

Sutherland Retail

Sutherland Engage

A smart agent desktop transforming customer service that leverages your existing applications and technology investments



Premise: Your customers now expect hyper personalized and relevant experiences anytime, anywhere



Customers expect requests to be resolved quickly and seamlessly in their channel of choice



Customers expect to be recognized and understood



Customers expect a personalized service



Differentiate through service and still protect margin



73%
Of customers use more than 1 channel to communicate with retailers



87%
Of customers wished they would receive a seamless experience



30%
Higher lifetime value of shoppers that buy on multiple channels than those who shop using only one channel

89%
Of customer retained by companies with omnichannel customer engagement strategies



33%
Of customers retained by companies with weak omnichannel strategies



10%
Is the opportunity cost of not being omnichannel in lost revenue



What if you could: Understand your customers behavior on EVERY interaction?



Purchases



Online Behaviours



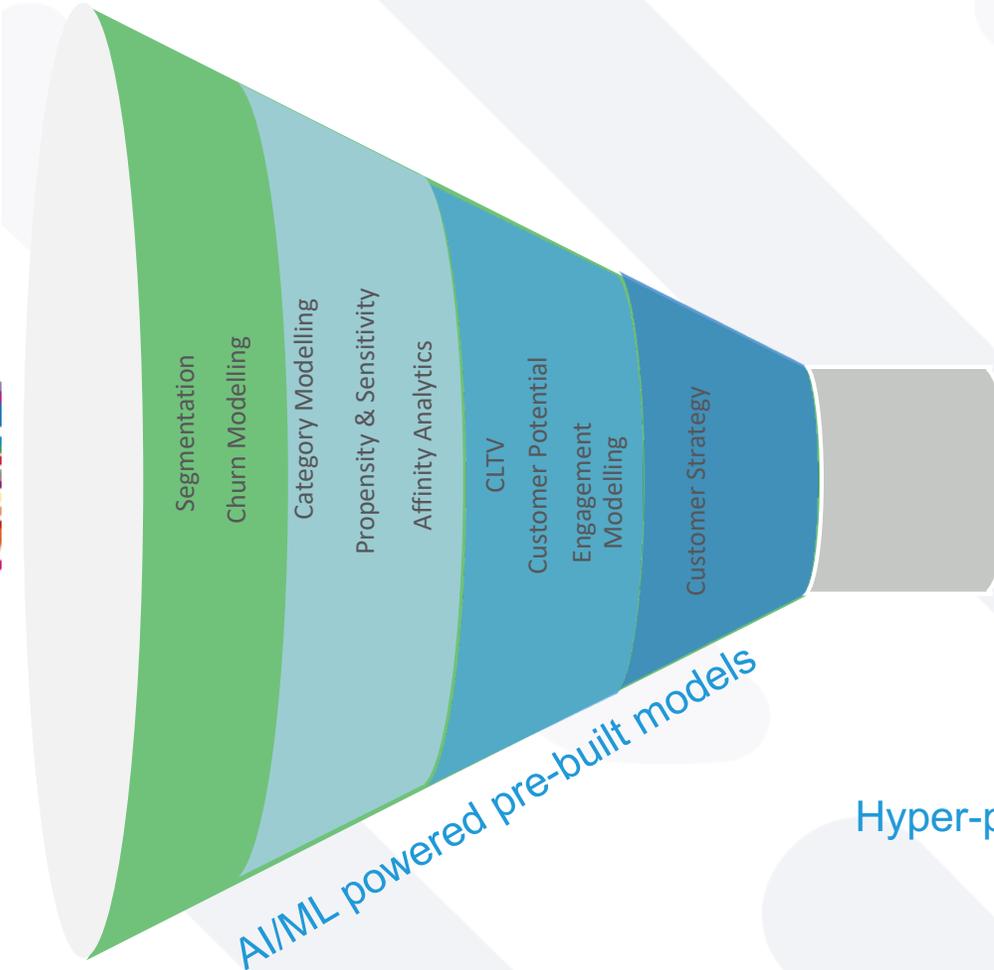
Service Experience



Enterprise Systems



Device Streams



Customer Personas
Hyper-personalized Recommendations
Contextual NBA's



Leveraging our advanced pre-built analytics for Retailers



Customer Lifetime Value (CLTV)



