

ICM – INTELLIGENT COMMUNICATION MANAGER FOR MICROSOFT DATASHEET

ICM bridges the requirements between organization and customer through consistent omnichannel experience across many different chat communication channels

AI based Hybrid Chat

Intelligent Communications Manager ICM for Microsoft – AI Hybrid Chat

Organization Challenges

The art of customer service has evolved and is keep on changing with ever-growing communication channels. Nowadays customer Experience speaks volumes of the ability of brands to add value to the customer journey. Steady and optimal customer experience is what is needed to address demands of today's customer.

ICM bridges these requirements between organization and customer through consistent omnichannel experience across many different chat communication channels.



ICM AI hybrid chat provides contact centres a consistent Omni-channel customer experience for organizations using Microsoft Dynamics CRM 365

ICM is designed to bring instant and pleasant communication between the client and the organization, using many chat channels including (WhatsApp, Facebook, Webchat, Twitter, Mobile App, email, SMS etc.)

Intelligent communication manager efficiently handles all customer requests intelligently through Microsoft chatbot (Power Virtual agents) and seamlessly connects them to the live agent, improving customer satisfaction, reducing average handle time and increasing productivity.

ICM is an all-in-one solution that eliminates the need for multiple teams for each chat channel, for customers from multiple platforms such as Facebook, WhatsApp, email, Twitter and Web to a single platform.

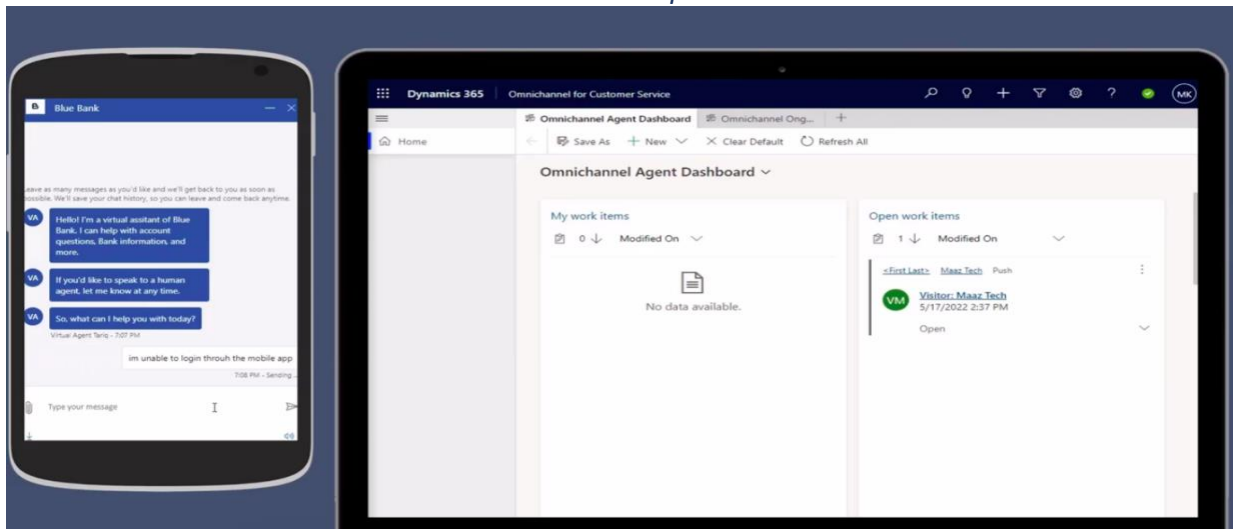
Simple, Intuitive and Steady with Intelligent chatbot capabilities

ICM ensures quick responses to customer's questions through trained Microsoft Virtual agents (chatbots). The chatbot is trained and integrated with customer database, product catalog for faster customer interaction thus offering extensive self-service capability. ICM understands the context of the chat to have human like interactions with the customer.

