



Multi-Experience Simplified

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- In this Seminar you will learn how you can fast and easily set up a Multi-Experience Customer Management Solution that helps provide an excellent customer service to your clients. The content of the session will cover Cloud Contact Center as a Service (CCaaS), Conversational AI & Automation, Customer Service Analytics, and Quality & Sentiment Analysis.

Agenda

- **What is Multi-Experience Customer Management ?**
- **How to design a Multi-Experience for your customers**
- **Cloud Contact Center as a Service CCaaS**
- **Customer Journey Management – Unified Desktop**
- **Conversational AI & Automation**
- **Customer Service Analytics**
 - **Quality & Sentiment Analysis**

Single, Multi-Channel, Omni-Channel



1 Channel is available



All Channels are available
But not integrated



All Channels are available and
integrated

... Multi-Experience

- **Customer Centricity**

- At the core of any effective customer experience is customer centricity. This means putting the customer at the center of all interactions and designing experiences that meet their needs and preferences. It requires a deep understanding of the customer journey and the ability to deliver personalized experiences across all touchpoints.

- **Seamless Integration**

- An effective customer experience requires seamless integration across all touchpoints. This means that customers should be able to seamlessly transition from one channel to another without any disruption in their experience. It requires a seamless integration of technology, processes, and people across all touchpoints.

- **Data-Driven Insights**

- To deliver personalized and relevant experiences across all touchpoints, businesses need to have a deep understanding of their customers preferences and behaviors. This requires data-driven insights that provide a 360-degree view of the customer. It can be achieved through the use of analytics, artificial intelligence, and machine learning.

- **Consistency**

- An effective omni-channel customer experience requires consistency across all touchpoints. This means delivering a consistent brand experience, messaging, and tone of voice across all channels. Consistency builds trust and reinforces brand loyalty.

- **Flexibility**

- Customers have different preferences when it comes to how they interact with businesses. An effective customer experience requires flexibility to meet the needs of all customers. This means offering a range of channels and touchpoints to meet different customer needs.

How to design an Multi-Experience for your customers 1/2

- **Define your customer personas**

- Before you start designing your customer experience, it is important to have a clear understanding of who your target customers are. You can create customer personas to help you understand their needs, preferences, behaviors, and pain points.

- **Map out the customer journey**

- Once you have a clear understanding of your customer personas, the next step is to map out their journey across all touchpoints. This will help you identify pain points, opportunities for improvement, and areas where you can provide a better customer experience.

- **Identify your channels and touchpoints**

- Based on your customer journey map, identify the channels and touchpoints that your customers use to interact with your brand. This can include your website, social media channels, email, phone, in-store experience, and more.

- **Integrate your systems and processes**

- To deliver a seamless omni-channel experience, you need to integrate your systems and processes across all touchpoints. This means that your website, social media channels, CRM, customer service tools, and other systems need to be able to communicate with each other and share data.

How to design an Multi-Experience for your customers 2/2

- **Provide a consistent brand experience**

- It's important to provide a consistent brand experience across all touchpoints. This includes using consistent messaging, tone of voice, visual branding, and more. Consistency helps build trust and reinforces brand loyalty.

- **Use data and analytics to personalize the experience**

- To deliver a personalized experience across all touchpoints, you need to use data and analytics to understand your customers' preferences and behaviors. This can include using customer data to personalize product recommendations, email marketing, and more.