Engagement Segmentation



Customer Potential



Constancy Segmentation



Channel Cross-Sell Potential



Lifecycle Segmentation



Campaign Response



Price Sensitivity Segmentation



Category Propensity

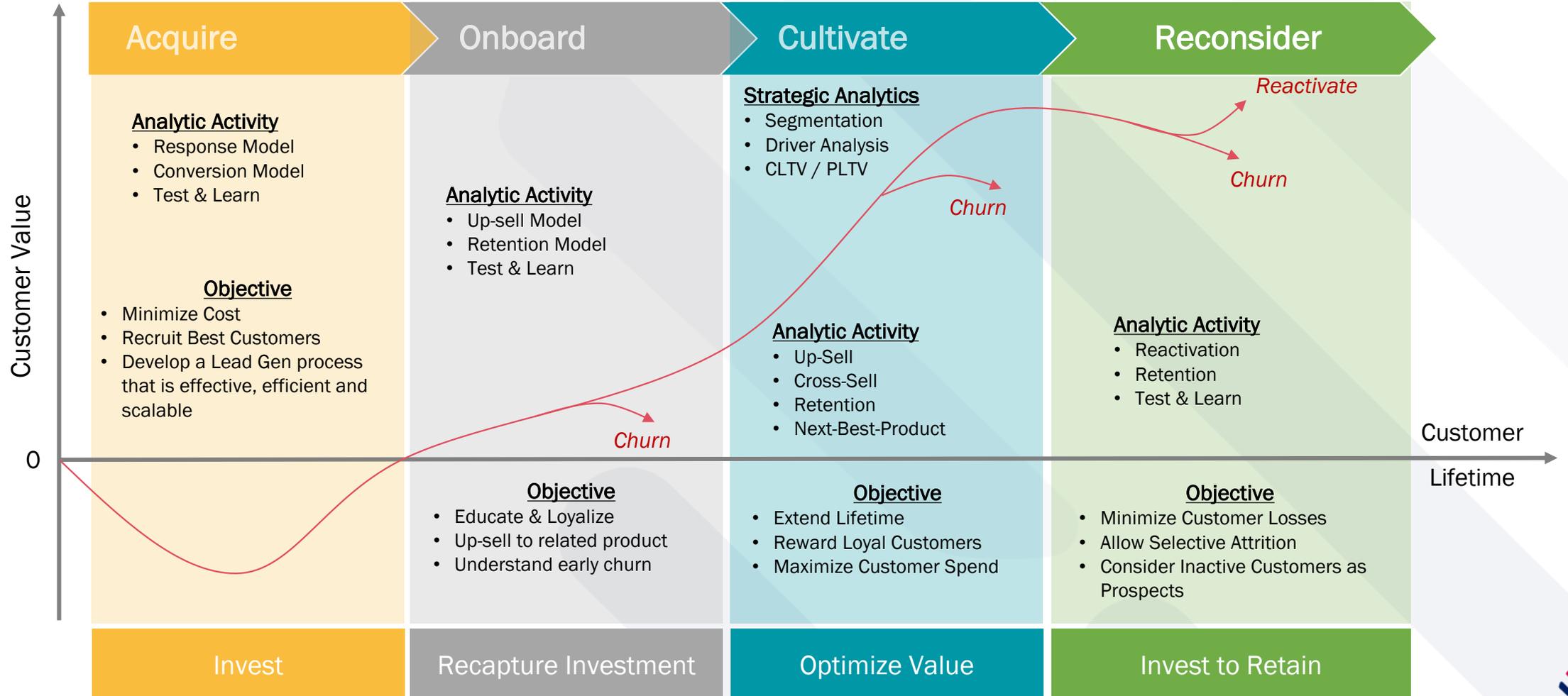


Customer Churn Propensity



What if you could understand their journeys/trips as they engage your brand, optimizing their customer lifetime value