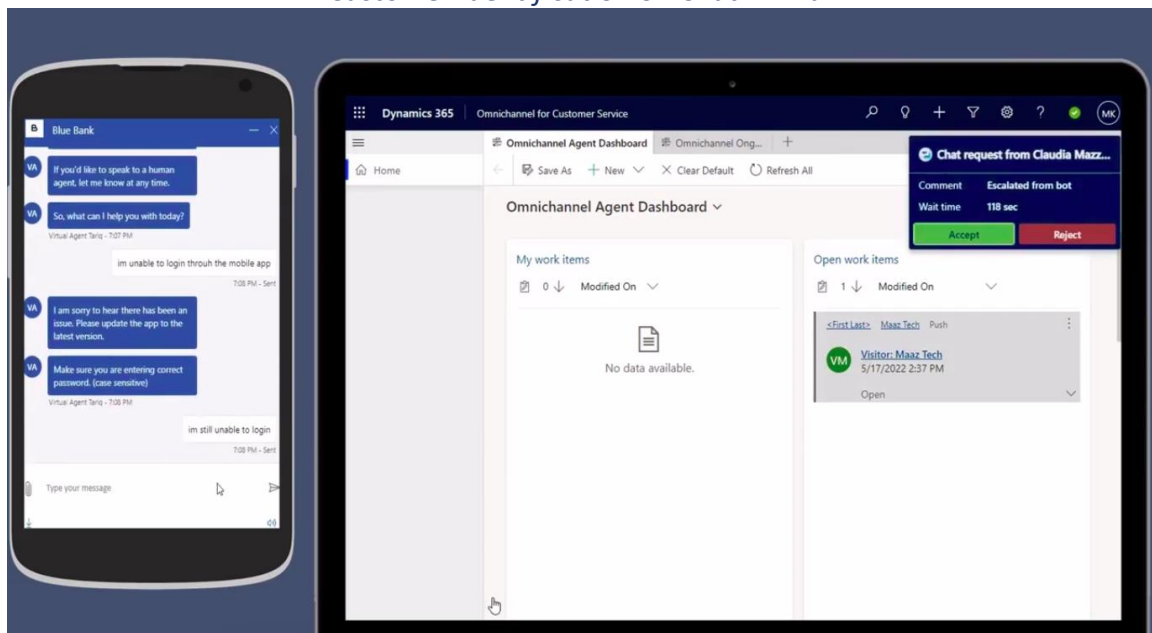
Advanced Intelligent chat routing and Queuing Capabilities

ICM provides advanced chat and routing capabilities based on parameters defined by the organization. ICM recognizes customer identification from on chat arrival and correlates previous chat events in CRM for reporting. Live agents can handle multiple conversations simultaneously and transfer files to and from the customer, including the customer's camera on his/her Mobile Phone.

