



Creating Digital Customer Relationships

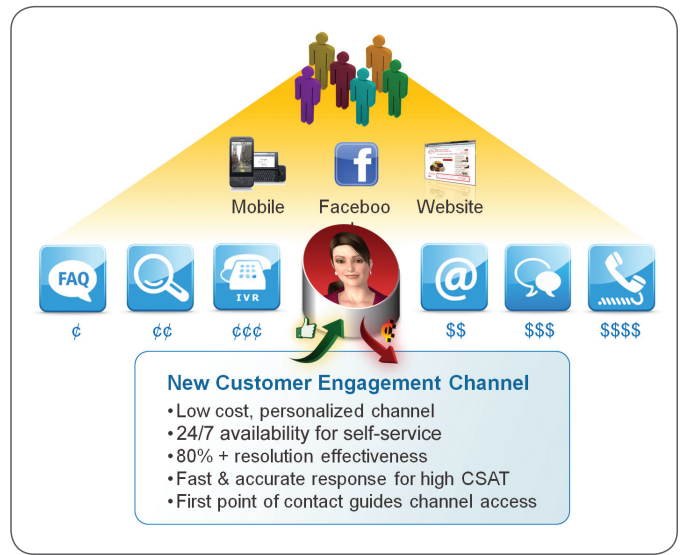
The First Intelligent Virtual Agent for Salesforce and Service Cloud

An Online Customer Service Dilemma

Your customers live online and demand that you do too. Companies that offer convenient, timely, 24/7 self-service options accessible via the Web, mobile devices and social media realize improved conversion rates, higher average order value, and higher customer satisfaction and retention—all at lower cost. Are you ready?

Traditional self-service options such as search and FAQs, are low-cost, easy to implement, and accessible 24/7, but can deliver an overwhelming number of responses requiring more user effort to find what they need and only a 50% resolution rate. Alternatively, assisted-service channels offer customers a higher resolution rate and a personalized experience, but at a much higher price tag. Long wait times and limited availability hours fail to impress an audience used to 24/7 access via the online venues they use daily.

With VirtuOz Intelligent Virtual Agents (IVAs), companies no longer have to choose between offering excellent customer service and improving operational performance.



Creating Digital Customer Relationships: Intelligent Virtual Agents

VirtuOz IVAs provide a new customer engagement channel that meets the high expectations of today's online customer. IVAs are sophisticated digital personals that emulate the knowledge and performance of a company's best marketing, sales or support professional, offering convenient, timely, and consistent 24/7 self-service.

Leveraging advanced natural language processing and predictive intent analysis, IVAs engage consumers in an online dialog, quickly determine the consumer's need and either immediately addresses the issue, or seamlessly direct them to an assisted-service channel to achieve 100% resolution. When the IVA channels the consumer, the full conversation transcript is passed along to expedite resolution. This not only improves CSR productivity by 15%, but also increases customer satisfaction 10% by eliminating the need for the consumer to re-state their issue. Companies can expect a 22% deflection rate from their call center, and an 80%+ resolution rate at 10% of the cost of traditional service channels.



VirtuOz for Salesforce allows you to:

- Engage:** Connect with consumers via the entry point that they prefer.
- Converse:** Rapidly and accurately identify consumer issues in a personalized, conversational style—powered by patent pending natural language processing.
- Respond:** Address consumer needs with an 80% or higher resolution rate.
- Channel:** When appropriate, direct consumers to the right human-assisted channel for 100% resolution.
- Listen:** Increase insight into consumer issues and behaviors and implement continuous improvements to content.
- Measure:** Monitor ROI and KPIs to improve the performance of your IVA as it takes on a broader mission and role in your CRM suite.

