

Retail Virtual Call Assist with Acqueon

Interactive Voice Response System Barriers

The use of an Interactive Voice Response (IVR) is a great way to help customers access businesses efficiently. However, the technology is not without limitations. Common customer interaction needs and scenarios reveal these limitations and show how an easy-to-use 'entry point' can end up being a formidable barrier that customers face in relating to your business.

Retail Virtual Call Assist Solution: Acqueon's iAssist and Cisco's Unified Communication

iAssist is an IVR-in-box application that offers various customer interaction modules on a single platform. These modules deliver functionalities that everyday customer interaction scenarios demand. iAssist makes an IVR capable of calling customers back instead of waiting for a long time in a queue for a customer service representative. In addition, it gives an IVR the capability of executing timely customer surveys, automating order status information, and helping customers locate offices with ease. Riding on the Cisco Unified Customer Voice Portal, iAssist enables enterprises to do more—interact and relate with their customers by proactively, providing various applications on one single IVR platform.

Acqueon iAssist Application Suite

Figure 1 iAssist Application Suite



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CallBack Manager (CBM)

Customer contacts a business. The customer is placed in a queue because there are no available agents to attend. The customer gets frustrated and hangs up, after waiting for 20 minutes. Imagine 10 customers being placed in queue every day. The possibility of frustrated customers switching to your competitor in this case is high. Cisco's Retail Virtual Call Assist asks customers upfront if they want to be contacted at a later date and time that is convenient for them to resolve their queries.

CBM provides the following features:

- Capture customer calling number (CLI/ANI and DNIS)
- Offers different types of callback options for different customer types
- A call at a later time
- A call at a later date and time
- An immediate call
- A call during mentioned free slots
- Callback manager allows the call center to configure low volume slots in a day and callbacks can only be registered for these slots to distribute the call traffic
- Register callback for customer calling number (CLI /ANI) or a different number
- Capture customer unique ID
- Record customer name
- Record customer message
- Duplicate filtering—filter previously registered callbacks based on CLI / ANI or customer unique ID
- Offer to retain earlier callback or reregister new callback
- Reject callback requests by CLI / ANI
- Call priority based on customer type
- Capture agents before calling a customer and playback collected callback details

CallSurvey Manager (CSM)

The value of retaining customers is clear and effective measurement of their satisfaction is critical to keeping them as loyal customers. The following are some statistics:

- On average, 96 percent of customers who have had a bad service experience do not report it, and 91 percent of those unhappy customers do not come back
- Dissatisfied customers will also tell 10 other people—prospective customers—of their bad experience
- It costs five times as much to attract a new customer as it does to keep an existing one, and is 10 times more difficult
- A 10 percent increase in customer retention typically increases profits by 30 percent, while a 5 percent increase can increase profits by 25 to 125 percent
- The probability of selling to an existing customer is 60 to 70 percent; the probability of selling to a new prospect is 5 to 20 percent.

The most popular mechanism of executing satisfaction surveys in a Contact Center is manual calling. Two of the biggest drawbacks to manual calling are the human element and cost. Also, according to Gartner Group, the accuracy of a customer satisfaction survey being conducted immediately after an interaction is greater by 40 percent when compared to the survey done 24 hours later.

The iAssist's CallSurvey Manager is the most capable IVR-based survey application available in the market.

CallSurvey Manager features the following:

- Configure different type of surveys for different types of customers
- Play welcome messages
- Play promotional messages
- Collect customer unique ID
- Integrate with CTI engine to collect agent ID for agent surveys
- Record phrases of questions and answers
- Configure survey questions with multiple answers
- Design static or dynamic surveys
- Record customer messages for specific questions

Store Locator

Store Locator allows retailers to activate features for their customers to locate the nearest stores based on zip code or city names. Stores are searched using longitudinal and latitudinal calculations. The least distance between zip code entered by the customer and the store zip code is calculated to locate the nearest store. Store details like address and timings can also be announced.

