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Omnichannel Customer
Engagement Platform

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INDUSTRY CHALLENGES



In a complex and dynamic business process, engaging a customer is increasingly difficult with ever increasing channels of interaction. It is critical to intelligently optimize your resources to provide consistent and personalised responses across all touchpoints.

Organizations today are faced with a unique array of opportunities and challenges. While they are under high pressure to deliver operational efficiencies and bottom-line performance, they strive to remain competitive and provide swift responses to customer queries via the preferred interaction channel and meet their expectations.

Well-managed back-office infrastructure and processes play an important role in achieving desired business results and optimizing revenues. While performing day-to-day operations, a typical back office faces the following issues:

Consistent Messaging

The absence of integration of different communication channels leads to lack of seamless customer experience, delayed response and inconsistent messaging.

Workflow Prioritization

Unpredictable volume fluctuations complicate processes as there is less control over work schedules. This brings in a sense of urgency for task completion and makes it essential for the business to prioritize workflow.

Work Allocation

Most agents these days are multi-skilled. Ensuring that the right agent gets the right work is a challenge. Absence of auto-escalation system further complicates and slows down the entire process often leading to missed opportunities.

Event Triggers and Historical Data

Absence of real-time event-triggers in case of disruptions cause delay in response leading to loss of precious time and revenue. The front-end and back-end systems have limited capabilities to provide access to historical data for extracting operational intelligence & analytics.

High Volume of Transactions

Managing the high volume of transactions further puts pressure on maintaining operational efficiencies of the delivery centers.

Decentralized Operations

Multi-location presence with several streams of work being handled simultaneously results in issues in coordination between teams and poor operational management.

Vendor Management

Dealing with several vendors at the same time results in confusion and a chaotic state of affairs and needs to be streamlined in accordance with business needs.

Financial Risk

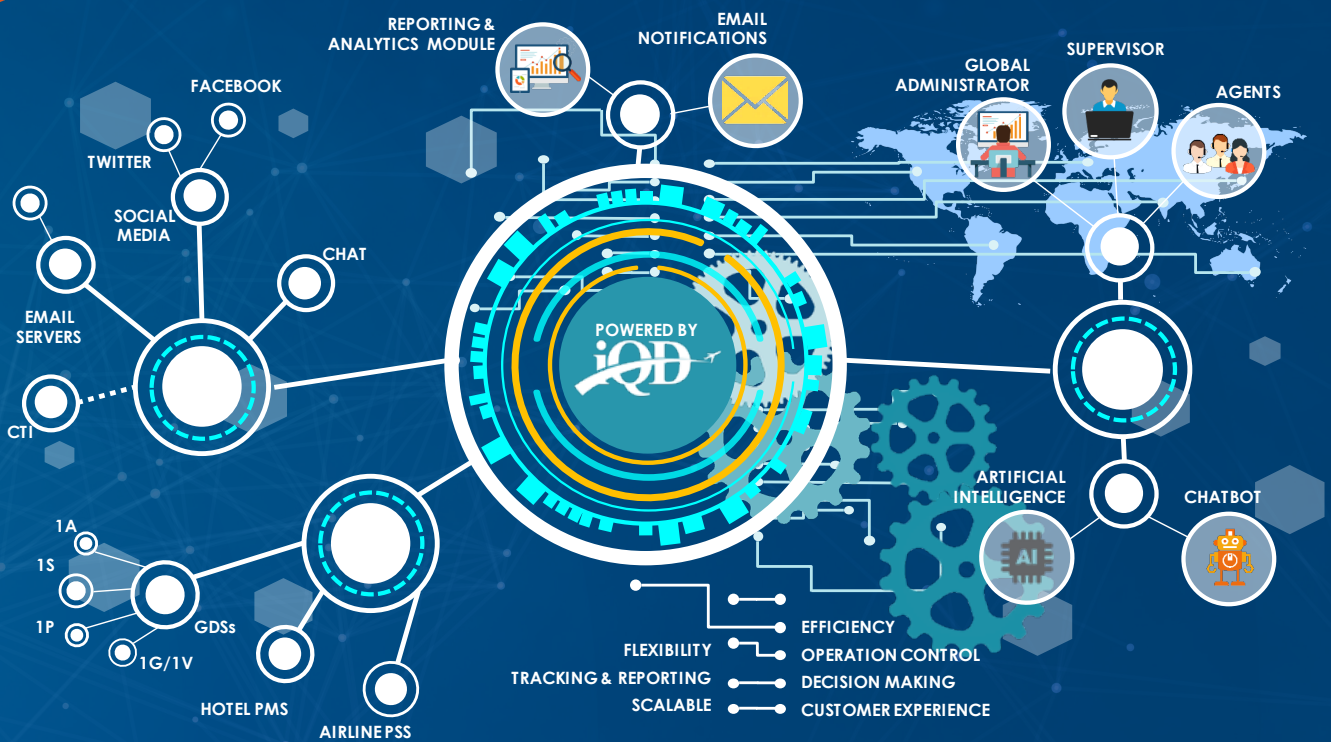
Prices are dynamic in nature and change frequently. Operations supporting purchase transactions frequently expose themselves to financial risk due to overnight price increase.



