

Dassault Systèmes Introduces EXALEAD OneCall to Transform Customer Interactions into Business Growth

Information Intelligence Application for Contact Center and Frontline Sales Agents Lowers Average Call Length and Increases First-Call Resolution Rates

VELIZY-VILLACOUBLAY, France — July 11, 2013 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced its new EXALEAD OneCall application. EXALEAD OneCall offers frontline sales agents the best way to transform customer interactions into profitable business growth. It lowers average call length and increases first-call resolution rates, leading to efficiency improvements and higher customer satisfaction.

As consumers become better-informed about the purchasing options available to them, the volume and complexity of questions are increasing. These questions come from multiple channels, and the data to help answer them is found via many different systems and technologies. This makes it increasingly difficult for frontline agents to effectively answer customer questions.

The EXALEAD OneCall application transforms contact center operations by providing customer-facing agents with the data and information they need to succeed when interacting with well-informed consumers. Whatever the data type or location – Internal (e.g. Customer Relationship Management or Enterprise Resource Planning systems) or external (e.g. websites or social networks), structured or unstructured – EXALEAD OneCall aggregates, streamlines, and delivers rich information “in context” to contact center agents and managers. Faster call resolution and shorter call lengths are critical for delivering the best service experience possible and engaging customers.

"EXALEAD OneCall provides our operators with a new level of efficiency in their interaction with customers. We've moved from nine applications to a single interface bringing together all relevant and in-context information in order to respond effectively," said Mr. Bamba, Managing Director, Orange Côte d'Ivoire Telecom. "Calls are optimized and handled more smoothly. Beyond customer satisfaction, EXALEAD OneCall has also allowed us to reduce the cost of a call by about 30 percent!"

Powered by Dassault Systèmes' 3DEXPERIENCE platform, this new agile business application is complementary to existing Customer Relationship Management software. It brings all relevant information about the customer and the sold products directly to an agent's desktop in a simplified way, such as natural language and semantic discovery, customer history, multi-channel look-up, and contextual cross-selling/upselling. The EXALEAD OneCall application also offers a number of highly-useful operational tools to managers, including single screen viewing of team and agent activities, real-time operational dashboards and analytics, as well as consolidated KPI and trend reporting.

"With EXALEAD applications, Dassault Systèmes is delivering data intensive business discovery applications to industries which are becoming increasingly socially networked and enabled. Our customers are looking for a true, multi-channel, 360 degree view of their customers that is complementary to existing siloed solutions," said Laurent Couillard, CEO, EXALEAD, Dassault Systèmes. "We worked closely with our customers to develop a unique solution to help them positively engage more customers more quickly and close more business."

EXALEAD OneCall is currently available. Local resellers and systems integrators already selling or installing it include Business & Decision, Capgemini, Dahu, DTI Management AG, Keyrus, Kerensen Consulting, Keyrus Tunisie, Micropole, Persistent Systems, PUMACY Technologies AG, Raqmiyat LLC, ST Groupe.

For more information, visit: www.exalead-onecall.com

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About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 170,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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