

eLoyalty Customer Experience Technology Amplifier

Rapid Assessment and Big-Picture Deployment to Maximize Your Return on Investment

Technology is not a silver bullet to growing customer value. For it to work, it has to be thoughtfully coordinated, connected with larger customer service initiatives and, ultimately, working to advance businesses' short- and long-term goals. Through use of its Customer Experience Technology Amplifier, eLoyalty, a TeleTech company, works to bring that broad insight into its offering of Contact Center Solutions. Utilizing holistic strategies from Cisco solutions to implement and deploy technology and process alignment for logical integration of all facets of customer interaction, the end result is an orchestra of technology so intuitive and finely tuned in function it will make your associates — not to mention your customers — sing.

Benefits at a Glance

- Bridge the gap between aspiration and outcome
- Improve customer experience
- Complete more IT projects with the current resources
- Shortened launch times for new advertising campaigns and marketing initiatives that fuel sales

The Customer Experience Revolution, Reimagined

The desire to differentiate themselves through superior customer experiences has led many businesses astray, implementing disjointed and impersonal initiatives that serve to increase costs while doing nothing to bring value to customer interactions. To respond to this need, eLoyalty now offers creative consulting capabilities for a universal approach, weaving together data-driven strategies, technologies, processes, operations and learning innovations to deliver outcomes that result in stronger customer growth and enterprise efficiencies.

Assess Your Weaknesses, Develop Your Strengths

Through the use of its informative assessment tools, eLoyalty's Customer Experience Technology Amplifier evaluates both where your business is currently and where it could be, answering key strategic questions for technology optimization.

Operational Readiness Assessment: Prepare for adoption of new/enhanced technology

- Rapid end-to-end operational delivery assessment.
- Analyze the current operations to develop a prioritized set of quick hits and high ROI projects.
- Assess strengths to establish ROI as well as infrastructure and investment needs.

Workforce Management Optimization: Define a roadmap for a better customer experience

- Analyze volume, schedule, forecast, and performance data to understand impacts of workforce management (WFM) on the customer experience, cost, and quality.
- Evaluate current activities against best practices including forecasting, scheduling, policies, and communication.
- Review seasonal, intraweek, and intraday performance and define WFM drivers.

eLoyalty combines superior customer interactions with a rapid ROI

Customer-Focused Precision Routing: Capitalize on key technology enhancements

- Leverage precision-based routing capabilities by shifting to value-based routing.
- Design contact center treatment strategies by specific value tiers and develop an approach for ongoing updates to the value models.
- Develop a plan to deliver differentiated/personalized treatment to customers.

Outbound Campaign Alignment: Harmonize outbound campaigns with marketing efforts to get the maximum return from technology investments

- Align the vision and strategy of marketing, operations, and other stakeholders in order to leverage the technology for outbound customer communications.
- Streamline outbound processes and improve performance of target metrics such as conversion, revenue, NPS, etc.
- Ensure inbound readiness to meet requirements driven by the outbound campaign.

The Big Picture

Our strengths in enterprise transformation, process design and improvement, IT optimization and performance management serve to make our clients' customer experience outcome dreams a reality.

With a relatively small upfront engagement, eLoyalty utilizes its assessments to develop implementation strategies, ensuring the organization is ready to use the technology to improve performance and drive customer growth. Whether implementing a new platform, performing an application upgrade, or working to derive greater efficiency from an existing environment, eLoyalty combines superior customer interactions with a rapid ROI for smiles all around.

Why eLoyalty

For nearly 30 years, eLoyalty has been designing, managing and implementing complex contactcenter technologies and infrastructures, blending services with industry-leading hardware and software applications to deliver integrated best-in-class solutions. As Cisco's first technology partner in North America to achieve the Cisco Cloud Provider Certification and Contact Center as a Service Designation (HCS/CCaaS), we are a gold Certified Partner and a Cisco Customer Satisfaction Excellence Award Recipient for seven consecutive years. Beyond the certifications and endorsements, however, we contend that the satisfaction of one's customers provide the best gauge of a business' effectiveness and worth. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner in the design and implementation of customer experience systems to provide faster, smarter, and more agile service interactions

Contact eLoyalty
 eloyalty.com
 solutions@eloyalty.com
 512.391.7700
 800.TELETECH

