

# ContactEngine

## Intelligent Customer Engagement

Driving operational efficiency throughout the customer journey



Do you want to reduce operational costs and increase the quality of customer service? Organisations spend millions on manual outbound call centres that fail to engage with more than 30% of customers. Broken communications lead to the incorrect actions, missed sales and frustrated customers.

ContactEngine is an intelligent conversation platform that transforms customer engagement by successfully contacting and interacting with over 90% of customers, enabled by proprietary AI that identifies the right time, content, channel and response for any given customer.

ContactEngine conversations ensure crucial moments such as sales, deliveries and appointments are executed with precision and minimum effort, reducing operational costs and delighting customers.



### Why customers use ContactEngine

- Lowers cost and increases quality of serving customers
- Operational & resource allocation efficiencies
- Call centre headcount reduction
- Inbound call deflection
- Rapid deployment in <60 days
- Azure-hosted SaaS
- All-inclusive pricing makes purchasing decision simpler

### Day-one efficiency savings

- Automation of c.80% of outbound call centre activity
- Dramatic increase in right-first-time action
- Optimised utilisation of workforce

**Typical operational savings of £5m/yr or more with >15:1 ROI**

### Conversations that work

- Engage with customers using any channel
- AI-driven personalised conversations
- Transact in-channel without human intervention

**Engage >90% of customers**

### Exceed customer expectations

- Proactively serve customers before they need to contact you
- Agents focused on value adding activity
- Omnichannel makes life easy for customers

**Typical 10 pt increase in Net Promotor Score**

*"It's not often you come across a technology platform that delivers such immediate, measurable value. The ROI and improvements in customer experience that we've realised from ContactEngine have been tremendous, with a return on investment above 15:1 on cost-saving alone."* - Paul Buttery, COO Virgin Media

# Infinitely scalable on Azure, ContactEngine unites with Dynamics 365 powerful decisioning to transform customer engagement

## Connects Dynamics 365 directly to the customer

- ContactEngine seamlessly integrates with Dynamics 365, recognises when customers need to be engaged, and holds the required conversation
- Automatically communicates conversation outcomes to Dynamics 365 to ensure next action is triggered
- No human limitations to performance

## On-demand scalability with Azure

- Millions of simultaneous conversations with <0.5s response times
- Unlimited compute, storage and network capacity across the globe
- Automatic fail-over mitigates risk

## Best-in-class security

- High-security, fully-compliant data handling
- Regional segregation of data
- Unique instances for individual clients

## What ContactEngine will do

ContactEngine will rapidly deliver operational efficiency, providing both long-term sustainable cost savings and increased revenue

## How ContactEngine will do it

- Deep analysis to clearly identify client requirements & KPIs to target
- Initial market trial to prove the business case
- Transaction-based all-inclusive price
- 24/7 dedicated client support
- Agent desktop, with training as required (not required with fully-integrated solution)
- AI-enabled conversations with customers, with auto-escalation to human agents if required



## Why ContactEngine?

ContactEngine has been built from the ground up to deliver unbeatable customer engagement for organisations with rapid deployment and ease of use in mind. Our solution is continually refined and improved based on the millions of customer conversations we have each year, and because ContactEngine is based on configuration rather than code, we can rapidly respond to changes in either customer or client requirements.