

PROACTIVE

**CONNECT WITH
MORE PEOPLE IN A
HEARTBEAT**





MULTI-CHANNEL CUSTOMER CARE

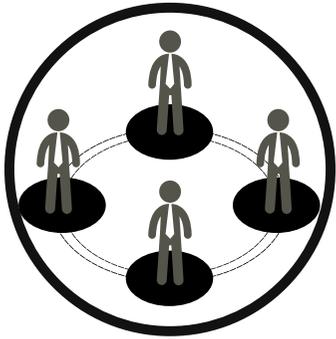
ProActive Customer Care is our multi-channel communication tool that lets businesses of all shapes and sizes connect with people and share everything from important updates to payment reminders, reducing inbound calls and freeing up valuable agent time.

Even more pressingly, it helps you divert potential crises by communicating issues before they snowball into disaster.

When the need arises, you can reach out to every single person in your database in a heartbeat, putting vital information at their fingertips before they've a chance to become frustrated.

Today's customers expect to be kept informed, contacted, wherever they are, and on the device of their choice. They expect you to be ahead of the game.

In this eBook, we'll show you how being Proactive is key to satisfying today's customer expectations. And how it can be pretty rewarding financially for your business.



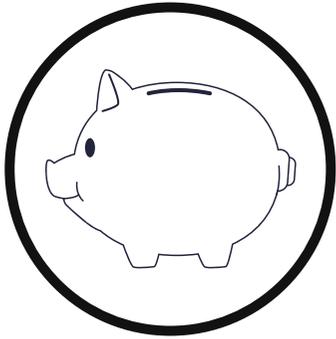
CONNECT
REGULARLY.
CONNECT
ECONOMICALLY.

ProActive gives you the ability to stay in touch with customers and users, regularly, effortlessly and economically.

Launch small, medium or large-scale automated messages in a matter of minutes, connecting with people in real-time by voice, sms, messaging app, without any agent intervention. Saving a huge amount of time, money and hassle.

ProActive has a diverse range of uses from customer care messages, updates and reminders, getting feedback through to sales/marketing campaigns - the list is endless.

So whether you're sending disruption to service messages (weather, traffic, outage), delivery updates, payment due alerts, back in stock, tickets now on sale messages, you can let people know instantly.



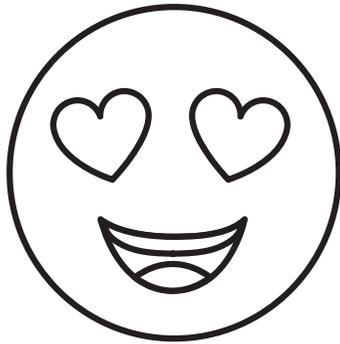
IT COSTS A
LOT LESS
TO BE
PROACTIVE

Being proactive is about anticipating and responding to customer questions before they say or do anything. It's a simple, powerful way to boost customer satisfaction, and reduce demand on your contact centre.

For example, by letting people know their deliveries are going to be late, they don't waste their time waiting. They don't contact you, angry and frustrated. What's more, they don't even have to go online to track the delivery status and find out for themselves. You have the info, you have their details. **Why wait for customers to contact you?** You already have the answer to their expected, unasked question.

You can take advantage, use the opportunity to turn what could be a miserable, poor customer experience, into an exceptional experience - all without any agent intervention.

It costs a hell of a lot less to be proactive, then to service unhappy, frustrated callers.



STEER CUSTOMERS TO GUARANTEED SATISFACTION

Businesses are turning to proactive messaging to steer customers in a direction that'll virtually guarantee higher levels of satisfaction. Streamlining the journey, taking them down the route that'll minimise the need for them to make contact, which in turn results in reduced servicing costs.

Keeping people in the loop means they'll only call when they need that something extra - the real value adding stuff your agents love to deal with. Putting you top of the pile for customer communications and employee engagement.

An automated, flexible, dynamic solution ProActive will help you connect and drive people in the direction you want them to take, ensuring they get the best possible experience on that journey. Helping you to provide an exceptional service, boosting customer satisfaction whilst making some significant savings.



ABOUT US

CALL US 0333 566 0000 OR EMAIL
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We develop automated, self-service solutions. Technology that makes life easier for your agents and customers. Self-service applications that enable businesses to reduce customer service costs through automation, across all channels - voice, chat, sms.

From IVA, IVR, chatbots and voice assistants to biometrics, our solutions allow businesses to create customer experiences that exceed expectations at all levels. Our dedicated in-house development team are experts in automated, self-learning AI technologies that help businesses perform better. In the Cloud, on-premises: any way our clients want it.

We deploy our solutions around the World, with a local approach, a personal touch. And support our global clients in exactly the same way, 24 hours a day, 7 days a week.