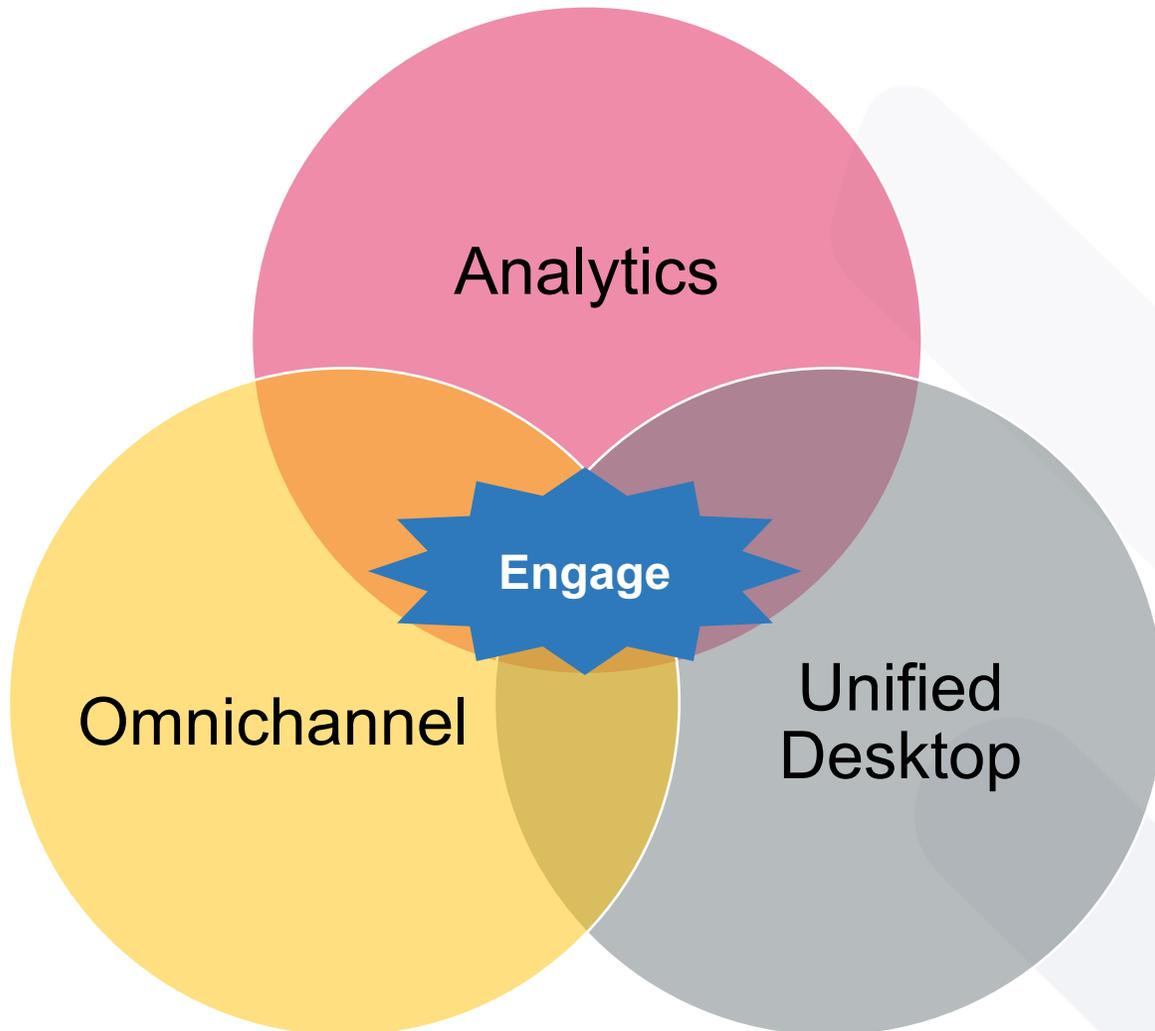
Accelerate benefits to enterprises



Sutherland can...make operations smarter & deliver a differentiated customer experience

