**ConvergeOne**

CUSTOMER EXPERIENCE PRACTICE

For perhaps the first time in history, consumers are driving technology trends. This is due in part by the Millennial generation, but also by the rate at which technology is available, easy to use, and adopted by a wide variety of customer profiles. The industry has labeled this the "Digital Transformation." However, the meaning of this phrase varies. Technology is advancing and providing better access to information through completely or partially automated means. For ConvergeOne, transformation is the adoption moving toward the demand of these technologies.

The use of artificial intelligence is showing up as BOTs today (a web robot that automates tasks). Pundits have predicted that in two short years, more than 85% of all interactions will be handled in this manner. Even if this number fluctuates, artificial intelligence will surely be used more than it is today.

The Road to Intelligent Digital Customer Experience
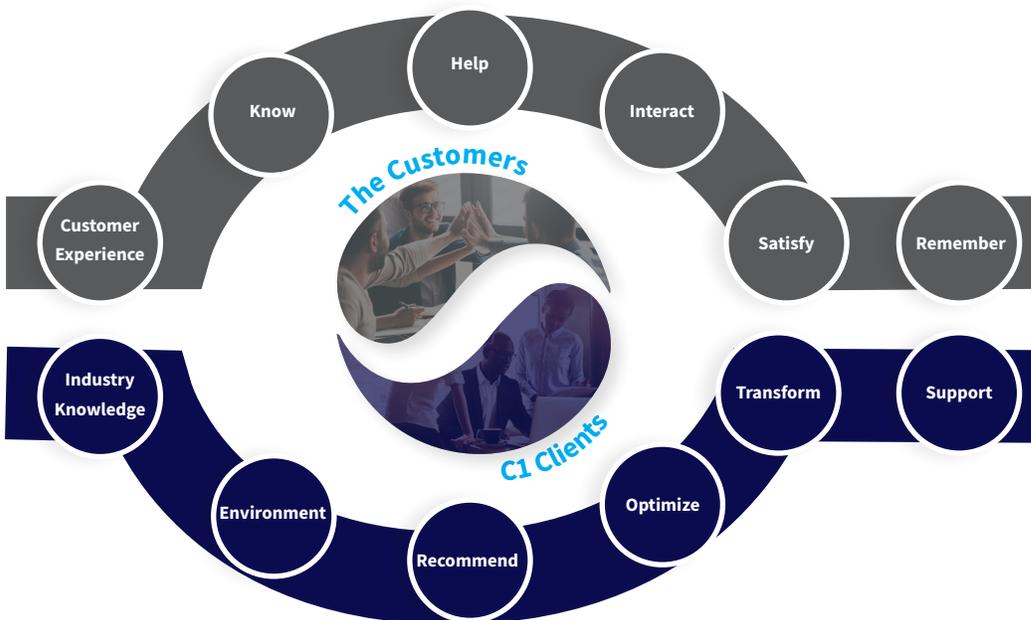
> ConvergeOne is the #1 provider of Customer Experience Solutions with unmatched technical expertise

> We serve 73% of Fortune 100 companies + 53% of Fortune 500 companies

> Leading partner for manufacturers in Gartner Magic Quadrants

> Leading solutions integrator in the contact center space

> Supporting all cloud models: public, private, hosted, hybrid, as a service

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Is your company ready to support this transformation or movement to automation? There are a variety of ways that technology can prepare you, and ConvergeOne offers unparalleled expertise in each of these areas. Let's explore the future that is coming our way.

Understand your customers and their expectations.

Of course, you can do journey mapping exercises or focus groups to gain insight, but more than anything, you should really put yourself in your customers' shoes. They want you to know who they are, what they are doing, and why they are doing it. If you can recognize and fix it for them ahead of time, all the better. That is part of the 85%, not the 15%. Be well connected technically and anticipate their needs. There are a variety of options available to enable agents with the customers' journey on mobile and web devices.

ConvergeOne has a host of consulting services available to meet your needs. One of these services is journey mapping. The scoping of these can be all-encompassing (exposing the relationship you have with your various customer types) or focused on one type of technology and how your customers interact with that technology.

Clients who use ConvergeOne services enjoy the benefits of streamlined operations. This in turn typically results in increased customer satisfaction.

## Moving to the cloud? How? Which elements? And why?

Perhaps your executives have asked you to look at the cloud. You're not alone. ConvergeOne works with clients daily on this topic. The key is choosing the right cloud mix that meets your needs. We work with options ranging from the public cloud, shared instances, to managing a solution on your premises for you and everything in between. ConvergeOne can support you through this decision and tailor a solution that is right for you. You do not have to change technologies for this to happen.

Create automated applications and coax your customers into using them to solve routine questions and issues. Artificial Intelligence and BOTs seem to be a hot topic today.

Many customers have a form of prompting, perhaps an IVR, but in most cases, they are only using it for basic routing purposes. This results in customer dissatisfaction of long decision trees only to have to continue to wait for an agent. Customers know this and have mastered the art of "zeroing out"- just pressing "0" multiple times until they get to an agent. The agent then has to do a look up and transfer them to the correct department. If you break down the cost of a transaction like this, it can run in the hundreds of thousands to millions of dollars depending on your call volume.

