



## Why Redknee?

**Increase productivity and reduce costs by replacing 80% of your front office activities.**

**Improve customer experience with automated, personalized and predictive services.**

**Streamline customer care leaving agents available to deal with the more complex issues.**

## Highly personalized and insightful self-service solution with natural language recognition

### Satisfied customer: Better results

With impeccable service at the core of subscriber expectations, there is no room for error. Your competitors are doing all they can to lure your subscribers away from you. It is imperative to know everything there is to know about your subscribers desires and then to exceed their expectations.

Part of Redknee's Customer Experience Management (CEM) suite, Nimvox addresses service provider's needs in the telecommunications, banking, utilities, and public administration industries.

Nimvox provides a creative approach to self-services, taking into account the most relevant customer behaviour, to smartly adapt IVR services. It is designed for service providers with a focus on increasing customer satisfaction targets, while optimizing support costs.

Operators (Orange, KPN, and Yoigo) as well as financial institutions (Banco de Santander) that have adopted the Nimvox solution rank at the highest levels on customer satisfaction studies in Spain.

### The next generation of self-care

Redknee's Nimvox is taking self-care assistance to a new level, bringing a fresh and innovative vision to the market.

Automated self-service has changed our lives replacing human intermediaries while bringing comfort, immediacy and 24/7 access to services. These systems have proven to be both more efficient and more cost effective than manual care.

Nimvox is no exception to this trend providing reliable speech recognition, carefully designed user interfaces while optimizing support costs.

So, what differentiates Nimvox from traditional IVR and self-care applications?

### Design and usability

Redknee has a dedicated usability team concentrating on developing the right tone and simplest structure for each service...well beyond the generic, simple, and standard IVR menus.

IVR self-serve applications should be designed from a *Customer Centric* point of view, where the customer and user experience are paramount.

**Innovate. Personalize. Profit.**

*Nivmox enables direct communication between the client and the CRM systems of the company leading to improved service quality, customer satisfaction and reduced operating costs.*

## Predictive, personalized self-care

Nimvox is a highly intelligent and intuitive solution that anticipates customers' needs for personalisation in real-time via the solution's predictive engine. Customer behaviour, habitual calls, notable events (open tickets) and recent activity are monitored and taken into account—all magnifying the quality of the interaction.

The system intuitively analyses all calls and actively interacts with the customer providing personalised prompts and confirmations and suggesting relevant and contextual promotions. This personalized service leads to increased efficiency and customer satisfaction. Nimvox utilises design strategies focused on customer satisfaction, ensuring the quality of interaction is exceptional and the customer achieves their objectives in an intuitive and efficient way.

## Speech recognition

Although speech recognition appeared in call centres over a decade ago, few organizations have utilised the full benefits of the technology.

Nimvox has not only redesigned this technology but rethought the core strength, leading to increased levels of recognition and dialogue quality.

## User experience: key to success

Redknee's focus on continuously improving the user experience and quality of service is the key to their success.

With an experienced and dedicated multidisciplinary team consisting of linguists, ergonomists, application designers, developers, transcribers, and professional speakers, they are able to deliver a full suite of services to enhance the customer experience.

## VXML and platform agnostic

Nimvox is a platform agnostic solution based on the adoption of market leading platforms. This has allowed us to be pioneers in the development of VoiceXML applications: a standard of the W3C (World Wide Web Consortium).

Today we have partnered and delivered solutions with leading IVR vendors such as Avaya, Cisco, HP, and Genesys, and speech recognition companies such as Nuance. We have also created a complete graphical development environment that allows us to easily develop high-quality VoiceXML applications.

## Audit and quality management

Customer care departments are measured on customer service quality.

It is typical for subscribers to complain about the quality of service they receive from CSRs or a lack of flexibility available in the self-care applications they access.

The challenge can often lie in other areas of the organization such as consistent coordination between departments, network quality or poorly designed business processes.

This often leads to the care services acting as the *faithful messenger* suffering the ire of some and the reproaches of others.

Redknee's Nimvox solution incorporates a quality analytics module that measures the quality and maturity of the organization, through analysis of customer experience when interacting with self-serve applications. Nimvox can manage the quality of service delivered to customers either via IVR or customer service representatives, by answering questions such as:

- Where are issues prevalent?
- Where are the major cost centres?
- Why do repeat calls happen?
- How can we reduce call durations?
- How do we improve the ability of the customer service representatives?
- How do we improve rotation schedules?

## Redknee's IVR automation solution: ROI secured

Redknee has deployed multiple self-service solutions, tailored to each sector, enabling the acceleration of the implementation process, reducing development time, and increasing ROI.