- **Test, measure, and iterate**

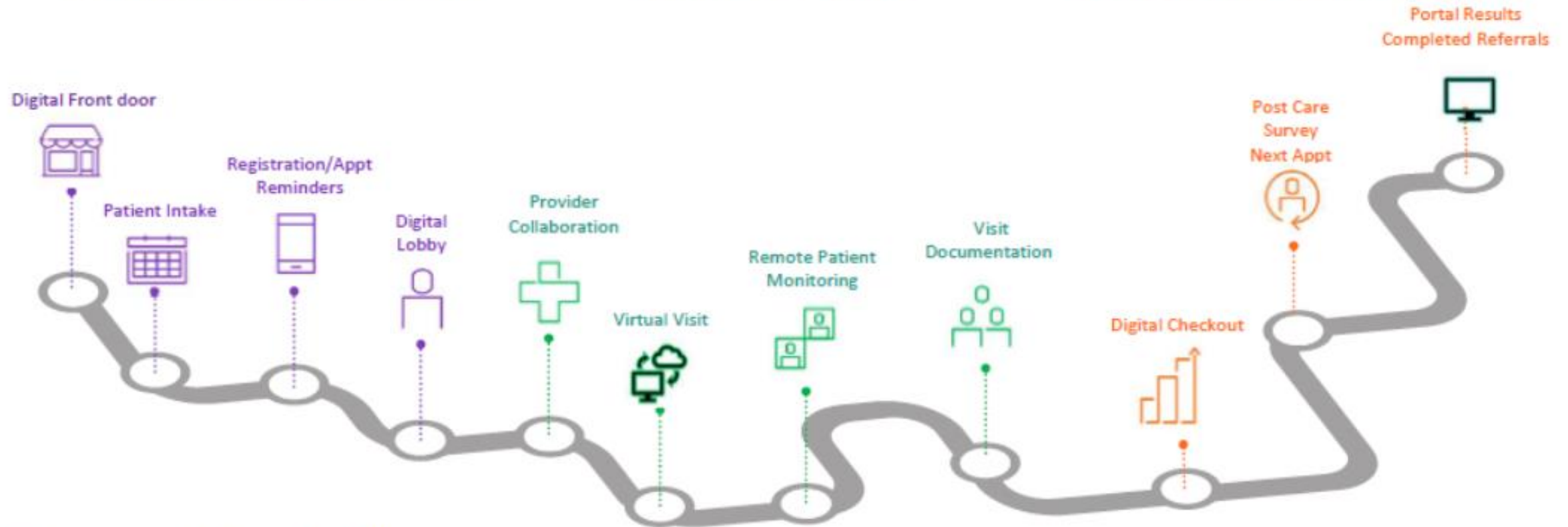
- Once you have implemented your customer experience, it is very important to test, measure, and iterate. Use data and customer feedback to identify areas for improvement and continue to refine your omni-channel customer experience over time.

Multi-Experience in digital Healthcare

Patient Acquisition

Patient Care

Patient Retention



Patients want a better healthcare experience

Patients prefer an omni-channel experience

Cloud Contact Center as a Service CCaaS



Unified Desktop - Customer Journey Management

Worklist

- HW Technical Support Vo...
● Active | 0m 46s
- Stefan Schneider
● Paused | 5m 18s
- New

Private Worklist

Customer Journey Timeline

Time	Event
Tue Apr 25 10:02 am	Call (Green circle)
9:59 am	Call (Blue dot)
9:58 am	Message (Red circle)
9:57 am	Call (Blue dot)
9:47 am	Call (Blue dot)
9:28 am	Message (Red circle)
9:17 am	Call (Blue dot)
9:16 am	Call (Green circle)
Fri Apr 21 6:14 pm	Call (Green circle)
5:41 pm	Call (Green circle)

Chat Window: HW Technical Support SMS - +4915209387439

2023-04-25 09:17 ✓ CLOSED IN

DETAIL | **TIME LINE**

In order to ensure that we can effectively handle your request, we need more information. Please provide us with the following details:

- A brief summary of the problem
- The serial number of your product
- A photo of the product in question (if applicable).

We will do our best to respond to you as soon as possible and find a solution to your problem.

Thank you for your patience and cooperation.

Sincerely,
Demo User

+4915209387439 09:19:51
I have a problem with my dryer

Demo User 09:20:34
We will send someone to fix the problem.

