



## My:Time 3.0

### Engaging the digital customer

**My:Time™ is a customer engagement solution that helps you get closer to your customers in high-value moments – the way they want to engage, digitally.**

While many enterprises have strategic initiatives to improve customer engagement, most are focused primarily on micromanaging disparate channels that create a fractured customer experience (CX) – or on designing intelligent push notification strategies with more targeted messages and personalized ads. But these approaches fail to consider critical moments in the mobile-first experience that, if neglected, will undermine your customer engagement efforts.

***The perfect time to engage is when the customer is inviting you to engage – during those high-value moments when the customer needs assistance.***

If you fail to provide help in these moments, or even just make it inconsistent or difficult to find, customers will feel more distant from you. And that's pretty much the *opposite* of engagement. But if your digital customers know they can count on you consistently in those moments throughout the lifecycle of their journey with you, when they need help, you'll build trust and earn the right to engage with them even more.

Drive persistent cross-channel engagement throughout the customer lifecycle.

 **My:Time**  
by ContactSolutions

# Digital changes everything about customer engagement.

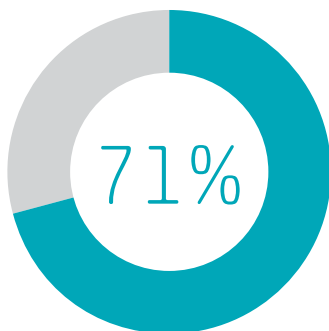
## *Can you keep up?*

Digital consumers have many choices. They expect to be able to do anything at any time, and this includes having their problems solved right away. Consumers want to interact with whatever device they choose based on what is convenient for them when they need help. It will often be their

smartphone, but may be their laptop, desktop, or tablet – depending on where they are and what they are doing when that “moment of need” arises. When that happens, they want their interactions to be quick and easy to complete, and in a way that matches their mobile-first lifestyle and preferences.

### My:Time 3.0 offers:

- Continuity of customer engagement across digital channels and devices
- Ultimate customer convenience with the ability to start a conversation, stop any time around life’s interruptions, and resume later without starting over using Start-Stop-Resume™
- Contextual in-app help with self-service, or representative-assisted interactions using App2Agent™
- Superior in-app experience with multi-media messaging capabilities and notifications
- Seamless integration into existing native mobile apps, mobile web, and web environments with easy to implement SDKs
- Full-featured agent desktop that can be standalone or integrated into existing agent or CRM environments