- ❖ *provide a personalized, contextual, & highly relevant intelligent experience*
 - ❖ *anticipate needs based on context, preferences, prior queries; delivering resolutions, alerts and getting smarter with each interaction.*
 - ❖ *give you each customer's shipping trend*
 - ❖ *predict why customers are contacting us*
 - ❖ *show customer's spend history*
 - ❖ *assign each customer a profile*
 - ❖ *provide "White Glove" when "White Glove" is warranted*
 - ❖ *enhance agent skills allowing them to move beyond routine*
 - ❖ *give agents the Next Best Action to take*
 - ❖ *reduce agent error and improve efficiency*
 - ❖ *reduce time required on each contact*
- **Proposition:**
 - **Improved CX-CSAT,**
 - **Reduced Customer and Agent Churn**
 - **Improved CLTV**

What is a *Sutherland Engage*



- *Engage* is Sutherland's transformation solution for Intelligent Customer Engagement to drive measurable value to customer service operations through all stages of the customer service journey
- *Engage* delivers a *personalised, contextual and highly relevant* service throughout the *customer journey* that exceeds the customer's *expectations* across all channels.
- *Engage* is a *middle ware platform*, that seamlessly connects several enterprise investments (e.g. Avaya, Oracle, OpenMethods)
- *Actionable agile analytics* plays a pervasive role in *Engage*
 - Personalization (Recommendation, Offers, NBA)
 - Interaction Reason Prediction
 - Customer health and intervention (coupon, offer, advice)
 - Routing and Workflow Optimization
- *Engage* provides:
 - True *Omnichannel* capability, with full 360 customer view
 - *Machine Learning and AI* is used to improve *Customer* engagement *outcomes*
 - Contextually aware *Unified Desktop* to provide personalised interaction and reduce agent effort
 - System changes are accompanied by *process* change



Enabling 360 degree view for a seamless omni-channel experience



Engage Architecture

Sutherland CCaaS Infrastructure
Omni-Channel Workforce Management, Routing, Orchestration



- Case Mgmt
- CRM
- Orders
- Inventory
- Loyalty
- PIM
- Gift Registry

Ingestion

Native API, Azure DL, Message Q's, Azure WH, Web Svcs, Azure DB, FTP, Azure Table, DB Links

Unified Desktop and Workflow Engine

MicroServices, SSO, BRMS, node, Workflow Engine

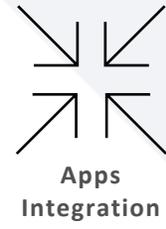
PREP & TRANSFORM

Hadoop/Spark and Machine Learning

Predictive and Cognitive Models

Elastic Scale, Analytics Services, SSAS, R, Spark

- Customer 360°
- Workflow Automation
- Call Reason Prediction
- Customer Strategy
- Next Best Action
- Buying Behaviour
- Product Recommendations
- Targeted Offers



Improved Customer Experience

Increased Wallet Share & Conversion

Marketing and Merchandizing Optimizations

DATA → INTELLIGENCE → INSIGHTS → ACTION



Value creation and growth drivers

- Powered by a 360 degree customer view that provides team with an intimate understanding of each customer.
- Uses machine learning driven cognitive analytics and Next Best Action techniques to pre-empt customer needs and deliver personalised and contextual service.
- Supports customer strategy through the ability to take direct action to drive customer growth and improve retention, both through inbound and outbound activity.
- Seamlessly integrates and leverages client applications
- Can leverage Sutherland's pre-built analytics suite while integrating to existing segmentation and targeting.