+4915209387439 09:20:43
Thank you

915209387439
solutions.com

Demo User
Busy | 4m 32s

Open

Presence

Unified Desktop – Agent Assistance with AI

The screenshot displays a unified desktop interface for agent assistance with AI. The interface is divided into several sections:

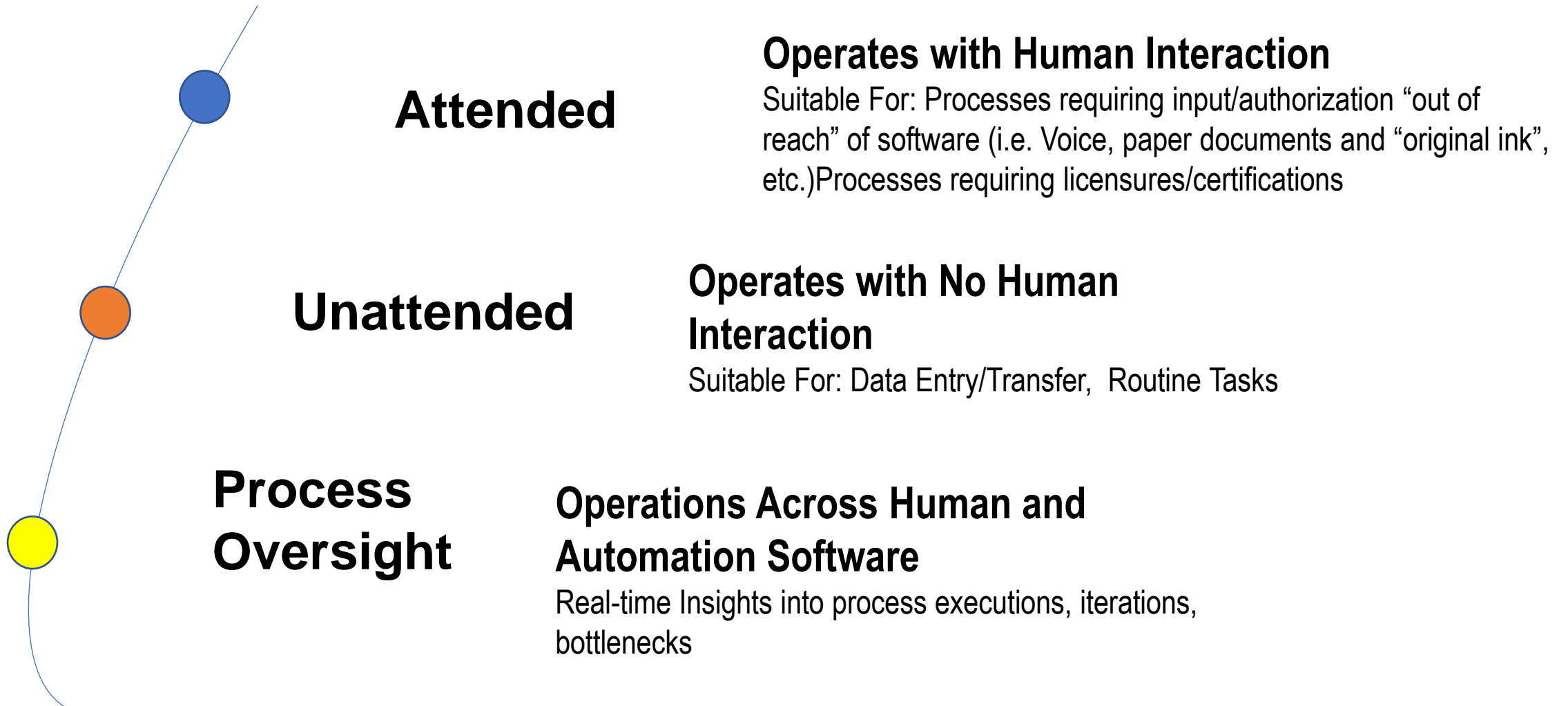
- Header:** A dark blue header bar on the right shows the user profile for "Demo User" (Busy | 6m 34s).
- Worklist:** On the left, a "Worklist" section shows a card for "John Garner" (jgarner@cct-solutions.com) who is Active | 6m 31s. Below this are icons for voice, email, and chat, along with a "New" button. A "Private Worklist" section is also visible below.
- Chat Window:** The central chat window shows a conversation with "John Garner" (jgarner@cct-solutions.com). The chat history includes:
 - Virtual Assist 11:57:21: "Thank you, now I need your email address."
 - John Garner 11:57:21: "jgarner@cct-solutions.com"
 - Virtual Assist 11:57:21: "Data from customer: John Garner, jgarner@cct-solutions.com, Technischer Support"
 - Demo User 11:57:53: "Hello, I am Julie an will help you with your problem."
 - John Garner 11:58:40: "Thank you"
 - Demo User 11:59:36: "I am sorry for the inconvenience. I will help you to resolve the issue."
- Agent Assistant:** On the right, the "Agent Assistant" panel provides AI-driven suggestions:
 - Suggested Responses..**
 - "I am sorry for the inconvenience. I will definitely help you out."
 - "I am sorry for the inconvenience. I will help you to resolve this issue."
 - Suggested Actions for Resolution**
 - "Reset the cable box"
 - "Explore Cable Tech help checklist"
- Presence:** On the far right, a "Presence" section lists team members and their status:
 - MX Demo Sales:** Daniel Homm (Busy), Marcel Goesch (Available), Stefan Kovacs (In a meeting), Uwe Kreuter (Away), Brandon Greene (Offline).
 - MX Demo Service:** Marc Hein (Available), Stefan Schneider (Available), Stephan Danz (Away), CCW Demo (Offline).
 - Others:** (Empty list)

