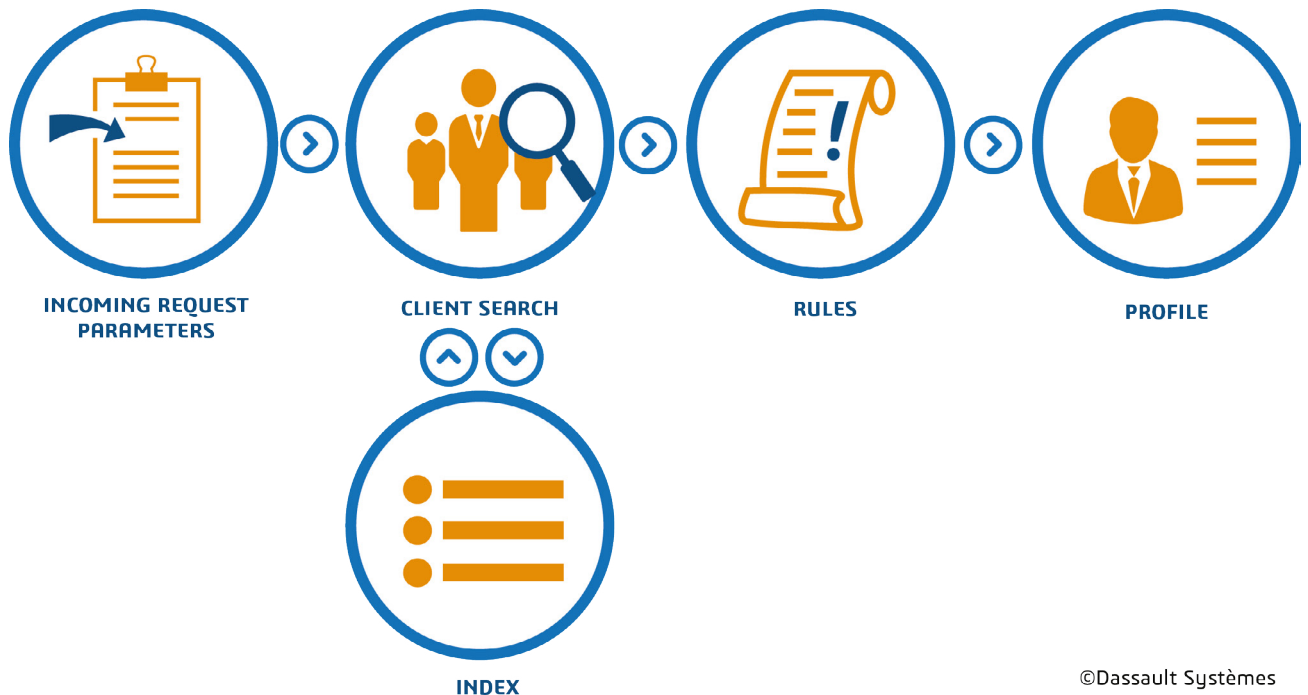




3DEXPERIENCE™

# EXALEAD ONECALL

## INBOUND FLOW SCORING



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### EXECUTIVE SUMMARY

As a customer needs assistance and tries to reach a customer service, EXALEAD OneCall, in association with a third-party routing system offers a fine scoring of each interaction. The customer journey linked with some other company information is used through the Business Recommender module of EXALEAD OneCall to push to a routing strategy (or IVR module) some profiles based on pre-defined business rules.

EXALEAD OneCall provides a comprehensive understanding of the reason for the call in order to perfect the answer. As a result, companies observe increased customer satisfaction and reduced operating cost.

### HOW DOES IT WORK?

1. The call or customer interaction (email, SMS) comes in to the routing system (Genesys, Cisco or other) and sends a request to EXALEAD OneCall for analysis.
2. EXALEAD OneCall searches relevant data from the semantic index to feed the Business Recommender.
3. This module enforces targeted rules and consolidates the information to push a profile to the routing system.

4. All departments in the company can manage their own rules. A “root” module dispatches and shares the requests.

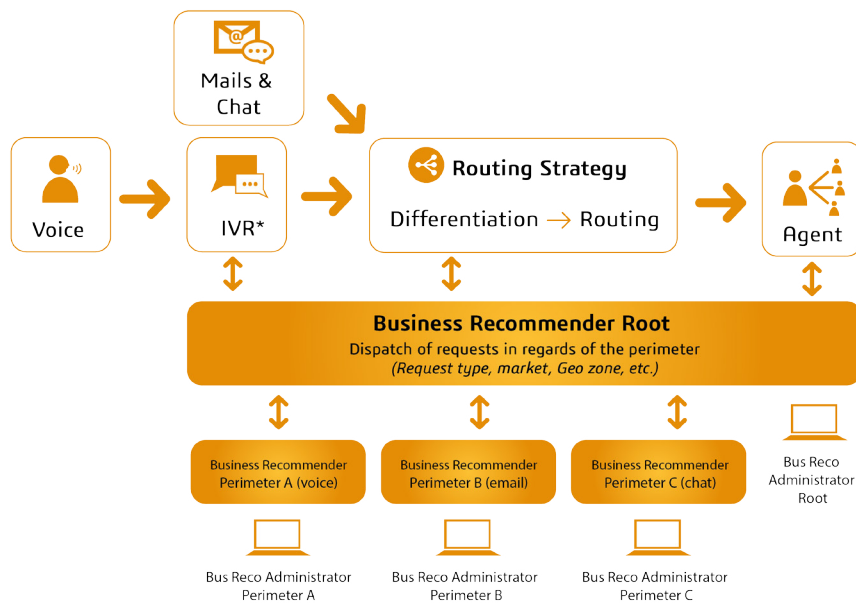
5. Enriched profiles are then returned to the routing system, which, thanks to the received information, makes interactions more effective and less expensive.

## BENEFITS

- Maximize your customer satisfaction by a efficient calls/email/SMS routing
- Reduce the number of calls per agent by deviating requests to self-service systems (call deflection)
- Optimize your internal organization thanks to a better routing strategy

## A LITTLE BIT MORE...

- One or more rules group can be deployed depending on the organization. They can be linked together with retrofit actions when needed.
- The overall differentiation performance will be critical to follow the expectations of the routing strategy. The **Business Recommender** module can ensure the routing service level agreement. EXALEAD OneCall is designed to support heavy traffic.
- Algorithms can be used to analyze rich/big data to predict and detect customer behavior, further refining the routing lines.
- Administration interface is available to manage the recommendation rules.
- Supervision of the **Business Recommender** is allowed (360-degree related to rules).



\* Interactive Voice Response

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