USE CASE- Order Status

Customer	Use Case 2 – Order Status Agent	Current state AHT	Future State AHT
Calls In	Acknowledge Customer	3 seconds	3 seconds
	Starts to create notes	30 seconds	0 seconds
	Use email or phone number to generate customer account in RightNow	20 seconds	20 seconds
Customer state the reason for contacting	Customer Requests Order Status	20 seconds	20 seconds
	Verify customer by requesting the name associated with the account, the email address, order number	50 seconds	30 seconds
Provide credentials	Locate customer information in Admin	30 seconds	30 seconds
	Review the status of the order and provide explanation	1:59 (Admin, File maker)	30 seconds
	<ul style="list-style-type: none"> Depending on the type of order, more than one tool would be accessed. For e.g. For post order, the relevant tool would be accessed to gather update on the shipping status from the Brand partner If Pre-order/Owned/Dropship inventory use Admin to see status of order 	2 minutes	1 minutes
Will await delivery	Provide detail information regarding the order status -If order was shipped provide tracking number and carrier (Carrier’s website (FedEx, USPS, UPS and OnTrac) -if not shipped explain time frame for shipping	2:05	3:00
	Explain that we are a flash sale site and their account is billed as soon as the order is placed. Depending on the event provide shipping time frame	2:18	1:30
	Offers any additional assistance	5 seconds	5 seconds
	Brand the contact	3 seconds	3 seconds
	Review notes prior to closing to ensure everthing is captured.	5 seconds (Right Now)	5 seconds
	Click Send and Close to complete interaction	Complete log at 1 minute(RN and Admin) Should be updated while speaking with customer	No need to update while speaking to customer; can edit suggested log at the end.

Efficiency Gains:
➤ 3 minutes savings overall



Customer Engagement Management – Agent Assist

Monique Chanel - Workspace
Monique Chanel

Michelle Thompson 00:01:24

 03/07/2018
 06/04/2018
 05/13/2018
 05/20/2018

Case Information

Origin: Inbound chat
 Current Web Page: Product Detail
 Engagement Start Page: Product Detail
 Language: English
 Priority: 80
 Subject: SBuy Web Chat
 Target: ?Customer_Service=0

Michelle Thompson Connected (5) (10)

[7:14:09 PM] New party 'Michelle Thompson' has joined the session
[7:14:12 PM] Michelle Thompson : hi
[7:14:24 PM] New party 'Monique Chanel' has joined the session
[7:15:07 PM] Monique Chanel: hi

Send

Dispositions Note

Last Visit

Ms Michelle Thompson
 Customer ID:1031

Annual Spend
\$887

Loyalty
\$ 10 (this year)

Customer Strategy
Reward & Retain

Engagement Level (Current - 65% Target - 85%)

New Product Sale (Promotional Email sent on 06-01-2018)

0 Items : \$ 0

→ Confirm Contact Reason.

Product Code	Product Name	Color	Price
DGB1234562	Harmony Grey Nester Memory Foam Dog Bed, 24" L x 18" W	Grey	\$29.99

AGENT ASSIST

JOURNEY

CONTACT

CO-BROWSE

VIDYO

KNOWLEDGE

RESPONSES

WEB ACTIV

Pets

Recent Orders

Service Visits

Next Best Actions

Recommendations

Loyalty

Key Indicators

Pet Profile		General Information	
Name:	Jake	Breed Group:	Companion Dogs
DOB:	06/21/2015	Height:	11 inches to 1 foot tall at the shoulder
Breed:	French Bulldog	Weight:	16 to 28 pounds
Gender:	Male	Life Span:	11 to 14 years
Size:	Small	Shedding Trait:	Medium
Height:	1 ft	Drizzling Potential:	Low
Weight:	20 lbs		
Color:	Cream		

Customer Engagement Management – Next Best Action

Monique Chanel - Workspace
Monique Chanel

Case Information

Origin: Inbound chat

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Language: English

Priority: 80

Subject: SBuy Web Chat

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Loyalty
\$ 10 (this year)

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New Product Sale (Promotional Email sent on 06-01-2018)

0 Items : \$ 0

→ Confirm Contact Reason. **Yes** **No**

Product Code	Product Name	Color	Price
DGB1234562	Harmony Grey Nester Memory Foam Dog Bed, 24" L x 18" W	Grey	\$29.99

← Main Menu

Pets	Recent Orders	Service Visits	Next Best Actions	Recommendations	Loyalty	Key Indicators												
			<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">Code</th> <th style="width: 60%;">NBA</th> <th style="width: 30%;">Action</th> </tr> </thead> <tbody> <tr> <td>1 DIS35</td> <td>35% OFF on Flea & Ticks on next order</td> <td>Apply</td> </tr> <tr> <td>2 DIS25</td> <td>25% off on Collars on next order</td> <td>Apply</td> </tr> <tr> <td>3 DIS25</td> <td>25% off on Leashes on next order</td> <td>Apply</td> </tr> </tbody> </table>	Code	NBA	Action	1 DIS35	35% OFF on Flea & Ticks on next order	Apply	2 DIS25	25% off on Collars on next order	Apply	3 DIS25	25% off on Leashes on next order	Apply			
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Dispositions Note

