



Multi-Channel Knowledge Applications

Contact Centers In-Line™

Companies worldwide are using **Contact Centers In-Line** to optimize their channel communications



A global wireless carrier reduced call volumes by 10%, increased retention sales by 12%, and saved \$5M in the first year.



The mortgage subsidiary of one of the world's largest financial institutions reduced knowledge search times by 65% and lowered call escalations by 12%, resulting in an annual savings of \$4.2M.



A major U.S. provider of wireless voice, messaging and data services improved operational efficiencies and simplified knowledge delivery by eliminating hundreds of daily emails sent to thousands of users.

Drive sales and service with the delivery of sustainable, consistent knowledge across all customer touchpoints.

How you manage knowledge across channels — contact centers, retail outlets, brokers and dealers, or Web self help — has a critical impact on customer service quality, costs and revenues. InStranet's **Multi-Channel Knowledge Applications** make it easy to transform the information across your organization into knowledge your channels can act on.

InStranet's award winning **Contact Centers In-Line™** application manages and automates the delivery of profile-based content and knowledge to every customer channel. While many business applications focus on transactional data about the customer - account balances and purchase history, for example – **Contact Centers In-Line** makes the information your customer touchpoints need, about your products, services and offers, immediately and accurately available.

Global 2000 companies in the telecommunications, financial services and other industries have put **Contact Centers In-Line** to work for them, measuring dramatic results on key metrics such as:

- Increased customer loyalty
- Improved first-contact resolution
- Lowered costs per call
- Increased revenue with every customer interaction
- Reduced call volumes
- Improved agent satisfaction

Contact Centers In-Line Benefits

Deliver Quality and Consistent Service

- Provide consistent and accurate service and sales information to all customer touchpoints - contact center agents, channel sales and Web self-service - faster.
- Deliver customized content to agents in the form they can best use to resolve calls.

Earn Greater Customer Loyalty

- Personalize service with a more thorough understanding of the information that will most help customers.
- Empower customers by providing them a Web self-service option.

Leverage Interactions and Increase Revenue

- Capitalize on sales opportunities with offers adapted to customer needs while optimizing service.
- Know more about what a customer is looking for and expects.

Reduce Costs

- Optimize business processes across all channels.
- Lower agent and channel training costs.
- Simplify management of content and knowledge delivery.

Improve Employee Productivity

- Better inform agents for greater first-contact resolution.
- Simplify access to entire knowledge base with a single point-of-entry.
- Personalize content display based on user profiles.
- Know what your agents know and train them accordingly.
- Increase agent satisfaction and empower them to improve their productivity on their own.

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Multi-Channel Knowledge Applications

InStranet's **Contact Centers In-Line** application provides a series of **Multi-Channel Desktops** that enable improved interaction between your customers, and the agents and representatives who speak to them.

Customers reach out to your sales and service channels for one reason: to get answers as quickly as possible. If they don't, you risk lowered customer satisfaction and potential lost revenues. InStranet makes it possible to get them the right information quickly, whether they come to you through your call centers, the Web or one of your other sales channels.

KNOWLEDGE VALUE CHAIN

Quality service, customer loyalty and revenue is directly affected by the information challenges in your Knowledge Value Chain. InStranet helps you resolve these challenges.

	 MARKETING	 MANAGERS/TRAINERS	 AGENTS	 SALES CHANNELS	 CUSTOMERS
Objectives	Increase market share, loyalty and retention.	Increase productivity and revenue while reducing costs.	Solve customer questions while meeting servicing and sales goals.	Quickly resolve customer issues and suggest appropriate products and services.	Get the right answer, quickly, the first time.
Challenges	Lack of field awareness of the latest policies, procedures and promotions.	No way to alert agents immediately and understand who needs training.	Inability to find accurate consistent, up-to-date information.	Knowing where to look, what's new and what's changed.	Receiving quality customer service.
InStranet	Delivers sustainable, consistent knowledge across all customer touchpoints.	Keeps agents up-to-date.	Automates profile and context based knowledge delivery.	Personalized knowledge adapted to the sales channel and the customer.	Increases loyalty and satisfaction.

