

# Involve your staff in building the customer relationship



# Customer satisfaction is everyone's responsibility



Companies prioritising the customer relationship reap profits that are 60% higher than their competitors."

**Gartner, Inc.**

(Emmet Murphy and Mark Murphy, Leading on the Edge of Chaos, 2013.)

## Customer relations lies at the core of your business

Your customer service is the first window into your business, and its main objective is to provide your customers with a fast and high-quality service. Both your customer retention rate and the reputation of your brand are at stake – making this a real driver of growth for your business.

## Make your customers' experience memorable

Give customer's what they want: the freedom to contact you whenever they choose, through any communication channel, without sacrificing efficiency and speed of resolution. Finding a balance between accessibility, customer insight, skills, and tool performance is the key to providing a successful customer experience.

# 90%

of your customers expect to be able to communicate with you through digital channels

# 82%

of customers expect first contact resolution

## Empower your staff to succeed

Ensure your employees possess the skills and tools necessary to carry out their task! In order to deliver the best response as fast as possible, your staff need good customer insights, access to their interaction history with the company, and the ability to provide them with the response they expect.

## Measure and improve the performance of your contact centre

You need to monitor your customer service through real-time statistics and dashboards, in order to identify any relevant training and coaching activities for your staff, in addition to tangible optimisation opportunities within your customer experience lifecycle.



With Odigo and Salesforce, we can have a real 360o view of our clients. Odigo is fully integrated in the Salesforce Cloud Service. We are rolling out Odigo within our sales department."

**Dominique Vergnolle**

Director of Customer Experience, soLocal Group (Pages Jaunes [Yellow Pages])

Provide your customers with an instant service across all channels, operated by skilled and available staff

Odigo and Salesforce, two market leaders in customer relations, help you deliver the best possible service

Salesforce and Odigo have been working together for five years, helping over 30 large French and international companies.

Odigo's rich functionality is fully integrated within the Salesforce Cloud CRM platform, enabling you to deliver an unforgettable omnichannel experience, both to your customers and to your agents.

### Odigo and Salesforce: A strong partnership

- **Directing customer requests** to skilled, available agents who can deal with queries as quickly as possible
- **Delivering a high-quality service** from your contact centre, providing the best possible experience at each stage of the customer path.



## Salesforce, the CRM leader

Over **170 000**

customers worldwide

**100%**

cloud-based



CRM world leader in terms of market share."

Gartner, Inc., 2016

## Odigo in numbers

Over **3 billion** contacts per year

across voice, email messaging, social media, web, and mobile

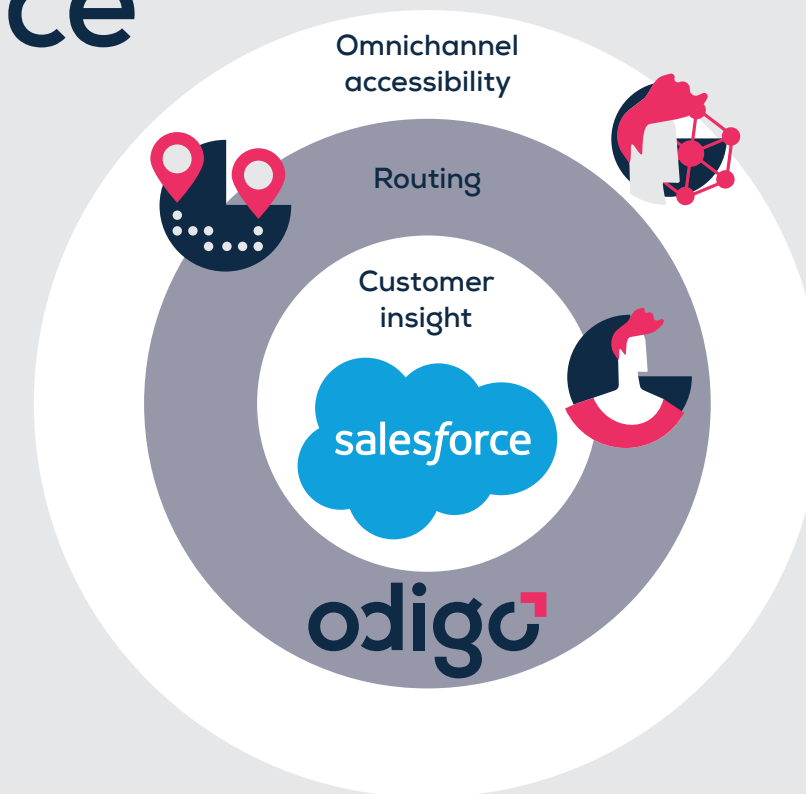
Over **200** customers across **17** countries

Over 60,000 concurrent users

Over **200** experts

dedicated to optimising your company's customer relations

# A 100% cloud-based service



## Odigo – The voice solution for Salesforce

- Incoming and outgoing call management, IVR, call backs, and recordings

## Odigo gives your routing an extra boost

Routing all voice and digital interactions according to various criteria:

- Skills
- Availability
- Occupancy rate
- Prioritisation

## Odigo enables you to monitor your customer relations performance

- Real-time monitoring and omnichannel statistics, per agent, per channel

# More than software

Odigo is your partner for every stage of the customer relationship

## Customer contact software...

- Multichannel: voice and digital
- Large routing capacity
- UX design

## ... in the cloud

- Security, upgradability, and reliability
- 24/7
- Open platform/API



## Delivered by experts

- Over 200 experts ready to help you across pre-sales, design and configuration, integration, support.
- Consulting service to support you through the process
- Training to ensure you master the full potential of the solution
- Customer success management helps you make the best of the solution.

Some KPIs from customer feedback about Odigo:

↑ 36,5%

customer satisfaction

↓ 9%

costs

↓ 50%

agent turnover

# Our clients





## About Odigo

Odigo, previously known as Prosodie-Capgemini, is a Capgemini brand. It helps large organisations connect with individuals through an internationally-known contact centre management Cloud platform. Our cutting-edge technologies allow for a harmonious and efficient cross-channel customer experience, and promote staff satisfaction and commitment.

Odigo supports over 400,000 users across all continents. A pioneer on the market for almost 25 years, Odigo currently has 200 customers worldwide.

For more information, visit:

[www.odigo.com](http://www.odigo.com)

## Contact us at

[odigo.uk@odigo.com](mailto:odigo.uk@odigo.com)  
+44-330-588-8000



Odigo



OdigoTM



@odigo



@odigo\_tm

This document contains privileged or confidential information and is the property of Odigo.  
Copyright © 2019 Odigo. All rights reserved.

Where all customer  
needs are met