Conversational AI & Automation

Conversational AI is a type of artificial intelligence (AI) that can simulate human conversation.

It is made possible by natural language processing (NLP), a field of AI that allows computers to understand and process human language. NLP is used to analyze the meaning of text and speech, and to generate responses that are appropriate and relevant to the conversation.

Conversational AI & Automation



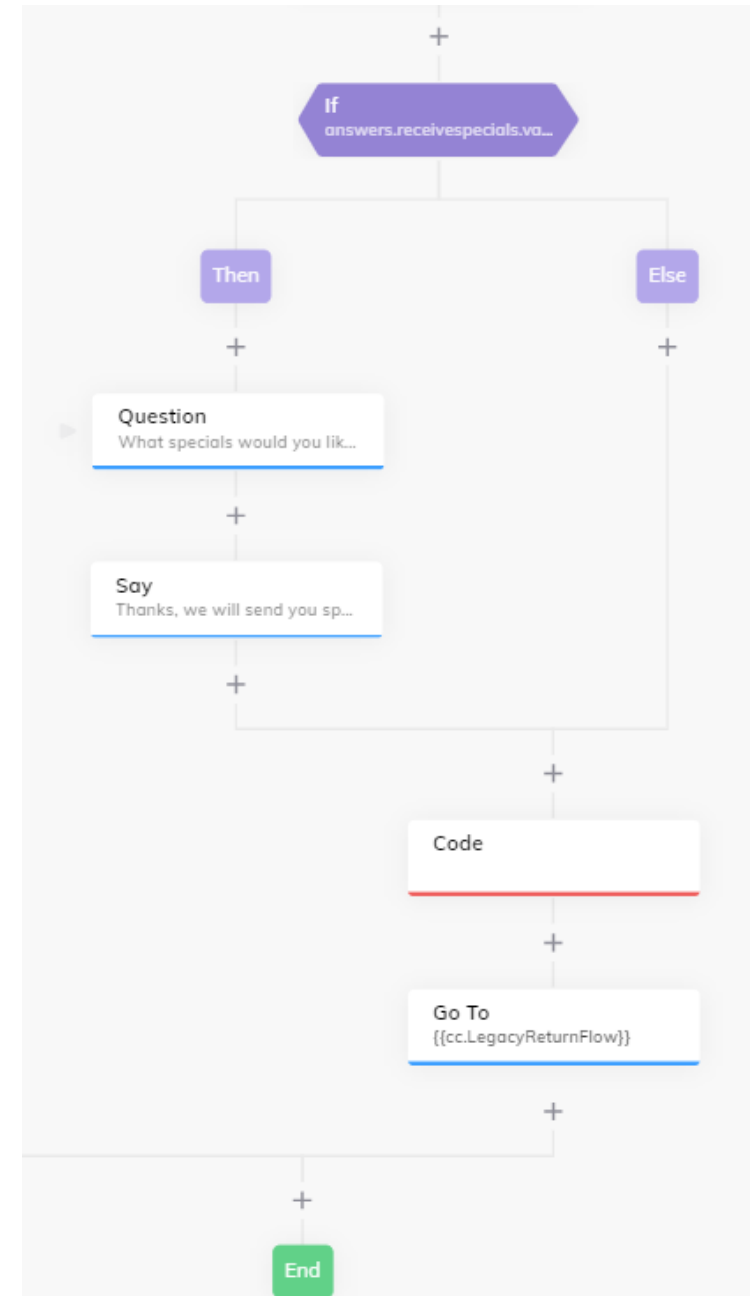
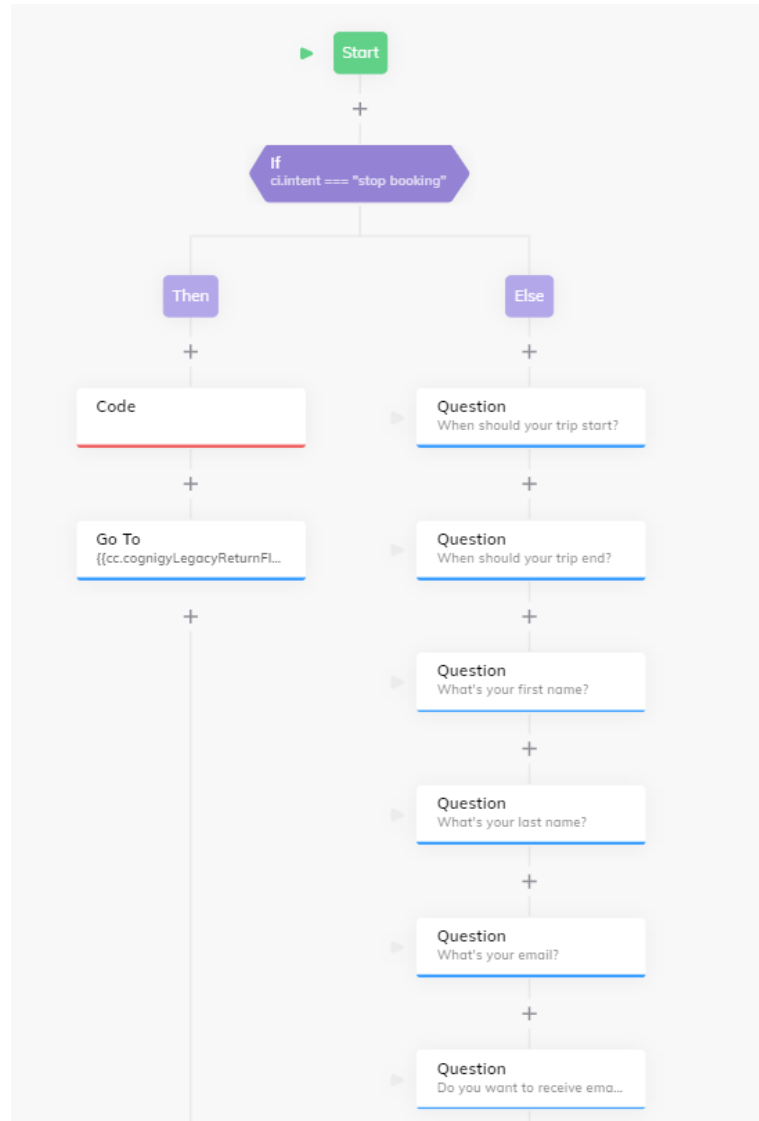
Conversational AI & Automation

Key Elements:

The AI Model

Clever Engineering

Expertise in Business Process

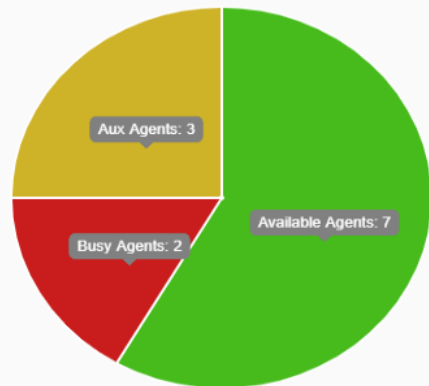


Customer Service Analytics

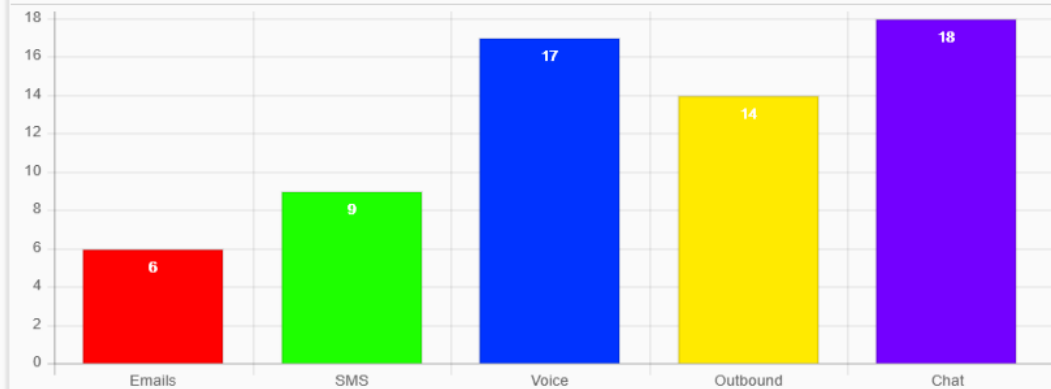
- My Reports
 - Recent
 - Favorites
 - Templates
- Dashboard
- Queue Reports
 - Interactions by Interval
 - Interactions per Day
 - Interactions per Week
 - Interactions per Month
- Agent Reports
 - Interactions by Interval
 - Interactions per Day
 - Interactions per Week
 - Interactions per Month
- Group Reports
 - Interactions per Interval
 - Interactions per Day
 - Interactions per Week
 - Interactions per Month
- Custom Reports
 - Wiedervorlage nach Gruppen new
- Survey Reports
 - Survey Report by Name

