoption Index
- Service Experience

The road to differentiated experience

Laying Foundation: Strategy planning and alignment	Experience Design: Defining the CX & NBA models	Build CX & NBA: Puting analytics into practice	Differentiation: Maintaining and optimizing CX & NBA

Understand and personalize customer journey

Processing billions of transactions from a gamut of data sources, ServEngage uses behavioral modeling to revolutionize customer engagement. The profile and a dimensional cube of each customer is enriched with analytics to gain deep insights. ServEngage also presents data visualization layers for easy interpretation of customer profiles, along with the derived predictive analytics results. One of its innovative features is an option to take immediate actions on specific customers or segments of users.

Drive customer experience from within

ServEngage is an integrated agent desktop that presents a unified view of omnichannel customer journeys, with enriched data from traditional and digital interaction channels. It helps execute the best-fit dynamic actions from prescriptive analytics and customer segmentation as part of Last Mile Delivery. ServEngage has a built-in automation scripting engine to enable business process automation from back-end systems and agent desktops.

Predict the intent, skyrocket the journey

ServEngage provides built-in analytics tool with self-learning capability for customer churn prediction, lifetime value calculation, CSAT, and issue anticipation along with the capability to integrate the Then, it delivers Next Best Actions at relevant touch-points, be it the contact center, brick and mortar stores, online or social media. The response from the customer is further processed and used to deliver future NBAs, thereby closing the loop and delivering end-to-end customer engagement.

Impact of ServEngage

- Consistent omnichannel experience: Enable consistently-seamless experience across interaction points
- Improved digital experience: Reduce calls and effectively manage agent headcount
- Heightened CSAT/NPS: Minimize customer effort to resolve issues, redeem rewards, etc.
- Increased upsell: Provide agents with relevant details to provide lucrative offers
- Connected experiences: Move from the web/mobile to the contact center without losing context of customer interactions
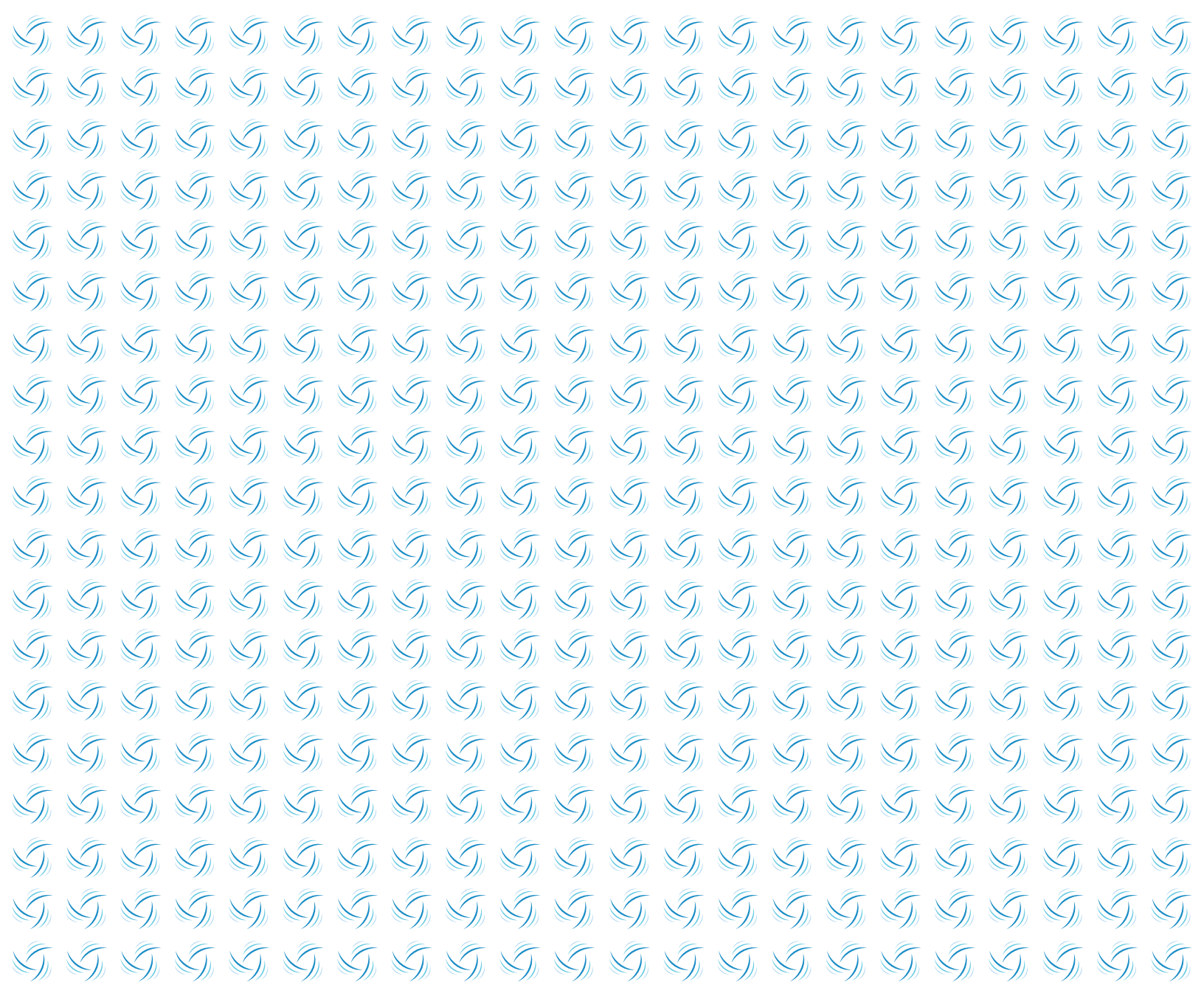
About Servion^t Global Solutions

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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