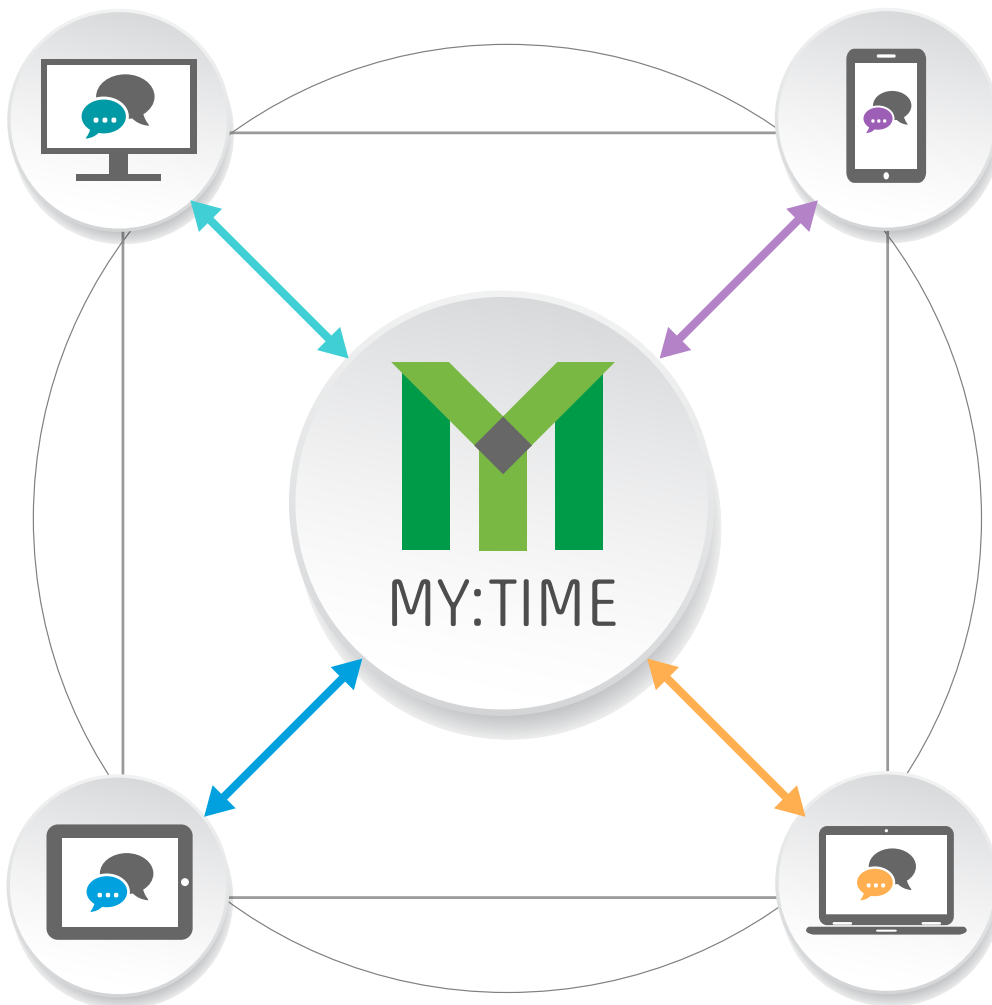


OF CONSUMERS SAY THAT VALUING THEIR TIME IS THE MOST IMPORTANT THING A COMPANY CAN DO TO PROVIDE THEM WITH GOOD SERVICE.<sup>1</sup>

– Kate Leggett, Forrester Research

# Time for a CX reality check.

The old model of customer engagement simply doesn't work. Customers don't want to do all the work to interact with you. They are busy, frustrated, and looking for the best CX options ALL-THE-TIME. If you don't build on your relationship with them in those golden moments of interaction, you've lost brand equity. My:Time allows you to meaningfully engage your customers throughout the lifecycle of interactions they have with your brand – from first interest, to inquiry or purchase, to ongoing support or future revenue opportunities. My:Time is an entirely new way to interact that your customers will love – it's truly mobile-first, because it fits around your customers' mobile lifestyles. And it provides a much better experience than web chat, email, or SMS, while providing all the convenience of these popular communication tools.





## Put your customers in control

### Mobile App Engagement

No longer do your customers have to leave your app to place a call or send an email for help. My:Time allows you to offer intelligent self-service assistance within your mobile app, then transition seamlessly to a conversation with a live representative using App2Agent without leaving the app. Unlike a phone call or web chat, your customers will enjoy the freedom from being tied to the interaction until it's completed. With Start-Stop-Resume engagement technology they will feel like they have a concierge at their disposal – able to go about their day until notified of resolution.

### Web Engagement

Because My:Time can be quickly added to any web page, you can create a cohesive digital customer engagement experience that your customers can enjoy across your mobile app, your mobile website, and your main website – in any order or combination, without having to start again, and with context maintained. Your customers can pick up their conversation on any device or computer, even if they have not downloaded a native mobile app.



## Empower your representatives

### Customer Representative Engagement

Your representatives strive to provide the best CX while ensuring they resolve customer issues in a quick, pleasing manner. But, a frustrated customer can turn that sour fast. My:Time's Agent Desktop with App2Agent and Start-Stop-Resume, and proactive notification capabilities allow better customer and representative experience and higher productivity – where escalations and wait times considerably reduce.

### CRM Engagement

Serving your digital customers is all about understanding what they need and how you can help them, and there is no better place to manage that intelligence than your CRM. My:Time is an essential addition to your CRM that complements your existing CRM engagement tools. Your engagement strategy is not complete without mobile-first, cross-channel, persistent digital engagement to interact with customers continuously and coherently throughout the customer journey.

