Relationship Technology Demonstration
Mike Betzer – President, Relationship Technology Management
SHIFTING DEMANDS OF THE CONSUMER

The Experience Creates the Relationship

Experience Economy

Interactions / Effectiveness

Transactions / Efficiency

Experience
- Complete
- Personal
- Interactive

Technology
- Logistics
- Delivery
- Supply

Industry
- Scale
- Geography
- Demand

First Eighty Years
Last Twenty Years
Next Ten Years

S H I F T I N G   D E M A N D S   O F   T H E   C O N S U M E R

Experience Economy

Interactions / Effectiveness

Transactions / Efficiency

Experience
- Complete
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First Eighty Years
Last Twenty Years
Next Ten Years
How We Make Clients Successful

1. Identify customer experience objectives
2. Provide unique combination of agents, automation and analytics
3. Turn interactions into superior customer experiences

Successful clients
Convergys Solutions: Intelligent Interactions Help Clients Retain And Grow Customers

Proactive Service
- Intelligent Notification
- Event Monitoring
- Outbound Messaging

Self-Service
- Intelligent interactions
- Voice portal leader
- Global infrastructure

Assisted Service
- Best practices
- Domain expertise
- 60,000+ agents
Convergys Intelligent Interaction

<table>
<thead>
<tr>
<th>PERSONALIZED</th>
<th>Smarter solutions that know what customers need – sometimes even before they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTIMIZED</td>
<td>Faster and simpler transactions to minimize customer frustration</td>
</tr>
<tr>
<td>SECURE</td>
<td>The right level of secure capabilities when they are needed</td>
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A Day In The Life Of A Customer – Mark

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Paying Healthcare Claim</td>
</tr>
<tr>
<td>2</td>
<td>Checking Bank Balances</td>
</tr>
<tr>
<td>3</td>
<td>Managing Wireless Usage</td>
</tr>
</tbody>
</table>
Demo Setup: Paying Healthcare Claim

**SCENARIO**
- Mark has problem with healthcare claim
- He has insufficient funds in his account
- Conducts transaction but gets disconnected

**Customer Experience Without Convergys**

1. Notified about claim problem via email or snail mail
2. No alert until customer checks mail
3. Routed to generic IVR
4. Long menu tree before speaking to a live agent
5. Common to repeat information every time
6. Frustrated by long, painful and time consuming process
Demo: Paying Healthcare Claim
## Demo Summary: Paying Healthcare Claim

### Scenario

"Attentive Healthcare benefits through improved service"

### Customer Experience With Convergys

<table>
<thead>
<tr>
<th><strong>Personalized</strong></th>
<th><strong>Immediate, proactive contact via text message</strong></th>
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<tr>
<td><strong>Personalized</strong></td>
<td><strong>Mark decides when to contact Attentive Healthcare</strong></td>
</tr>
<tr>
<td><strong>Personalized</strong></td>
<td><strong>Proactive recommendation based on customer behavior</strong></td>
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<tr>
<td><strong>Optimized</strong></td>
<td><strong>Anticipates customer call based on notification</strong></td>
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<tr>
<td><strong>Optimized</strong></td>
<td><strong>Reconnects where the call left off</strong></td>
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<tr>
<td><strong>Outcome</strong></td>
<td><strong>Intelligent, automated solutions</strong></td>
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</table>
Demo Setup: Checking Bank Balance

SCENARIO

Mark checks his bank account to ensure his paycheck was deposited

Customer Experience Without Convergys

1. Customer calls into bank IVR system
2. Selects from long menu tree
3. Long and difficult security enrollment process
Demo: Checking Bank Balance
Demo Summary: Checking Bank Balance

SCENARIO

Trusted National Bank benefits through improved service

Customer Experience With Convergys

<table>
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<tr>
<th>Optimized</th>
<th>Predict customer call based on history</th>
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<tr>
<td>Personalized</td>
<td>Real time use of customer data</td>
</tr>
<tr>
<td>Secure</td>
<td>Fast and easy security enrollment</td>
</tr>
<tr>
<td>Outcome</td>
<td>Quick transaction with added security</td>
</tr>
</tbody>
</table>
Demo Setup: Managing Wireless Usage

SCENARIO

- Mark is a valued customer of Leading Edge Mobile
- His son has exceeded the allowed monthly text limit

Customer Experience Without Convergys

1. Problem not discovered until bill payment
2. Calls about his bill and navigates through IVR to talk to an agent
3. Agent has no prior knowledge of the issue, so Mark has to explain
4. Agent advises Mark of different plans
5. Mark changes plans but is annoyed by the amount of time taken
Demo Setup: Managing Wireless Usage
Demo Summary: Managing Wireless Usage

SCENARIO

Leading Edge identifies this as a potential churn indicator and proactively engages with Mark

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<th>Customer Experience With Convergys</th>
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<tr>
<td><strong>Personalized</strong></td>
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<td>Proactive text alerts about potential issue</td>
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Convergys Solutions: Personalized, Optimized, Secure

**Proactive Service**
- Intelligent Notification
- Event Monitoring
- Outbound Messaging

**Self-Service**
- Intelligent interactions
- Voice portal leader
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**Assisted Service**
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Intelligent interactions help clients retain and grow customers