Demo Dashboard

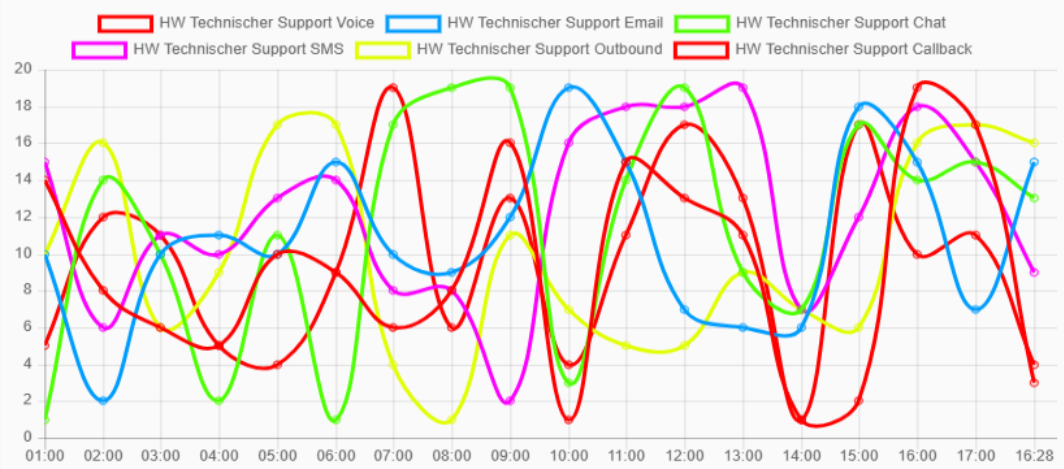
MX Voice Credit Card EN 14



Stefan Schneider ssmx



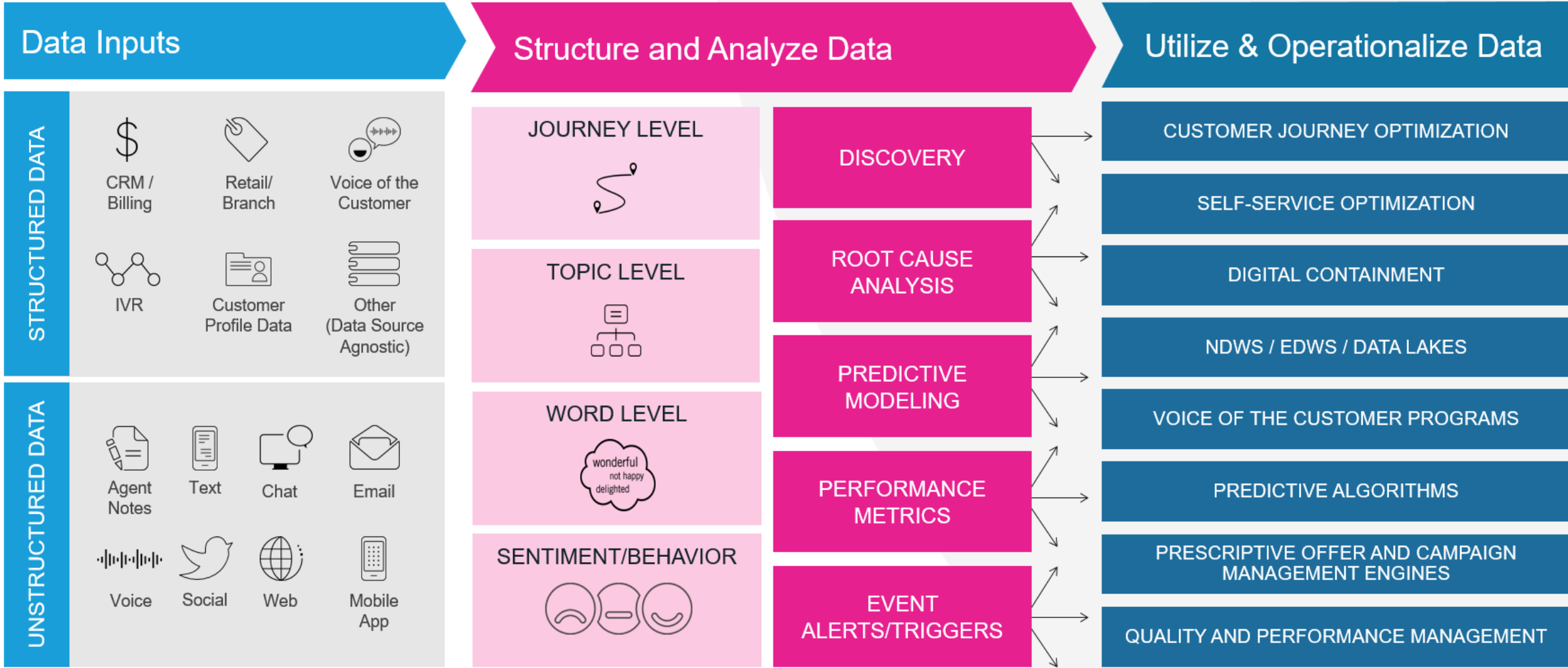
Queue Comparison Report



Contacts Waiting

9

Customer Service Analytics



Summary

- **Customer Centricity** - why do customers love your business
- **Seamless Integration** - clever engineering – better wait for V2
- **Data-Driven Insights** - you don't know what you don't know
- **Consistency** - avoid little errors – take your customers chair
- **Flexibility** – most important when building these solutions

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