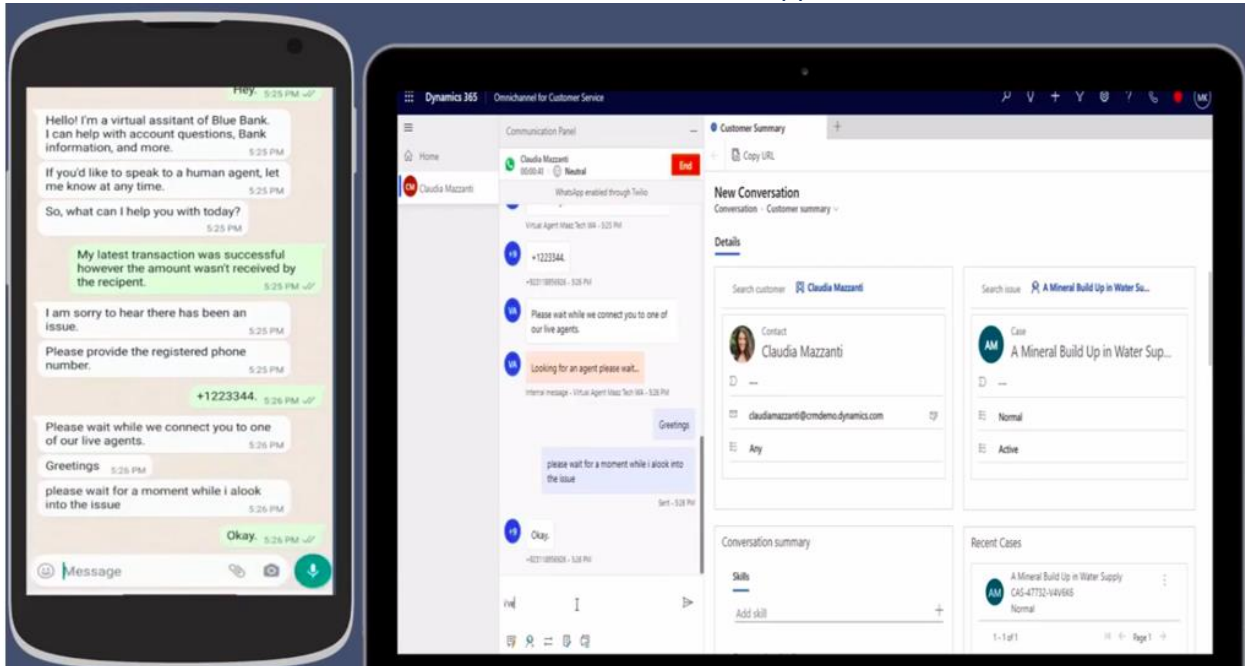
Initial Bot Response



Customer Identification on Chat Arrival



Conversation with WhatsApp

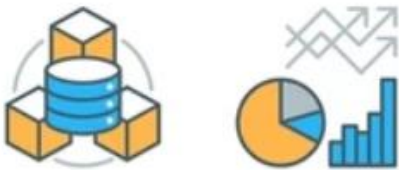


Artificial Intelligent Enabled Response

ICM solution uses AI-driven Natural Language Processing to respond to Customers, with support of up to 40 languages, and real-time detection of customer sentiment, identifying any negative customer feedback, improving customer experience, and eventually increasing sales revenue

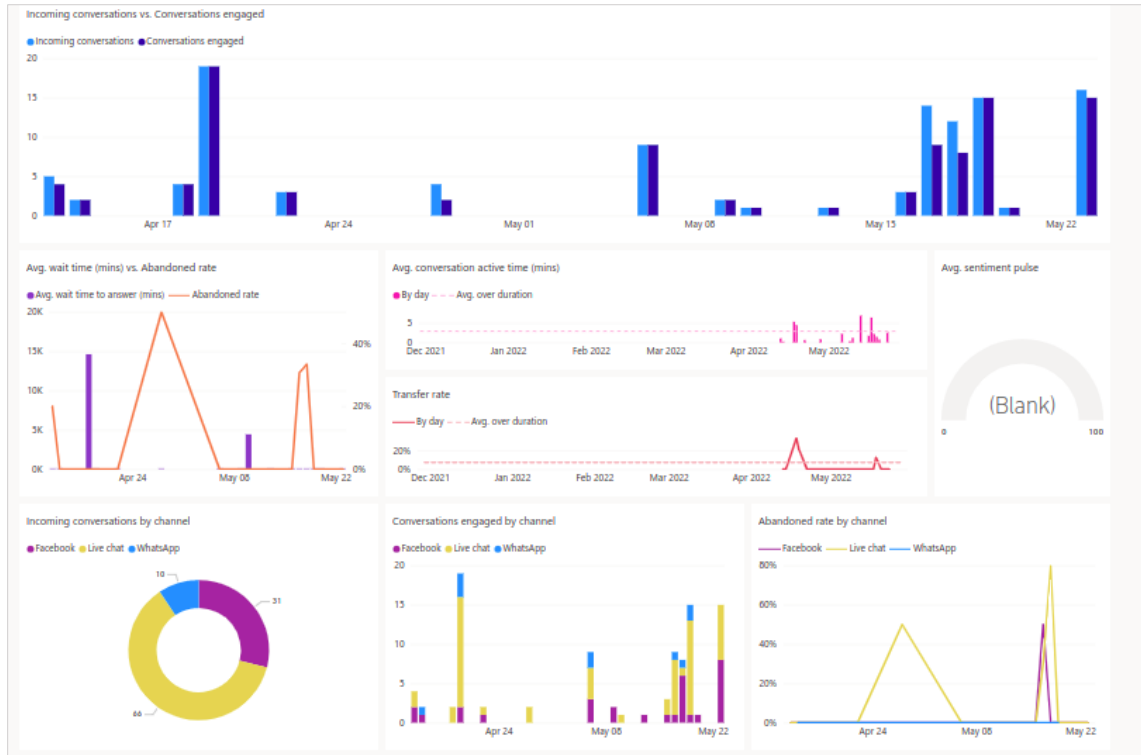


Visualization and Analytics



Intelligent communication manager comes with a detailed Power-BI dashboard, that gives 360-degree insights into customer interactions with chatbot, and agents through visualizations. Administrators and Supervisors can view the metrics and analytics. These analytics are extremely valuable for companies in driving sales revenue, and to better understand the customers feedback about the company's products and features

