



Maaz
Technologies

ICM – Intelligent Communication Manager Datasheet for Salesforce

AI powered Hybrid Chat

Intelligent Communications Manager for Salesforce

Organization Challenges

The art of customer service has evolved and is keep on changing with ever-growing communication channels. Nowadays customer Experience speaks volumes of the ability of brands to add value to the customer journey. Steady and optimal customer experience is what is needed to address demands of today's customer.

ICM bridges these requirements between organization and customer through consistent omnichannel experience across many different chat communication channels.



ICM is an AI hybrid chat solution provides contact centers a consistent Omni-channel customer experience for organizations using Salesforce.

ICM is designed to bring instant and pleasant communication between the client and the organization, using many chat channels including (WhatsApp, Facebook, Webchat, Twitter, Mobile App, email, SMS etc.)

Intelligent communication manager efficiently handles all customer requests intelligently through Google Dialog flow and seamlessly connects them to the live agent, improving customer satisfaction, reducing average handle time and increasing productivity.

ICM is an all-in-one solution that eliminates the need for multiple teams for each chat channel, for customers from multiple platforms such as Facebook, WhatsApp, email, Twitter and Web to a single platform.

Simple, Intuitive and Steady with Intelligent chatbot capabilities

ICM ensures quick responses to customer's questions through trained Google's Dialog flow.

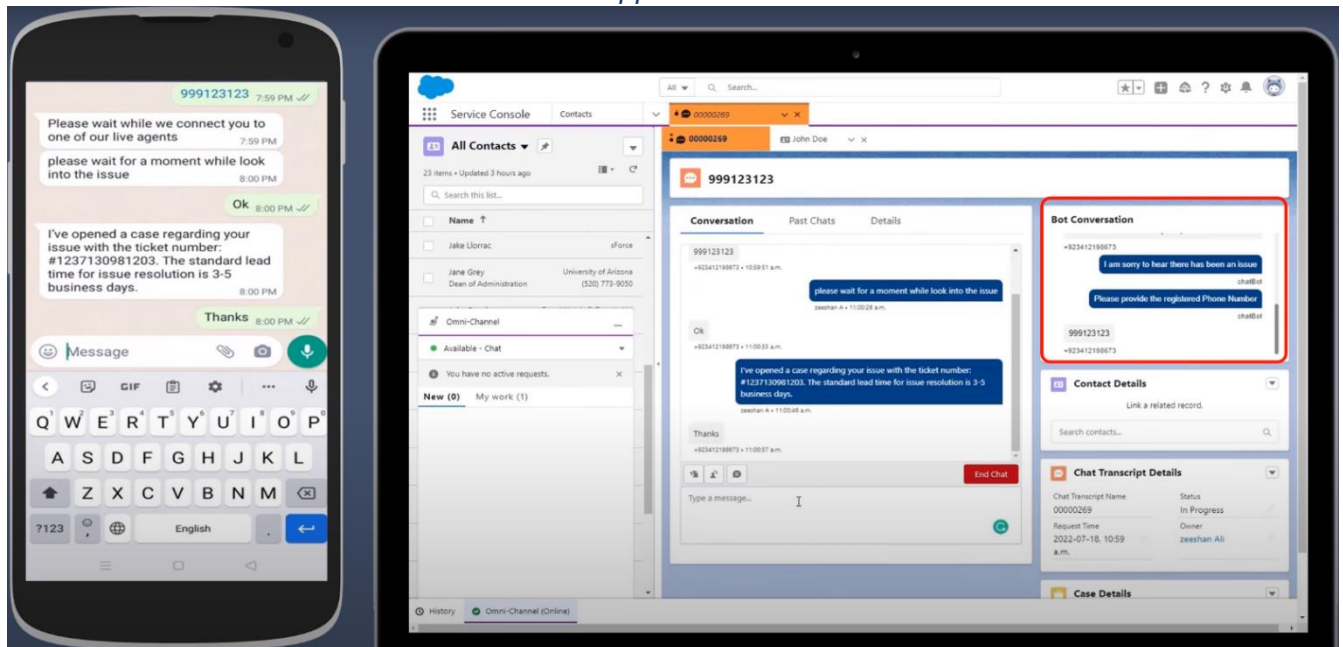
The chatbot is trained and integrated with customer database, product catalog for faster customer interaction thus offering extensive self-service capability. ICM understands the context of the chat to have human like interactions with the customer.

