



# Customer Journey Outcomes Solution



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# eLoyalty's Customer Journey Outcomes Solution

There is a great deal of buzz around the concept of the customer journey. Customers don't want a long and difficult journey when doing business with companies. They want to get to their destination without observing the steps taken to get them there. If your customer notices your customer experience to the point where it's become a challenging journey, you have failed.

Ensuring your customers feel cared for and supported throughout their journey of doing business with you is truly the basis for a customer experience that drives profits and builds loyalty. The question is, how can a company provide a holistic customer experience solution that is so natural and seamless that its customers never even notice the sleight of hand and mountains moved to make it happen?



## A Next-Generation Customer Experience

Consider delivery of that seamlessly intuitive experience as a "passport" that gives insight into your customer's journey with contextual history. For example, in an attempt to get technical support for a new smartphone, did a customer stop by the store last week, send an email to customer support three days ago, and today initiate a video chat window through a mobile app? Capturing a complete history of the customer experience through all these channels, both real-time and historic, allows the customer service representative to see the path the customer has taken, and how each interaction has led to the next.

Whether they contact you through mobile, video chat, email, telephone or web chat, it's all the same to your customers. They rightfully expect that each interaction is a consistent experience, without having to endlessly repeat themselves to uninformed agents, receiving different treatment and varying degrees of urgency depending upon the method of contact. Your customer-facing teams also deserve to have the whole story of the customer's journey – how customers got to where they are, and the steps taken to get there. Like a passport, our holistic solution provides seamless customer conversations, including assessment and analysis of the customer journey throughout their experience. Through our technology and analysis expertise, we guide integrated mobile, voice, email, web chat, text, social and video customer experiences for a meticulously-planned voyage of customer satisfaction.

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## WHAT WE HAVE:

**CUSTOMER JOURNEY MAPPING** and customer segmentation to better understand your customers throughout their experiences with your company.

**HOLISTIC**, next-generation full-circle customer experience for the digital age.

**SEAMLESS COORDINATION** of integrated mobile, voice, email, web chat, text, social, video, fax and storefront, with persistent customer context across channels and agents.

**PERSONALIZED** and relevant interactions.

**DATA AND ANALYTICS** for increased business intelligence.

## WHY YOU WANT IT:

**KNOW** your customers and how they want to interact with you to design your digital strategy around them, getting the ROI and outcomes you want from your technology investment.

**UNDERSTAND** your customers' needs, values and behaviors to remove friction from the cross-channel customer journey.

**IMPROVE** your operational efficiency with a single view of the customer journey across channels.

**ENHANCE** organizational insights to provide a next-generation customer experience and improved first contact resolution.

**INCREASE** your agent satisfaction and efficiency by empowering staff with a full history of customer interactions, eliminating the need to rehash past communications and improving first call resolution.

**CONSISTENT** inbound/outbound interactions for a uniform, whole-company customer journey strategy.

**A FULL CUSTOMER JOURNEY VIEW** on a single desktop, with simplified capture and management of interaction details in real-time.

**REAL-TIME CONVERSATIONS** with mobile collaboration and video.

**SMOOTH ESCALATION** of interactions between channels.

**BOOST** representative productivity and skill development while flattening interaction spikes through the use of blended agents.

**ENABLE** delivery of real-time assistance with mobile collaboration and video.

**ENRICH** your bottom line using cost-effective digital channels as well as context sharing to capture sales at the point of customer interaction.

**CREATE** happy, loyal customers with relevant and personalized interactions enabled with data and analytics.

**GAIN** greater wallet share from enthusiastic customers turned brand evangelists.

## No journey is complete without a history of where you traveled – after all, how can you get where you want to be if you don't know where you've been?

The eLoyalty Customer Journey Outcomes Solution gives you the ability to see where your customers are, where they've been, and most importantly, where they're going.

To begin your Customer Journey, contact us at [solutions@eloyalty.com](mailto:solutions@eloyalty.com) or visit [eloyalty.com](http://eloyalty.com).



## ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled services that puts customer engagement at the core of business success. TeleTech offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's over 40,000 employees speaking over 50 languages deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries.

## CORPORATE HEADQUARTERS

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## ABOUT ELOYALTY

eLoyalty was the first North American partner to achieve Cisco HCS Certification and Contact Center as a Service Designation, has received the Cisco Advanced Technology Partner Certification for Contact Center Enterprise and Customer Voice Portal, and the Cisco Customer Satisfaction Award every year since 2007. Beyond the certifications and endorsements, however, we contend that the satisfaction of one's customers provides the best gauge of a business' effectiveness and worth. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner as it helps to chart customer experience technology roadmaps, implementing cloud systems to provide safer, faster, smarter, and more agile service interactions

**For more information, please contact us at [solutions@eloyalty.com](mailto:solutions@eloyalty.com) or visit [eloyalty.com](http://eloyalty.com).**