Customer Engagement Management – Recommendations

Monique Chanel - Workspace
Monique Chanel

Michelle Thompson 00:10:28

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Language: English

Priority: 80

Subject: SBuy Web Chat

Target: ?Customer_Service>0

Last Visit
03/07/2018
06/04/2018
05/13/2018
05/20/2018

Ms Michelle Thompson
 Customer ID:1031

Annual Spend
\$887

Loyalty
\$ 10 (this year)

Customer Strategy
Reward & Retain

Engagement Level (Current - 65% Target - 85%)

New Product Sale (Promotional Email sent on 06-01-2018)

0 Items : \$ 0

→ Confirm Contact Reason. **Yes** **No**

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DGB1234562	Harmony Grey Nester Memory Foam Dog Bed, 24" L x 18" W	Grey	\$29.99

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Pets
Recent Orders
Service Visits
Next Best Actions
Recommendations
Loyalty
Key Indicators

Advantage Flea & Tick Treatment Spray for Dogs, 8 fl. oz.
\$9.99

Flexi Comfort Retractable Dog Leash in Grey, Large 26ft
\$24.89

PetSafe Elite Little Dog Bark Control Collar
\$89.95

Dispositions

Note

Send

Customer Engagement Management – Loyalty

Monique Chanel - Workspace
Monique Chanel

Michelle Thompson
00:13:49

Case Information

SBUY

Last Visit: 03/07/2018 | 06/04/2018 | 05/13/2018 | 05/20/2018

Ms Michelle Thompson
Customer ID:1031

Annual Spend
\$887

Loyalty
\$ 10 (this year)

Customer Strategy
Reward & Retain

Engagement Level (Current - 65% Target - 85%)

New Product Sale (Promotional Email sent on 06-01-2018)

🛒 0 Items : \$ 0

➔ Confirm Contact Reason.

Yes

No

Product Code	Product Name	Color	Price
DGB1234562	Harmony Grey Nester Memory Foam Dog Bed, 24" L x 18" W	Grey	\$29.99

⬅ Main Menu

Pets		Recent Orders		Service Visits		Next Best Actions		Recommendations		Loyalty		Key Indicators	
Transaction Id	Transaction Date	Transaction Amount	Store	Points	Points Overall	Rewards Earned	Rewards Used						
5	02/07/2018	\$51.00	SBuy Online	41	45	0	10						
4	01/17/2018	\$51.00	SBuy Online	51	4	5	0						
3	12/27/2017	\$51.00	SBuy Online	51	53	0	0						
2	12/06/2017	\$51.00	SBuy Online	51	2	5	0						
1	11/15/2017	\$51.00	SBuy Online	51	51	0	0						

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JOURNEY

CONTACT

CO-BROWSE

VIDEO

KNOWLEDGE

RESPONSES

WEB ACTIVITY

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Dispositions

Note

Customer Engagement Management – Activity

Monique Chanel - Workspace
Monique Chanel

Michelle Thompson 00:16:09

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- Origin: Inbound chat
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- Language: English
- Priority: 80
- Subject: SBuy Web Chat
- Target: ?.Customer_Service>0

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Yes
No

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Pets
Recent Orders
Service Visits
Next Best Actions
Recommendations
Loyalty
Key Indicators

Order No	Order Date	Order Total	Channel	Brand	Order Type
700110274027	05/03/2018	\$51.15	Online	SBuyPets	Normal
700110272537	04/12/2018	\$51.15	Online	SBuyPets	Normal
700110260315	03/22/2018	\$51.15	Online	SBuyPets	Normal
700110257797	03/01/2018	\$51.15	Online	SBuyPets	Normal
700110254379	02/08/2018	\$51.15	Online	SBuyPets	Normal

Clear Filter

Appendix

Intelligent Customer Service Value Chain