Order Status Application (OSA)

OSA allows companies to automate checking status of orders placed by their customers. Order placement and cancellation can also be built in.

Cisco Unified Customer Voice Portal

Cisco Unified Customer Voice Portal (CVP) delivers intelligent, personalized self-service over the phone. CVP enables customers to efficiently retrieve the information they need from the contact center.

Cisco Unified Contact Center Enterprise

Cisco Unified Contact Center Enterprise delivers state-of-the-art contact center capabilities over an IP infrastructure ideal for enterprise applications. It provides intelligent contact routing, call treatment, network-to-desktop computer telephony integration (CTI), and multichannel contact management.

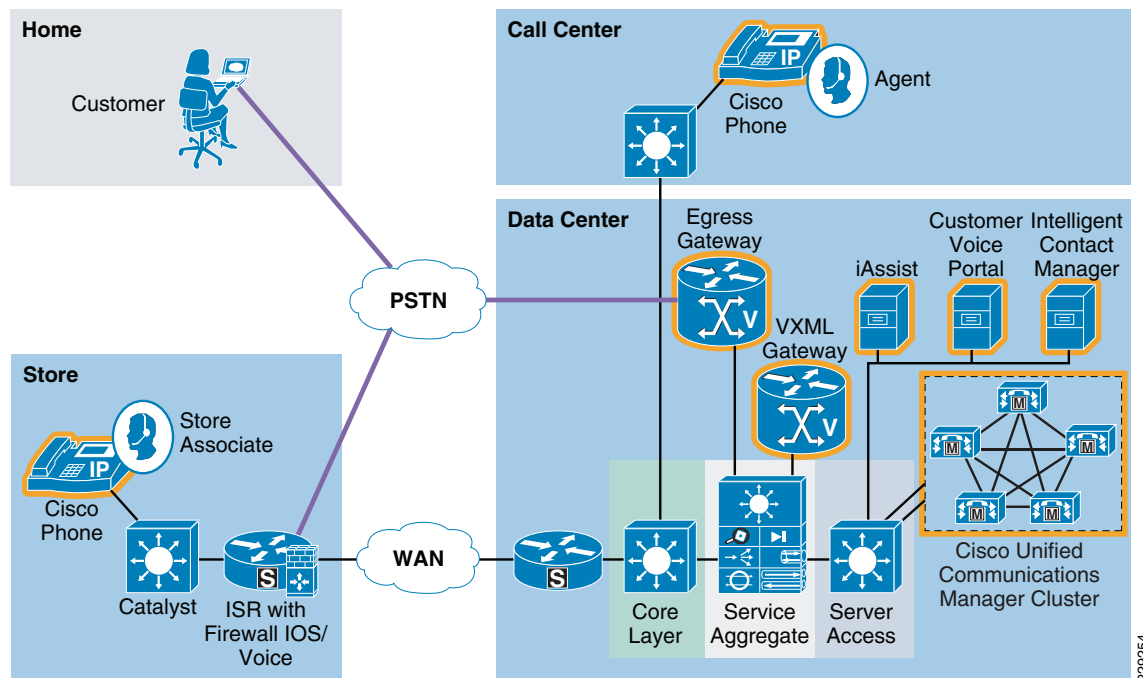
Cisco Unified Intelligence Center

Cisco Unified Intelligence Center extends the boundaries of traditional contact center reporting to an information portal where data can be integrated from multiple sources and shared throughout an organization. It provides a state-of-the-art, open reporting platform; a highly secure 360-degree view of the contact center; and the ability to drill into individual contact details at any level. It allows for integration of third-party data.

Summary

Cisco's Retail Virtual Call Assist (see [Figure 2](#)) enables higher service levels by providing accurate and timely information to customers. Customer Service Advantage supports a higher-level service across the enterprise and achieves customer service excellence.

Figure 2 Retail Virtual Call Assist Deployment Model



For more information, visit the following URL:

<http://www.cisco.com/go/retail>