

As contact centers have become more complex and customers more demanding, your customer-facing employees—regardless of experience or knowledge—are expected to deliver personalized, positive experiences in every customer interaction. Yet complex processes, silos of knowledge, multiple communication channels and a host of disparate, disconnected applications often result in sluggish and ineffective service. What’s needed is a way to bring your Customer Experience Management (CEM) strategy to life in a realistic, operational model that grows your business while improving operational results.

Best Practices for Guiding Your Employees to Deliver on Your Brand Promise:

- Create a culture where connecting with the customer is encouraged, supported and rewarded.
- Provide guidance, not stilted scripting—customers immediately know when an agent is disconnected and reading.
- Make it super EASY to connect with a live person when desired.
- Provide visibility into the value of the customer and their loyalty so that agents can interact accordingly.
- Lose the silos. Present “ONE” organization regardless of how a customer chooses to connect.

Guiding Winning Conversations

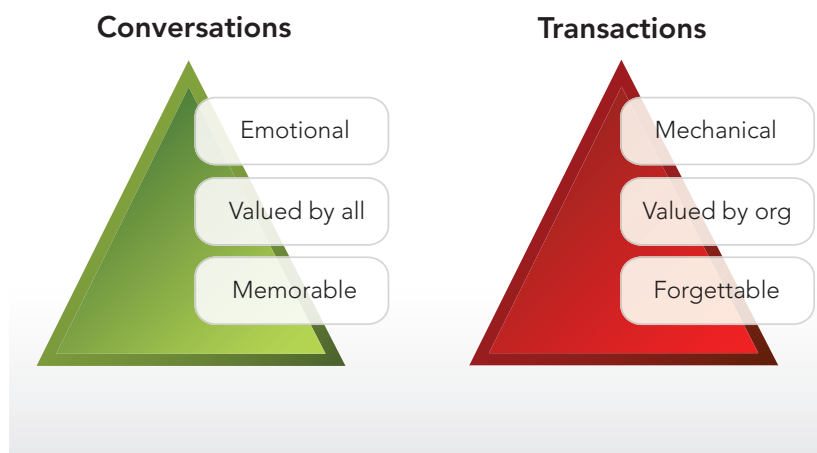
Customers value the deeper connections that are formed through true conversations, not merely “transactions.”

Conversations, Not Transactions

How can you get to these deeper connections with customers that foster brand loyalty? It all starts with “winning conversations” that link to your brand promise and differentiate you from your competition. Traditionally, customer service has been viewed as a series of transactions. However, in today’s hyper-competitive environment where customers are more sophisticated and less brand loyal, real, connected conversations offer the best opportunity to engage and keep customers happy and earn their repeat business. Whereas “transactions” are typically a mechanical and forgettable exchange, winning conversations are consistent, intentional and memorable—all hallmarks of a successful customer experience.

Winning conversations should:

- Create an emotional bond with the customer
- Be connected to their personal situation
- Be valuable to the customer ... not just to the company
- Leave a lasting memory—a positive experience so powerful that it burns a memory of your company’s brand into your customer’s mind



Technology and CEM

“When you look at technology in the context of Customer Experience Management (CEM), it needs to embrace CEM methodologies, enable the delivery of the brand promise and measure the experience. We all know that it's the employees—the contact center agents, advocates or customer-loyalty representatives—who deliver the customer experience. So the technology must equip them with the right content, resources and guidance to consistently deliver the designed experience, yet be flexible enough to let them move off center when necessary.”

– Shaun Smith, smith+co, Customer Experience Consultancy

How Can You Ensure a Winning Conversation ... Every Time?

That's where an intelligent, real-time guidance system comes in. You want to capture, measure and act upon everything you know about your customer—as well as how your employees are performing against their individual and team goals.

Intelligent guidance:

- Leverages the insight you have about each customer in

the context of every interaction

- Insulates agents from those segments of the interaction that add no value by removing them or automating them behind the scenes. This frees up the agent to truly interact with the customer in a way that the customer finds most valuable.
- Changes as you learn more, getting better and smarter with each interaction
- Leads employees and customers down the right path to the best result—every time

An intelligent, real-time guidance system, such as Cincom® Synchrony™, helps drive higher levels of customer loyalty, accelerate organic growth and improve operational metrics and savings. It guides employees through complex processes, back-end systems and workflow, and leverages the insight you have about each customer in the context of every interaction. Using a powerful combination of intelligent, real-time guidance, expert recommendations, and a customer-focused unified agent desktop, your employees are equipped to deliver winning conversations again and again.

About Cincom Synchrony

Cincom recognizes that it is your people—your customer-facing employees—who represent your brand. And in each conversation, it is the experience that they deliver to your customer that either builds value for your brand or destroys it. It is a powerful role to play. Cincom is focused on helping companies and its employees to consistently deliver experiences that not only build your brand, but are valuable to both your customers and to your organization. Cincom does this by offering a Customer Experience Management Solution that guides employees to deliver winning conversations. Cincom Systems, a global leader in the software industry, has been at the forefront of Customer Experience Management for over a decade, earning the respect of industry experts with its innovations, performance and results. Learn more at <http://winningconversations.cincom.com>.

Cincom, the Quadrant Logo and Simplification Through Innovation are registered trademarks of Cincom Systems, Inc. All other trademarks belong to their respective companies.

© 2010 Cincom Systems, Inc.
FORM SYUS1003026 6/10
Printed in U.S.A.
All Rights Reserved

World Headquarters • Cincinnati, OH USA US 1-800-2CINCOM (1-800-224-6266) • International 1-513-612-2769
Fax 1-513-612-2000 • E-mail info@cincom.com • <http://www.cincom.com>