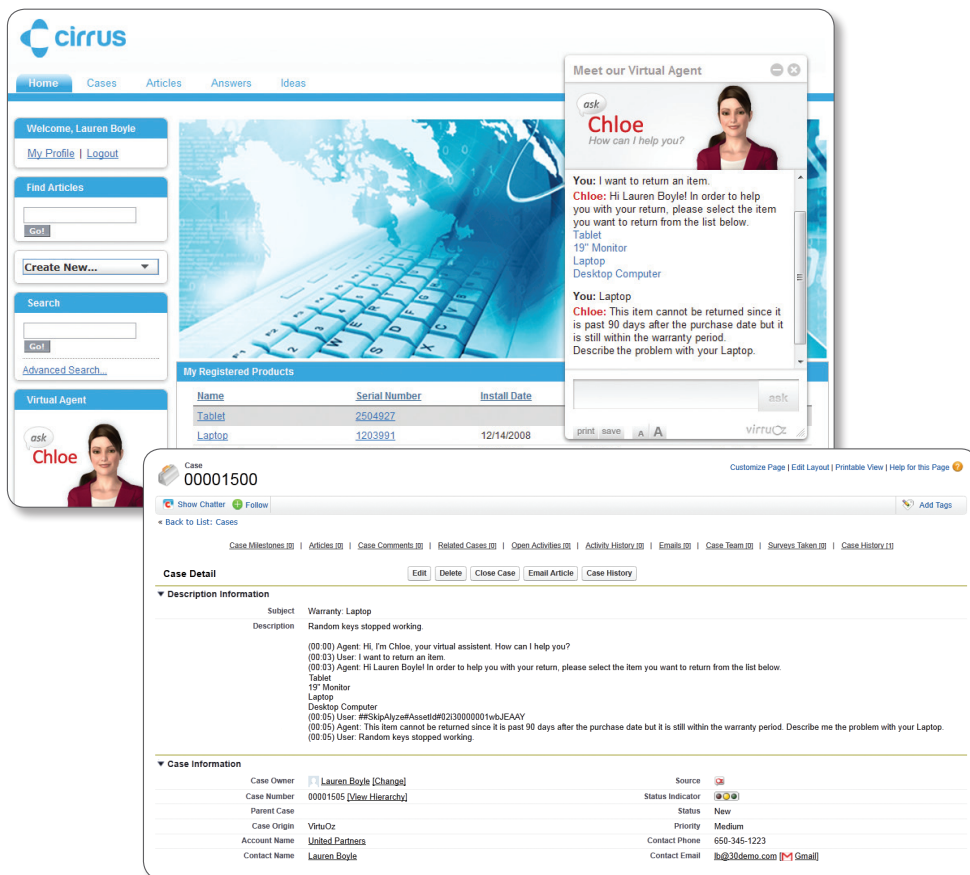


Creating Digital Customer Relationships

The Perfect Complement to Salesforce and Service Cloud

VirtuOz IVAs for customer support complement and integrate with Salesforce and Service Cloud to provide the highest quality customer self-service experience at one-tenth the cost of traditional channels. Specific points of integration include:

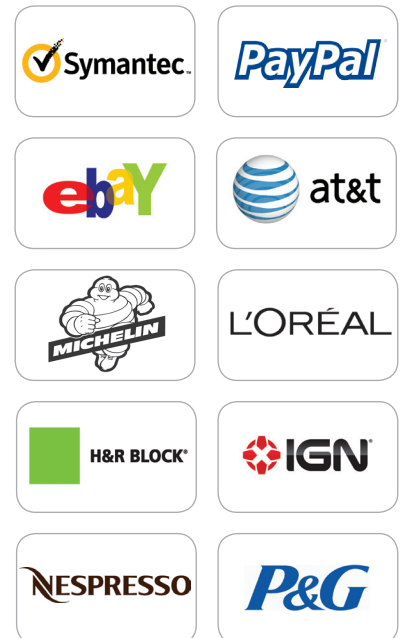
- Deploy IVAs from the Service Cloud Customer Portal or your company website.
- Deliver personalized engagement through integration with Salesforce account profiles.
- Tailor responses for each individual customer issue while consistently adhering to business policies based on integration with Entitlements and Contracts.
- Automatically open and populate case details on behalf of a customer, with no CSR interaction.



Why Chose an Intelligent Virtual Agent for Customer Support?

- 22% Deflection rate from call center
- 90% Cost reduction over traditional service channels
- 80% Resolution rate
- 15% Increase in CSR productivity
- 10% Increase in customer satisfaction

Trusted by Leading Companies:



VirtuOz is a certified Salesforce.com AppExchange Partner.



To find out more, contact VirtuOz at +1 (415) 202-5709 or visit www.virtuoz.com