



Adaptive Solutions

Increase IVR improvement opportunities

Reduce caller frustration

Increase preference for self-service

Success Starts Here

Just a few years ago, critics doubted self-service technology could give direct customer service a run for the money. Fast forward to today, and numerous enterprises use self-service technology to save money, but only a few truly make it easier for customers to get what they need through the IVR.

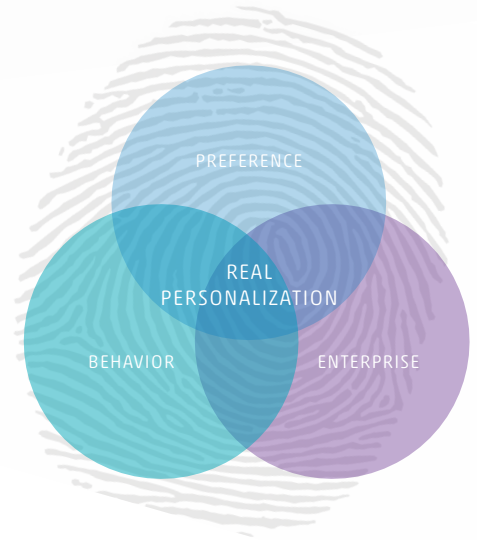
Some personalize the IVR with preference and other customer data to help customers achieve their goals. But, even the best don't have the capability to measure, analyze, and adapt to how callers behave in the IVR. And so, they are missing additional opportunities to improve both caller experience and automation rates.

Enter Adaptive Solutions

Adaptive Solutions—a behavior-based personalization solution comprised of Adaptive Intelligence and Adaptive Audio—makes your Contact Solutions IVR even better, easier, and more efficient by providing:

- Unique behavioral analytics
- Powerful reporting
- Data-driven personalization technology

The result: deeper, actionable intelligence to drive even further improvement of your self-service channel.



Real Personalization

To provide Real Personalization, an IVR must synthesize three distinct customer data sets: Preference, Enterprise, and Behavior. Other IVRs can take advantage of—at most—two of these variables (Preference and Enterprise). Only Contact Solutions has Adaptive Solutions—patented technology which measures how callers interact, then applies this behavioral intelligence dynamically to individual callers. The result is a completely personalized IVR, allowing for easier interactions, reduced frustration, and superior customer experience.



Inventing Real Customer Service™

Adaptive Intelligence

- Unique, actionable caller intelligence
- More visibility to improvement opportunities
- Actionable customer insights

With Adaptive Intelligence, you can easily align your self-service strategy with your customer' goals through behavioral analytics. By constantly measuring caller interactions at a micro level, Adaptive Intelligence enables a more proactive, quantitative, and precise approach to squeeze more value out of your contact center investment. Adaptive Intelligence:

- Continuously analyzes caller behavior in the self-service channel
- Uncovers additional CX improvement opportunities
- Provides advanced reporting to drive more informed strategies
- Powers the patented technology of Adaptive Audio

Adaptive Audio

- Better call experience
- Less caller frustration
- More preference for self-service

Not all callers are the same. Your best agents know this; they treat callers according to need. Why should your IVR be any different?

Powered by the behavioral analytics of Adaptive Intelligence, Adaptive Audio adjusts call flow and speed to caller behavior in your IVR... in real time. Callers need more time? Adaptive Audio instantly gives it to them. Callers familiar

with your system want to breeze through? Adaptive Audio dynamically speeds up voice prompts... even changes scripts so callers get what they need, faster, easier, better. Same story for callers with hearing or keypad problems. Adaptive Audio slows things down, even offering agent assistance before your callers get too frustrated and bounce.

