



ChoiceView™ Contact Center Solutions

See It and Hear It! on Smart Mobile Devices

for Mobile Transactions, Interactive Voice/Visual Response,
Customer Interaction, Support and Problem Resolution,
Customer Experience Management

Contact Center Challenges

American consumers are purchasing smart mobile devices at astonishing rates. Customers expect to use their smartphones and other mobile devices to interact with businesses when and where it's convenient for them. At the same time, many businesses are managing the increased customer demands with contact centers equipped with Automatic Call Distribution (ACD) and Interactive Voice Response (IVR) systems. But lengthy agent and IVR interactions often result in decreased customer satisfaction, increased costs, and lost business opportunities.

Customers also are frustrated with 'live' customer support that doesn't respond meaningfully to their inquiries and problems. Even an 80 percent 'first call resolution' success rate leaves 20 percent of the callers dissatisfied. Companies want to satisfy customers quickly during the first call, whether with a live agent or an IVR.

ChoiceView is the Solution

ChoiceView allows contact centers to share visual information from a live agent or IVR during a call from a smart mobile device user. Many calls with contact centers demand that complex information be communicated quickly and accurately. ChoiceView solves the problem by allowing mobile callers to not only hear the information, but to see it at the same time, exactly when needed. Studies show that seeing and hearing information simultaneously increases understanding by at least 50 percent. As is often said, "**One picture is worth a thousand words.**"

"ChoiceView's value proposition is based on delivering efficiencies in the Contact Center. It can:

- ◆ *cut 10-15 percent off of average call handling time,*
- ◆ *increase revenue by at least 10-15 percent for transactions involving up-selling or cross-selling,*
- ◆ *reduce the number of repeat calls to collect correct and complete data, and*
- ◆ *build loyalty, because once users have ChoiceView they will choose to do business with a ChoiceView-enabled company."* Chuck Blumenkamp, 29 years of experience running Contact Centers for Verizon, Contel, and GTE

ChoiceView Increases Satisfaction, Revenue, and ROI

When customers both see and hear information, transactions are easier, faster, and more rewarding for all parties. For example, a customer wants to purchase concert tickets. Rather than abandon a frustrating web session, the user is transferred to a ChoiceView-enabled agent who shares visuals, discusses options, and up-sells—

[1] seating chart of the stadium



[2] view from \$100 "yellow" seats



[3] view from \$200 "blue" seats



The customer purchases "blue" seats and saves the visuals by tapping '+' on the ChoiceView screen. Later, she presses the **'History'** button to view them again. By both talking about and seeing options via her smartphone, she quickly decides to buy the better seats and is happy with her purchase. The business books more revenue.

Business Trends Demand ChoiceView

Trends that are driving businesses with contact centers to find more efficient and effective ways to communicate and share information include—

- ◆ **Rapid adoption of smart mobile device technology.** Over 50% of American consumers are expected to own smart mobile devices in 2011;
- ◆ **Consumers increasingly rely on mobile devices for complex product and service information.** Businesses must engage mobile customers on their own playing field;
- ◆ **Leverage existing smart mobile devices and corporate infrastructure.** Consumers download a ChoiceView-equipped app. Businesses use their existing contact center infrastructure; and
- ◆ **Consumer purchases on mobile devices are expected to exceed \$40 billion over next few years.** Visual/voice interaction and mobile/social commerce are imperative to keep pace.

Applications for Contact Centers

Agents or IVRs can instantly share any visual from their ChoiceView-enabled systems, including technical diagrams, forms, photos, graphics, or documents while explaining or answering questions. ChoiceView delivers **"Now I see what you're talking about!"** moments. The following examples are a few of the many applications that save time, make money, increase ROI, and generate brand loyalty:

Contact Center Goals	Example of Need	ChoiceView Solution
Improved Customer Information Exchange	Customers can't find product/service information for purchasing decisions.	Agents instantly send visual specifications to customers' smart mobile devices during conversation.
Closing Retail Mobile Transactions	Customers abandon check-out due to unanswered questions regarding transactions (delivery, terms, details).	Customers select transaction details from visual menus and instantly receive visual and voice information from IVRs or live agents.
Encouraging Customer Up-Sell	If they know other, more suitable options, customers are willing to increase spending.	Customers receive images of next level of product/service while agents explain features and benefits.
Increasing Customer Support	Customers can't find the right information to operate or use the purchased product/service.	IVRs or agents provide customers with installation images and other visual information to resolve the problems.
Reducing Long IVR Phone Trees	Customers are frustrated and have negative views of the brand when hearing long sequential lists and may abandon the calls.	Customers see and tap on visual menus and receive pertinent visual info in response. Visual IVRs improve comprehension, brand perception, and retention. Session info is sent when call is transferred to agent.
Creating Customer Satisfaction	Customers often need more information to understand complex issues and solve problems.	Support reps share images of products, documents, and other visuals to help customers make purchase decisions and resolve issues on the first call.

ChoiceView Impacts Contact Centers' Key Performance Indicators

- ◆ **Faster, accurate information exchange with fewer queue delays;**
- ◆ **Improved understanding and use of complex information;**
- ◆ **More efficient agents and IVRs with reduced call times and transfers;**
- ◆ **Increased ROI as operating costs and abandonments decline;**
- ◆ **Increased revenue with more completed transactions and effective up-selling and cross-selling;**
- ◆ **Greater customer service levels, satisfaction, loyalty, self-service availability, check-out retention, and returns for more sales.**



Try ChoiceView Today!

For more information and a demo, visit www.RadishSystems.com (scan QR code).



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