

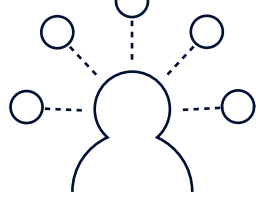
Reinventing customer experience in digital time

AI powered, seamless experience across the customer journey

Customer expectations have changed



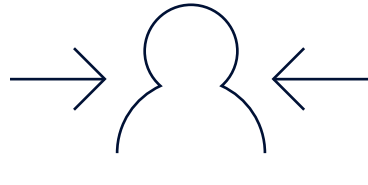
Omni-channel
Use my channel of choice



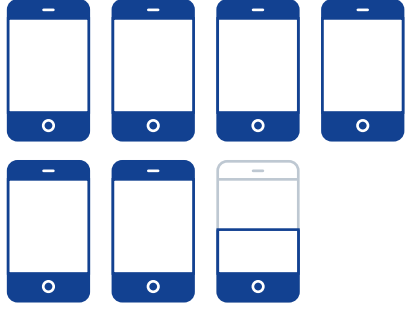
Real-time
Access services on demand



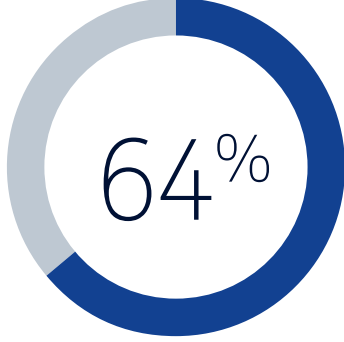
Simple and easy
Buy on my own terms



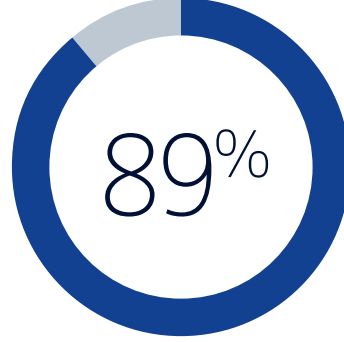
Personalized and contextual
Receive relevant offers and services



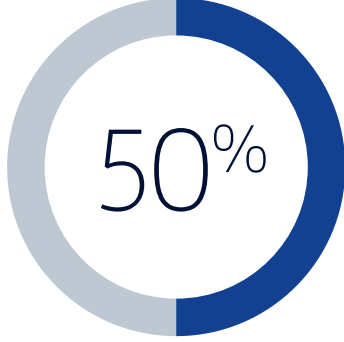
Avg # connected devices per person, 5B by 2021



Expect real-time assistance regardless of channel



Get frustrated having to repeat issues to multiple representatives



Likely to switch brands if their needs aren't anticipated

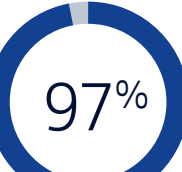
Let's take a journey...

Innovative and fully integrated platforms, with embedded AI, to provide a holistic approach and end-to-end customer experience.

Zero touch

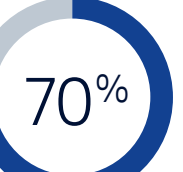
Leveraging AI to drive customer satisfaction.

Predictive problem solving



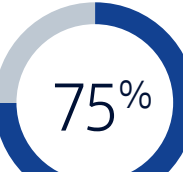
Customer problems are known beforehand

Preferred channel troubleshooting



Cases can be resolved via proactive care

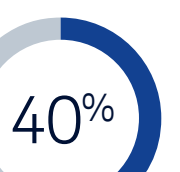
Reduced support calls



Reduction in help desk calls. 1.6M help desk calls avoided, over \$5M in cost savings

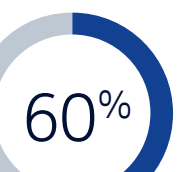
Signal strength
Excellent

Faster remediation of customer care issues



Calls are Wi-Fi residential issues

Seamless customer experience



Improvement in first call resolution

Reduced customer effort



Reduction in average handling time

Revenue generation

AI and predictive analytics give agents a 360° view of customer profiles, allowing them to facilitate a delightful end-to-end customer journey.

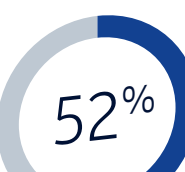
Insights to better engage with customers

Use advanced intelligence to configure and personalize offers

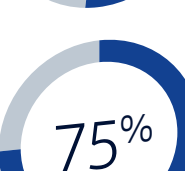
Recommend new and complementary services in real time

Trail guide to customer success

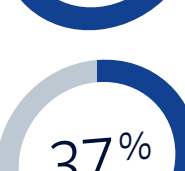
Subscribers:



More likely to purchase additional services when they receive great customer service experience



Expect a consistent experience wherever they engage



Open to offers from service providers

Right decision making

Driving customer success requires the ability to make the right decisions, offering customers more meaningful touch points along their journey, all in digital time.

85% NPS improvement

20% Reduction in churn

Loyal customers are:

5x as likely to repurchase
5x as likely to forgive
7x as likely to try a new offering
4x as likely to refer

Loyalty

Word of mouth

Service excellence

You've arrived

#1

NOKIA

salesforce

Nokia and Salesforce are joining forces to drive and accelerate customer success in the digital age – Together offering a more personalized, accurate and efficient omni-channel experience across your customers' journey.

Transform your digital experience today!