# My:Time helps organizations achieve long-term engagement strategies.

## CUSTOMER SATISFACTION

- Improve digital customer experience
- Give the customer control
- Reduce customer frustration
- Create high-value mobile moments
- Adapt around life's interruptions

## ENTERPRISE VALUE

- Increase digital engagement
- Increase mobile app adoption
- Increase customer loyalty
- Capture missed revenue opportunities
- Improve operational efficiency
- Increase agent satisfaction

### Multiple delivery options:

- **Mobile and Web**—Use our SDKs for easy integration into existing mobile apps and web page app as the "Help Button," or we can quickly build a standalone app tailored to your specifications
- **Contact Center**—Zero to minimal integration time needed. My:Time easily integrates with your agent desktop or use our Agent Desktop Portal standalone, customized to best fit your needs

## Full-featured customer service capabilities

### Customer experience features:

- **App2Agent**—Transition customers and context seamlessly and immediately from automated app to live agent, and between web browser and mobile app
- **Start-Stop-Resume**—Provide continuity of experience across web, mobile web, or mobile apps. Start an interaction on the web, smartphone, or tablet – stop for any reason, and resume later on any device right where you left off
- **Proactive, contextual help and notifications**—Provide persistent, contextual help and notifications to assist customers when struggling and create opportunities to enhance revenue and brand loyalty
- **Activity history**—Provides customers searchable access to their interaction history all in one place for quick reference
- **Multi-media messaging**—Users can text, record audio voice notes, and share photos through mobile app and web in-app messaging, and print a copy of their web discussion

### Enterprise features:

- **Quick start**—Easy web and mobile integration via SDK, in as little as 15 minutes
- **Digital flexibility**—Add to any website or mobile web in Safari, Google Chrome, and Firefox. Add to iOS and Android native mobile apps
- **Full-featured Agent Desktop Portal**—Provides representatives and supervisors with comprehensive view of current and ongoing customer interactions right on the desktop
- **Conversation engine**—Takes advantage of proven automation technologies to drive more personalized and successful self-service right on the mobile device
- **Purpose-Built Mobile backend as a Service (mBaaS)**—Provides mobile integration with your backend enterprise systems and integration of Agent Desktop capabilities directly into your CRM system for improved workflow
- **Cross-channel data integration**—Converges data from across customer service channels, eliminating silos of information
- **Enterprise reporting**—Business intelligence on customer interactions to drive a more optimized user experience
- **Scalable, secure, reliable cloud-based platform**—Takes advantage of Contact Solutions' existing scalable, secure, and highly reliable platform which has supported billions of customer interactions



My:Time provides Boston Globe customers with a time-saving, convenient way to interact with our organization, while helping our agents with actionable data from across channels. We have not seen a comparable product on the market."

– *Robert Saurer, Director of Customer Experience and Innovation, The Boston Globe*

Make your digital customers' high-value moments count.

Contact us at [information@contactsolutions.com](mailto:information@contactsolutions.com), or visit <http://contactsolutions.com/products/mobile>

Sources:

1 Communication Channel Preferences For Customer Service Are Rapidly Changing. Do You Know What Your Customers Need? by Kate Leggett, Forrester Research, March 15, 2013

**About Contact Solutions**

At Contact Solutions, we believe customer care should be effortless for the customer and sustainable for the enterprise. Our cloud-based, voice and mobile customer care solutions reduce effort through highly personalized self-service and agent-assisted experiences, provided at the convenience of the customer. We use business intelligence to continually improve and optimize customer care so enterprises can achieve superior results at sustainable cost, while adapting quickly to rapidly changing customer demands.



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11950 Democracy Drive, Suite 250 Reston, VA 20190

[www.MyTimeMobile.com](http://www.MyTimeMobile.com) • [information@contactsolutions.com](mailto:information@contactsolutions.com) • 1.866.979.3339