

Enabling the Knowledge Ecosystem

Introducing

Coveo Customer Information Access Version 2.0

Coveo Customer Information Access Solutions have helped to reduce contact center costs while increasing customer satisfaction and loyalty for organizations with multiple, complex products, by providing agents and customers with intuitive, self-service views of customer, product and case information located throughout the knowledge ecosystem—all within a single interface targeted to the user's role-specific needs.

With CIAS Version 2.0 **Customer Service, Support and Professional Services Managers and Executives** leverage actionable Customer 360 views, and dashboard analytics for holistic access to customer information – for both individual accounts and aggregate customer analytics - fostering faster and better decision making and providing visibility into current customer opportunities.

- ▶ Grow customer satisfaction and loyalty with 360 views of account status and relationship health, helping maximize potential for revenue opportunities with existing customers
- ▶ Improve decision making and business processes with at-a-glance access to actionable intelligence
- ▶ Manage resources and priorities in customer service and contact center operations to optimize throughput and capacity

Contact center agents log on to a single interface rather than remembering 12 - 15 different systems and logons, helping efficiently manage live customer contacts, and most importantly—get to the right answer, faster, through advanced, conversational navigation. This enables them to resolve issues quicker and more accurately by leveraging unified views of information, rather than piecing together details from multiple systems and interfaces.

- ▶ Improve customer engagement and increase satisfaction and loyalty
- ▶ Increase first contact resolution (FCR) and reduce average call handling time (AHT)
- ▶ Increase agent success, satisfaction and retention
- ▶ Reduce agent training time and time-to-productivity for new agents



Customers gain intuitive website self-service, reducing contact center costs substantially while empowering customers to solve issues quickly and easily.

- ▶ Improve customer satisfaction and loyalty with enhanced anytime/anywhere/self-service support model
- ▶ Increase customer engagement by leveraging customer communities in addition to internal information
- ▶ Lower support costs through call deflection, thus reducing agent-assisted resolutions

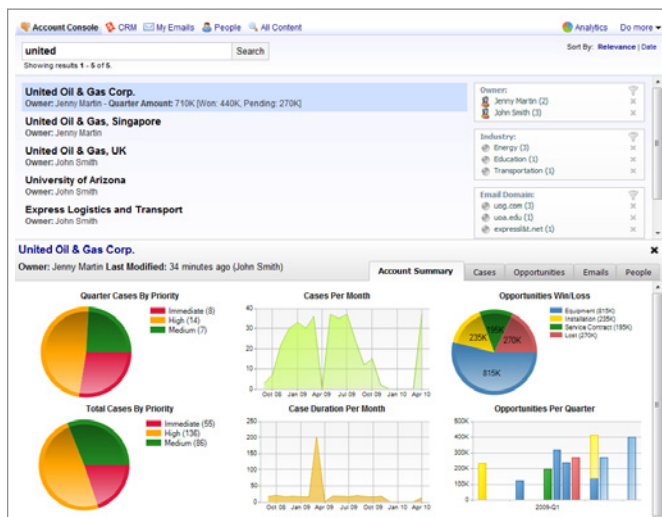
IT Executives can harvest existing IT resources and extend the value of their systems, without incurring the costs and risks associated with integration and information consolidation.

- ▶ Consolidate information access across the broad knowledge ecosystem vs. a single knowledge base
- ▶ Seamlessly integrate content that is structured and unstructured, server-based, cloud-based, and web-based (both internal and external)
- ▶ Provide dynamic information mash-ups without introducing hard-links between systems
- ▶ Easily adapt to include additional, relevant information repositories and systems
- ▶ Deploy quickly, non-intrusively and risk-free — without affecting the existing customer service infrastructure
- ▶ Avoid expensive, resource-intensive data migrations and system integrations

Solution Overview

Role-centric Views and User Profile-based Interactions

Customers, agents, managers and execs all have different perspectives – Coveo Customer Information Access Solutions provide the specific, value-added insight that each requires, accessed via intuitive interfaces that are targeted to each role and easily customized to suit personal preferences and profiles.



Dynamic dashboard analytics provide managers with key account insights

CIAS for Customer 360

Customer service managers and executives leverage actionable Customer 360 views and dashboards, providing relevant analytics and metrics that enable:

- ▶ At-a-glance account information, providing a single, multi-faceted view into account status and health, dynamically compiled from information in multiple distributed systems. This avoids “fire drills” when executives need a big picture view prior to interacting with an account.
- ▶ Graphical summary of aggregate, relevant account metrics, such as current opportunities correlated to current priority support cases, that allow managers to easily identify accounts and important issues that require their attention.
- ▶ Operational overviews allow support managers to rapidly analyze key metrics and review priorities, helping them ensure a high level of customer satisfaction while maintaining optimal efficiency.

CIAS for Contact Centers

Agent Knowledge Console:

- ▶ Custom landing page displays relevant, actionable items, including new items in the support queue, actions required and new knowledgebase content
- ▶ Agent interface provides integrated information access, from across the knowledge ecosystem, including CRM systems, knowledge bases, customer communities, chat, support mailbox, product FAQ’s, and bug databases
- ▶ Workflow is enhanced by related content that is seamlessly linked – when analyzing a case, the agent can easily locate similar cases, as well as related email threads

CIAS for Customer Self-Service

Increases web-based self-service via your support site, customer portal or community

- ▶ Consolidated access to information from multiple repositories in a seamless web interface
- ▶ Customers can quickly search and pinpoint information, leveraging contextually relevant, guided navigation
- ▶ Secure access to support case status and details, including graphical history of associated case actions
- ▶ Customers easily report issues that aren’t answered by online support resources

Usage Analytics

The Coveo analytics module provides comprehensive information that enables continuous process improvement.

- ▶ Data is gathered and analyzed on all user interactions with the CIAS solution
- ▶ Explore top queries, documents, interfaces, users, queries without results and various user behaviors
- ▶ Administrators can easily identify trending support issues, knowledge and content gaps, and gather insights to improve usability and adoption, via an intuitive user interface

Social search features provide relevant results, time after time.

Both agents and customers can rank information and benefit from the rankings of others, as well as how often specific answers are used, automatically adjusting relevancy so that the right answers appear at the top of each query.