IGT OFFERS AN ADVANCED AND COMPREHENSIVE SOLUTION – **iQD – FOR UNIFIED CUSTOMER EXPERIENCE**

iQD is a cloud-based, fully automated, omnichannel customer engagement platform that can transform the way brands engage with customers. Whether it is emails, social media or chat, iQD will enable them to provide a superior service most efficiently and consistently across all channels. It will help them to respond to customers in the fastest and the most personalized manner possible.

The platform custom-built for the various industries uses an advanced natural language processing algorithm along with powerful and flexible workflows to suit the business. It proves beneficial in Social Media Management, AI-based Email Processing, and Automated PNR Processing, ensuring every request is handled in the most optimum manner.



iQD is a state-of-the-art platform equipped with following capabilities:

- Web based platform to capture, track and manage data from multiple sources such as Order Booking System, CRMs, Mail Servers, and Social Media etc.
- Responsive agent console (Desktop, Tablet or Mobile) for multiple action types and functions
- Custom-built algorithm to prioritize tasks across agents, bots over physical and virtual boundaries
- Task allocation based on customer value, agent skill sets, leveraging intelligent robotics
- Built-in analytics and access to advanced reporting features such as historical reports, statistical & customized reporting
- Robust reminder management system integrated with scheduled and unscheduled notifications in form of alerts and mailers
- Pre-defined customizable email templates with context based auto responder
- Support to multiple tailored SLAs, event alerts and monitoring systems for real time task tracking
- Built-in user management with access control, sharing and visibility of data based on the user roles



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- **User-Configurable Business Rules** – The platform gives end-users the option of configuring business rules as per their work and business scenario.
 - **Parameterized PNR Prioritization** – Unlike a simple First-In First-Out (FIFO) processing of PNRs, a business-centric complex prioritization algorithm is used to prioritize and serve work.
 - **SLA, Staffing & Volume-based alerts** – The platform provides event and situation-based alerts that help business managers take appropriate decisions at the right time keeping their operations smooth with on-time delivery.
 - **Integration Capabilities** - The platform allows integration with multiple backend and front-end for syncing PNRs at one hand. On the other hand, it supports integration with a data analytics solution for work volume staffing projections.
 - **Advanced Robotics** - The platform also allows processing PNRs and undertaking simple tasks enabling agents to focus on the more complex queries.

Benefits

- 30% gains in process efficiency through automatic routing & prioritization of tasks based on business rules and agent skill sets.
- Efficient resource allocation and staff planning.
- Effective performance tracking and management of agent activities resulting in better decision-making.
- Better control over operational issues resulting in improved service levels.
- Continuous enhancement in agent productivity and motivation levels.
- Higher FCR (First Contact Resolution) across customer engagement channels increasing CSAT.



30%
Gains in Process Efficiency

Why IGT Solutions?

Committed to simplify complex customer interactions while delivering a seamless experience, IGT provides integrated BPM, Technology and Digital Services & Solutions for clients across industries for over 20 years.

Managing highly differentiated customer experience for 75+ marquee brands globally.

Employs more than 13,500 customer experience and technology specialists in 5 continents, has 19 state-of-the-art delivery centers, and worldwide operational presence.



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