Additionally, customers aren't tolerant of this behavior and will move to another supplier if they offer better service. Think of all of the ways customers transact through self-service. ConvergeOne offers solutions ranging from mobile app connections to the center, fully, and partially assisted. Yes, this means artificial intelligence and BOTS. If you aren't sure how to start, ConvergeOne can work with you on a transition plan. At a minimum, consider reducing the frustration by retooling some existing self-service applications (like your IVR) and adding "voice" options for ease of use.
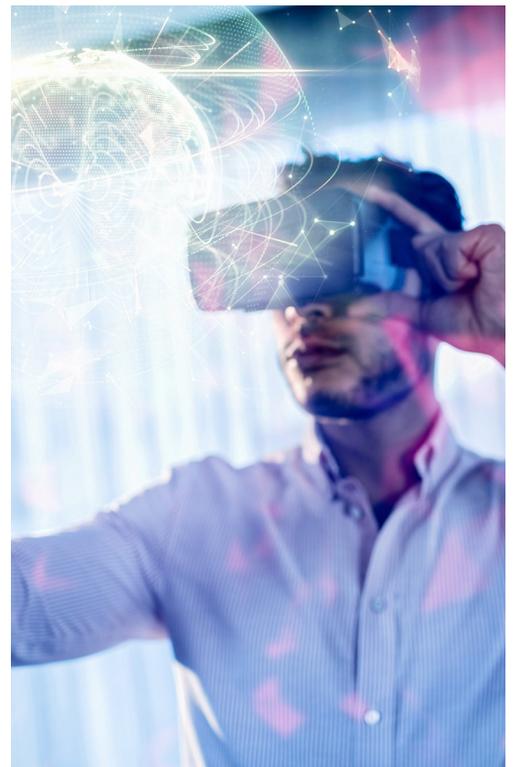
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Is your workforce running optimally?

One way to tell is through speech analytics and workforce management. Many ConvergeOne clients already have call recording and a form of quality monitoring, all of which allows the organization to be PCI compliant. Many clients use the power of speech analytics to prove compliancy. This allows the QM staff to focus on true quality of the interaction and the coaching techniques necessary to help agents improve their skills.

The use of workforce management allows our clients to more easily staff the center through the patented forecasting algorithms embedded within the tools. Increased expert scheduling allows for meeting SLA's more often. This equates to higher agent and customer satisfaction.

Is your QA staff trained to maximize the products you already have? ConvergeOne works with all of the major workforce optimization (WFO) vendors with training expertise through to Day-2 support. We can help train, build, and maintain these solutions for you.

## Do you have a mixture of technologies running in your contact center?

We find that this typically happens over time. Some clients have experienced M&A activity that precipitates this, while others have just purchased point solutions which yielded benefits for them at the time. Many clients have a tough time managing an environment like this. We hear, "I can't keep track of it all to ensure the technologies are running optimally alone and in concert with each other."

Many clients enjoy the vendor tools purchased in the past, but they just don't seem to be knitted together to run optimally. Do you need help creating an environment for your customers that knits all of the channels together AND provides personalization for your customers and context for your agents that service them? From the simplest of routing to ones that require special care, our staff of trained and certified professionals is ready to assist.

ConvergeOne has support and management available for all major manufacturers. We offer the tools necessary to pull all of this together for you, in a way that makes sense and optimizes the power of the purchases you've made. Many times, we find efficiencies in streamlining those processes which in turn allows for cost savings found in the areas of maintenance and upgrades.

Are you ready to enable Digital Transformation with ConvergeOne?

ConvergeOne is a multi-faceted company that allows our clients to purchase award winning technologies, deploy them within their enterprises in the manner they would like, and enjoy having the expertise in running these systems and managing them optimally. Our methodology is to work with you on your current environment, streamline the architecture if possible, and make enhancements if needed so that you can take care of your customers. Whether you choose to have solutions deployed on your premises, or in a cloud configuration (private, hybrid, managed, complete), our consultative approach will ensure that you're making the right decision for the right reasons.
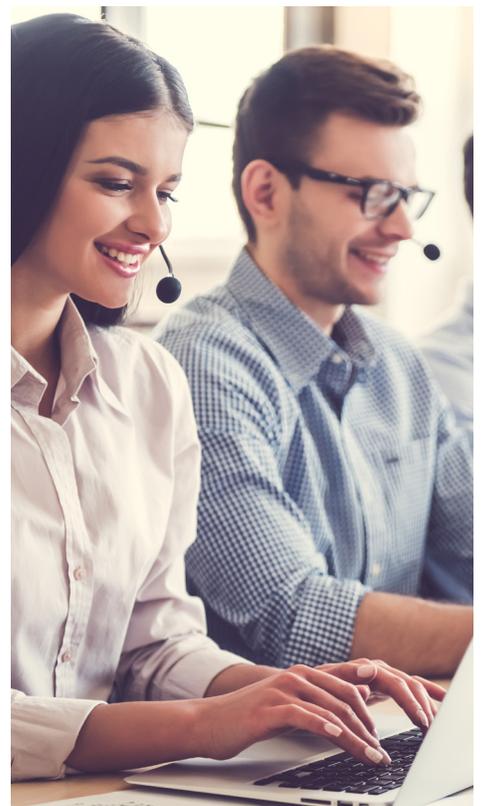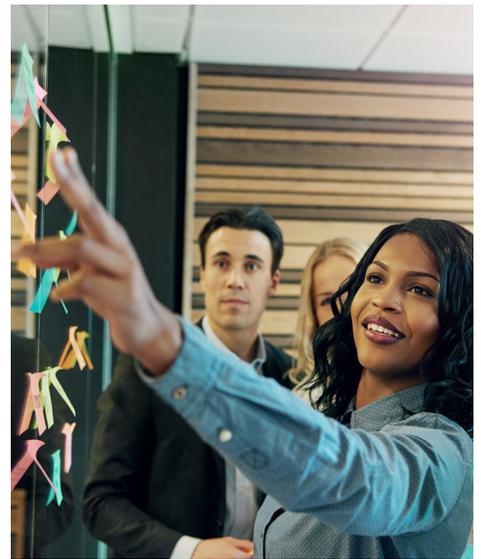
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