Snapshots of these solutions are:

### **Telecommunications**

**Self-service Mobile** – a complete self-service portal designed exclusively for mobile operators. Promotions, rates, reward programs, billing, etc. for prepaid, post-paid, and corporate subscribers are all covered.

**Self-service Recoveries** – utilises both inbound and outbound calls to automate the management of recoveries, allowing customers to pay their debt by credit or debit card.

**Self-service Rewards** – automates the customer loyalty program, including balance, expiration of points, information about gifts and even redemption.

**Self-service Incidents** –also utilising inbound and outbound call generation, customers are provided with the status of issues and their resolution schedule.

**Self-service Orders** –communicates to customers the status of their orders, either when the service is called (*inbound*) or in a proactive way when changes are detected (*outbound*).

**Self-service Surveys** – is an *outbound* service enabling the automatic issuing and administering of surveys and the processing of statistical data and analysis through graphical reports via the web.

**Self-service Promotions** - A *bi-directional* service providing the customer with information on the most suitable promotions to their profile in an intelligent and unobtrusive way.

**Self-service Rates Advisor** – an inbound service providing recommendations to customers on the most appropriate and relevant rate plan based on multiple metrics ( i.e. their consumption profile, behaviour, segmentation profile, etc.).

### **Banking and Insurance**

**Self-service Telephone Banking** –provides a full telephone banking service aimed at financial institutions of all sizes. The service covers all customer inquiries such as global position, balance, latest transactions, card activation, transfers, etc.

**Self-service Banking Transactions** – utilizes bi-directional functionality so that customers are updated on the status of their transactions.

**Self-service Surveys** –an *outbound* service that facilitates the automatic management of satisfaction surveys related to banking services. Statistical data is processed and its analysis is illustrated via graphical reports.

**Self-service Car Insurance** –designed exclusively for the insurance industry covering the management of policies, modification of personal data, reports, etc.

### **Public Administration**

**Self-service CCAA** –a complete citizen services portal designed for communities.

**Self-service Appointment** - appointment management via self-service addressing the health and public service sectors.

**Self-service Notifications and Edicts** – allows public services to communicate reports, edicts, notices and messages to the community.

## Success stories



**Orange** received approximately 200,000 calls per day in their call centre that were being handled by close to 1,150 customer service representatives in various locations. Despite this abundance of resources, the centre was often overwhelmed; driving down the quality perception and increasing customer wait times. Orange had an IVR platform, but the number of automated services offered was marginal, predominantly based on dual-tone multi-frequency (DTMF) and navigation menus. Redknee worked with the customer service department on the definition and development of enhanced self-service applications aimed at specific tasks, which through speech recognition automated the majority of the contact center activities. These applications were based on the following categories:

- **Information services:** Providing clients with information on the description of the products and services sold by Orange.
- **Consulting services:** Informing clients on the status of various services including voicemail, call forwarding, roaming, consumption, balance, etc.
- **Activation services:** Enabling clients to self-serve, including promotion activations, top-ups, etc.

Thanks to these developments, Orange has managed to automate 80% of the calls handled in their contact centers, significantly reducing waiting times and improving customer satisfaction.

Redknee continues to successfully enhance this offering for Orange, providing improvements across different services for all types of customer: Prepaid, Post-paid, Business and Home.



**The Santander Group**, following the acquisition of Abbey National Bank, decided to change their entire customer care infrastructure which up until that point had been *outsourced*. With that decision, the group sought to save costs and improve implementation times of new customer services. To this end, a high performance IVR platform was implemented, with Redknee chosen as the strategic supplier to manage the migration of applications that were originally outsourced and deliver an IVR automation solution to improve the customer service and reduce operating costs.

Before its acquisition by Santander Group, Abbey had automated 30% of the calls received into their call centres. Redknee substantially improved this ratio by providing years of expertise and knowledge to the project; participating in management and migration of the services, helping to define the architecture, and integrating the services with the various platforms in the bank. Following the migration of the service, Redknee continued working with the customer, designing and developing new services, and consolidating the concept of telephone banking that has been so successful for the Spanish banking group, resulting in an automation rate today of 65%.

## Solid partnerships

The Redknee policy of alliances is focused on developing solid and stable relationships with leading industry suppliers. Redknee works closely with system integrators, consultants and technology vendors with whom they have agreements that complement their business offering.

### Business Alliances:



### Technology Alliances:



For more information, visit [www.redknee.com](http://www.redknee.com) or email [contact@redknee.com](mailto:contact@redknee.com).