

# EXALEAD ONECALL

## THE SELFCARE EXPERIENCE APP



### SUMMARY

EXALEAD OneCall provides your contact center and frontline sales agents with a comprehensive, 360° view of your customers and brings together the tools they need to tailor sales recommendations and leverage internal collaboration. With access to the right data, your agents can answer daily queries faster and provide the most accurate information. Interacting effectively with your customers increases their overall satisfaction, and greater customer engagement leads to increased sales.

The SelfCare function is dedicated to the customer. App-shaped, it provides a screen interface which makes the customer able to fully manage his customer experience, right from a mobile.

## From the customer to the brand

The app is a major improvement in the customer experience. It rethinks the relationship, totally. SelfCare gives back the power to the customer so that he is appreciated and has access to an information database that's as complete as possible.

## Goal

Avoiding lengthy and follow-up calls and ensuring a fast and easy following is the primary objective. A simple customer journey is a must for the brand, a desire for the customer. With a self-service app, companies let their customers take the lead in their relations. Both of the parties are gaining time and money. In addition, the app has integrated social networks in order to let the customer easily manage his entire experience. From the customer history to personalized offers, including technical assistance, the SelfCare app proposes 360° visualization.

## Going further

With SelfCare, major sales initiatives are also possible. Exclusive new products and price-reduced subscriptions can be recommended directly from the application.

For the customer it is a promise; a simplified and personalized experience without roadblocks. For the brand, it represents decreased operational costs and increased time savings, particularly in stores.

## BENEFITS

- Reduce operational costs by avoiding contacts to call centers.
- Create a customer journey without failure or breakdown with the one-screen app, increasing satisfaction.
- Send personalized recommendations to improve the conversion rate.
- Prevent churn thanks to signals on both sides; this information is available in the "Advanced Customer Analytics" module.
- Offer a personalized customer experience.

A simplified reading  
Call reduction  
Real-time recommendation  
A 360° customer view  
Reaching the best customer experience

The image shows two smartphone screens displaying a customer's profile and transaction history. The left screen shows a list of transactions including 'Prepaid card reload', 'iViv contact', 'Information request', another 'Prepaid card reload', 'Flyer received', and 'Bills merging'. The right screen shows options to 'Update the hour setup of your phone' and 'To change your bank details', both with 'Click here' buttons.

## The EXALEAD OneCall solution

EXALEAD OneCall brings together the contents of your CRM, internal data systems and Web data in a single interface and delivers all of this information to your agents in real time. This true customer engagement application helps companies overcome the sales challenges of modern-day business. EXALEAD OneCall is adapted to all agents who handle customer queries and sell to customers or prospects.

## Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

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 210,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