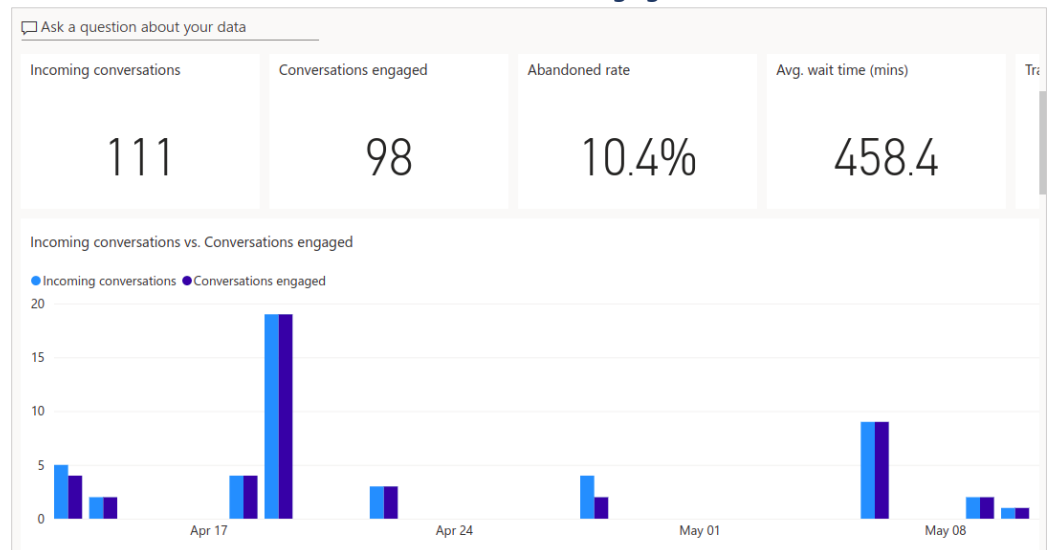
Visualization and Analytics



Conversational Dashboard

Conversational Dashboards are the ones from which you can monitor the performance of your Business. Conversational Dashboard features incomings conversations, engaged conversations, transfer rate, etc. The Graphical user interface helps the user to understand the data visualization more accurately.

Conversations Engaged



Channel Dashboard

Channel Dashboards visualize all the incoming conversations through different channels. It helps you monitor the traffic of each social channel



Agent Dashboard

Agent Dashboard assists the supervisors to observe the performance of the agents. The graphs illustrate the agents with the highest transfer rate, the highest session volume, Session metrics by agent, and more. It helps the organization improve customer interaction

Bot Dashboard

Dashboard with bot visualization assists you to improve your bot. It gives graphs related to the bot's conversation rate, resolution rate, bot resolution time, and further

Queue Dashboard

Queue dashboards Display the number of customers coming from different Queues. The given Chart of the dashboards are Queues with most sessions, longest average wait time, longest average session active time, etc.

Sentiment Analysis Dashboard

Sentiment Analysis shows the sentiment of each customer, it shows the user Avg. Sentiment pulse of the customer, Sentiment zones, and Sentiment prediction. It helps the organization to accurately gauge the feedback and sentiments of customers about its products and services

Agent Analytics



Emphasize

ICM for Microsoft is a packaged solution that incorporates Microsoft dynamics 365 CRM, Power Virtual Agent, and Microsoft Power-BI for reporting and analytics. ICM is a simple, natively build omni-channel chat solution that extends the power of Microsoft Dynamics CRM supporting instant, convenient, multiple channels for communicating with customers. The packaged solution is effortless to deploy, connect and integrate with different customer chat channels

Power Virtual Agents (chatbots): Human-like Natural Conversations: understands the context of the chat to have human like interactions with the customer.

Omni-channel Availability: Deployment-ready for channels like WhatsApp, Facebook, Email, twitter, SMS, Web etc.,

Multi-lingual: Understands and converses with users in 40+ languages globally.

Visualization and Analytics: Detailed Analytics of the solution with several dashboard including channel breakdown, sentiment analysis, agent response, bot conversation rate, Queue details etc.

Intelligent chat routing: recognizes customer identification from on chat arrival and correlates previous chat events for same customer in CRM for reporting.