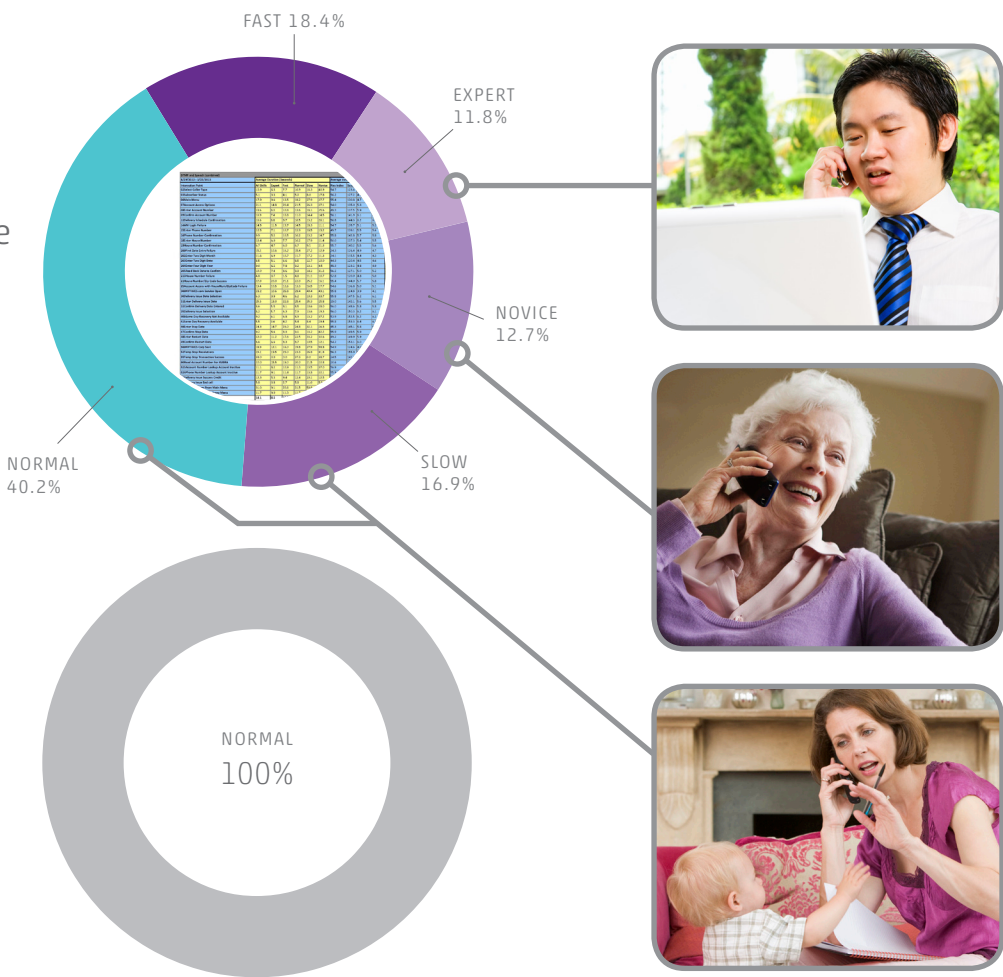
ADAPTIVE INTELLIGENCE: providing unique intelligence to enable further improvement to the customer experience, increased preference for self service, and lower costs.

WITH ADAPTIVE SOLUTIONS:

A dynamic experience for each caller

WITHOUT ADAPTIVE SOLUTIONS:

A static experience for all callers



Dustin is a busy professional dialing in to an IVR to perform routine account maintenance, which he does frequently.

Adaptive Audio speaks more quickly to move Dustin through the system fast and skips instructions that Dustin does not need.

Jane is a retired grandmother that needs customer service assistance. She is hard of hearing and not very familiar with self-service technology.

Adaptive Audio speaks slowly, provides extra time and additional instructions to assist Jane at her pace and educate her on the self service options.

Sarah is a busy mom calling customer service on while her young child vies for her attention.

Adaptive Audio adjusts dynamically to Sarah's needs, proving slower prompts when necessary so she can still complete her call amidst distractions and noise.

ADAPTIVE AUDIO: leveraging customer behavior data to constantly personalize the caller experience, increase preference for self-service, and reduce customer service costs.

Learn more about how you can leverage behavioral analytics to improve your customers' experience and reduce costs— Email Contact Solutions today at information@contactsolutions.com.

Contact Solutions invents real customer service.

Our voice and mobility customer self-service solutions reduce enterprise costs while increasing customer engagement by enhancing their experience. Our innovative Business Intelligence solutions provide enterprises access to real-time business intelligence and data analytics delivered to provide insight and superior value. **Guaranteed.**

For more, visit www.contactsolutions.com.



Inventing Real Customer Service™

© 2014 Contact Solutions, LLC. All rights are reserved.

Contact Solutions reserves the right to make changes in specifications and/or to discontinue any product at any time without notice or obligation and will not be liable for any consequences resulting from the use of this publication.

Printed in the U.S.A.

SDS.001.0003.v3 * FEB 2014

11950 Democracy Drive, Suite 250 Reston, VA 20190