



## Content-Based Applications Contact Centers In-Line

### Reduce Costs

Benefit from quicker ramp-up time of agents, arm them with all of the information they need and reduce average call time.

### Turn Your Call Center Into a Profit Center

Automate the display of promotional offers and scripts to agents during the selling portion of a customer call.

### Improve Quality of Service

Increase customer loyalty by using the most effective and current information to solve customer issues.

### Organize and Manage Contact Center Knowledge

Optimize the management and use of product, support and marketing information. Segment. Profile. Publish.

### Act on Content Analytics in Real-time

Get immediate feedback from agents and customers. Discover how to resolve customer cases faster. Determine the best way to improve operational efficiency across multiple agents, call centers and geographies.

## Solve faster. Sell more. Optimize agent productivity. Take your contact center to new heights.

**Give your agents the product, support and marketing information they need before they even say "hello."**

What if your agents could automatically be provided the right information to handle a customer's call? What if your agents could find the answer to a question in less than five seconds? What if you could ensure agents are using the latest product data, marketing programs and promotional scripts?

### Are Your Agents Overloaded with Information?

You know the challenge well. If your contact center is like most, you're feeling the pinch – more customer interactions, more products, and a reduced budget. Additionally, there's an overwhelming amount of content; documents, troubleshooting guides, web sites, knowledgebases, sales manuals and emails that flow through your organization. Worse still, you need to continually and rapidly train new agents. And a corporate mandate requires your staff to encourage customers to upgrade to a new, higher margin, product line.

### ACD, CTI, IVR, CRM... but What Next?

You've also made considerable investments, and have reaped the benefits

from mature contact center technologies...but what can you do next to control the exploding content challenge you are facing? When reporting on technology deployments within contact centers, Gartner stated that many of best-ranked call centers are now turning to knowledge solutions to improve operations. It is at this critical customer touch point, where knowledge matters most to solve a customer need, and hidden opportunities exist to gain additional productivity from your contact center.

### InStranet's 2nd Generation Knowledge-Based Applications: Improve Agent Productivity and Optimize Call Center Content.

InStranet's Contact Centers In-Line application delivers the relevant product, support and marketing content to agents according to their role, skill set, day-to-day objectives, and call context. To ensure that your operation is running smoothly, and profitably, InStranet provides real-time monitoring of agent readiness and enables agents to implement and automate cross-selling tactics. Relevant, up-to-date product content and selling strategies ensure customer satisfaction...and loyalty. All thanks to Contact Centers In-Line.

## Features of Contact Centers In-Line

- Supports complete content and document lifecycle for call center agents, product and marketing managers: publish, communicate, evaluate and manage product and support documents.
- InStranet provides call center managers with an easy-to-use content "dashboard" which measures content usage by agent, as well as the effectiveness and operational efficiency of all content.
- Enables powerful segmentation capability of product and support information allowing for immediate access to relevant information.

## Initiatives Supported by CCIL

- Self-service
- Training
- Workforce Management
- Up-sell and Cross-sell
- Outsourcing
- Multi-channel Service

## Business Results and ROI

- Decrease call-handling times by 10% or more.
- Increase first call resolution by over 30%.
- Reduce agent-training times.
- Increase correct answers (quality of service) by over 20%.

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