Multi-Channel Knowledge Applications

A complete solution, **Contact Centers In-Line** comes with desktops devoted to back office functions as well as content administration and deployment so you can easily deliver consistent and profile-based knowledge to your customer touchpoints, monitor user awareness of this information, and quickly react if your representatives need additional training or coaching.

Back Office Desktops

Manage teams, training, and knowledge



Publisher Desk
Supports the entire publishing process



Trainer Desk
Allows managers to monitor and measure agent knowledge



Analyzer Desk
Helps assess the value of content and ensure agent awareness



Administrator Desk
Allows administrators to define users, content, and processes

CONTACT CENTERS IN-LINE™

Agent Desk
Enables agents to instantly find up-to-date, context-sensitive information



Self-Service Desk
Empowers customers to handle simple inquiries



Sales Channel Desk
Delivers contextual knowledge to resellers, brokers, and retail outlets



Front Office Desktops

Manage all customer touchpoints

Structure your knowledge for better customer interactions

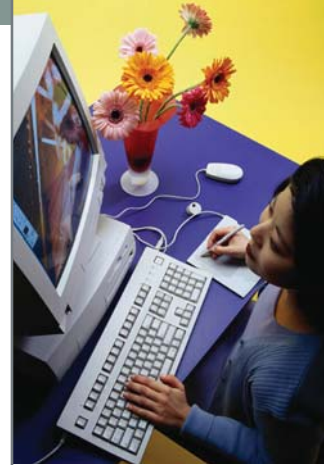
If you architect a custom solution to make key information available to the right people at the right time, you risk ending up with an ineffective system that needs ongoing maintenance and troubleshooting. Worse, you may not be sure your customers are getting the information they want and need.

InStranet improves on the traditional approaches to knowledge delivery. Instead of adding new tools and new layers of complexity to an already complex environment, InStranet offers one unified knowledge application with a single point of administration, ensuring consistency across all your sales and service channels.

Learn what ROI to expect: InStranet's Quick Insight Program

InStranet understands you want to find every opportunity you can for improving the effectiveness of your sales and service channels. That's why we've created QIP —our Quick Insight Program—where we assess the productivity of your representatives and their ability to get answers to customer questions.

QIP is a fast on-site program that assesses your customer touchpoints and whether agents and representatives can easily access critical information. QIP identifies areas for improvement with a focus on reducing call times, increasing up-sell rates and improving the accuracy of information provided to customers. Your on-site evaluation is followed by a report documenting findings and recommendations.



InStranet Delivers in Weeks: Our 3x3x3 Approach

QIP is the first of three stages in our delivery of solutions, and we've structured them so that you understand clearly the value and ROI we offer at every stage.

QIP Analysis

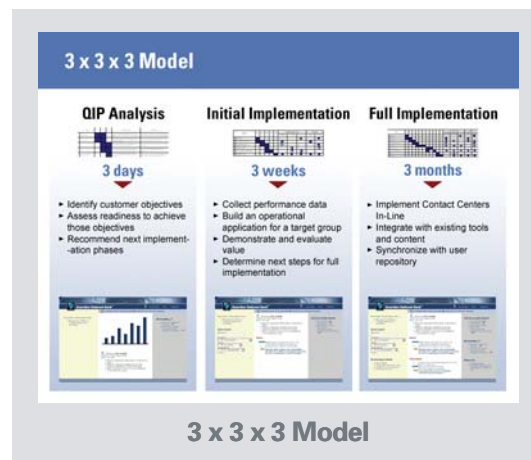
In three days you'll have a report outlining appropriate solutions, a first business case estimate, and a recommendation for initial implementation.

Initial Implementation

In three weeks you'll have a working application that shows you first results.

Full Implementation

In three months Contact Centers In-Line will be operational and synchronized with other projects, applications, and tools.



About InStranet

InStranet is a worldwide leader of multi-channel knowledge applications. Global 2000 companies rely on InStranet's solutions to automate content and knowledge delivery for contact centers, field sales and Web self-care for servicing and sales initiatives. InStranet's Multi-Channel Knowledge Applications enable businesses to securely create, manage and deploy critical profile-based content for enterprise channels, and to analyze results to identify key successes or areas for improvement. Visit www.instranet.com for more information.

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