Advanced Intelligent chat routing and Queuing Capabilities

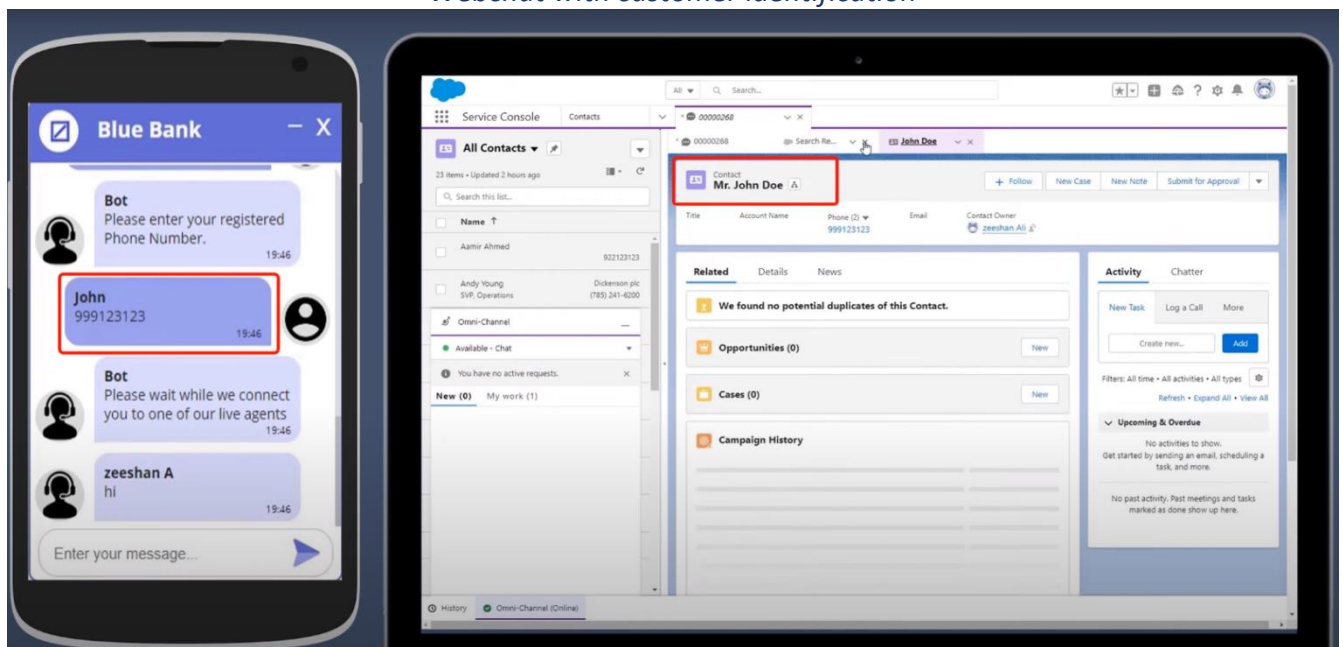
ICM provides advanced chat and routing capabilities based on parameters defined by the organization. ICM recognizes customer

identification from on chat arrival and correlates previous chat events in CRM for reporting. Live agents can handle multiple conversations simultaneously and transfer images to and from the customer, including the customer's camera on his/her Mobile Phone.

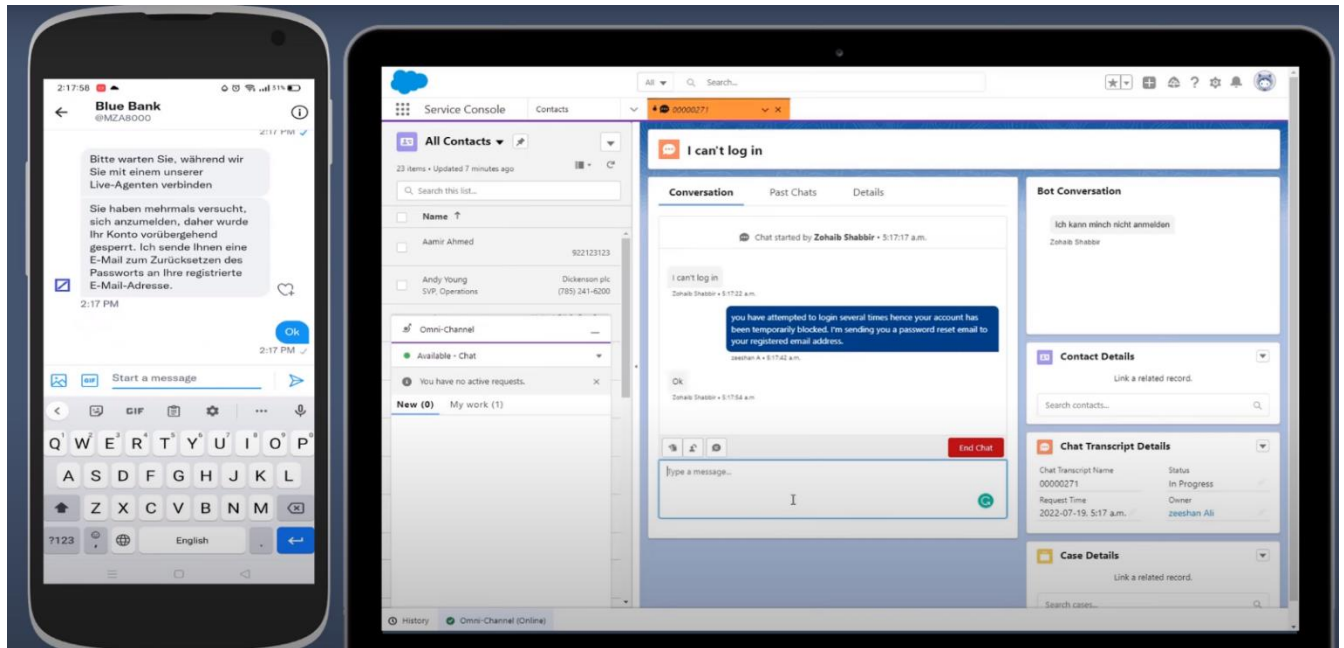
WhatsApp Conversation



Webchat with customer identification



Twitter conversation with language conversion



Artificial Intelligent Enabled Response

ICM solution uses AI-driven Natural Language Processing to respond to Customers, with support of up to 40 languages, and real-time detection of customer sentiment, identifying any negative customer feedback, improving customer experience, and eventually increasing sales revenue

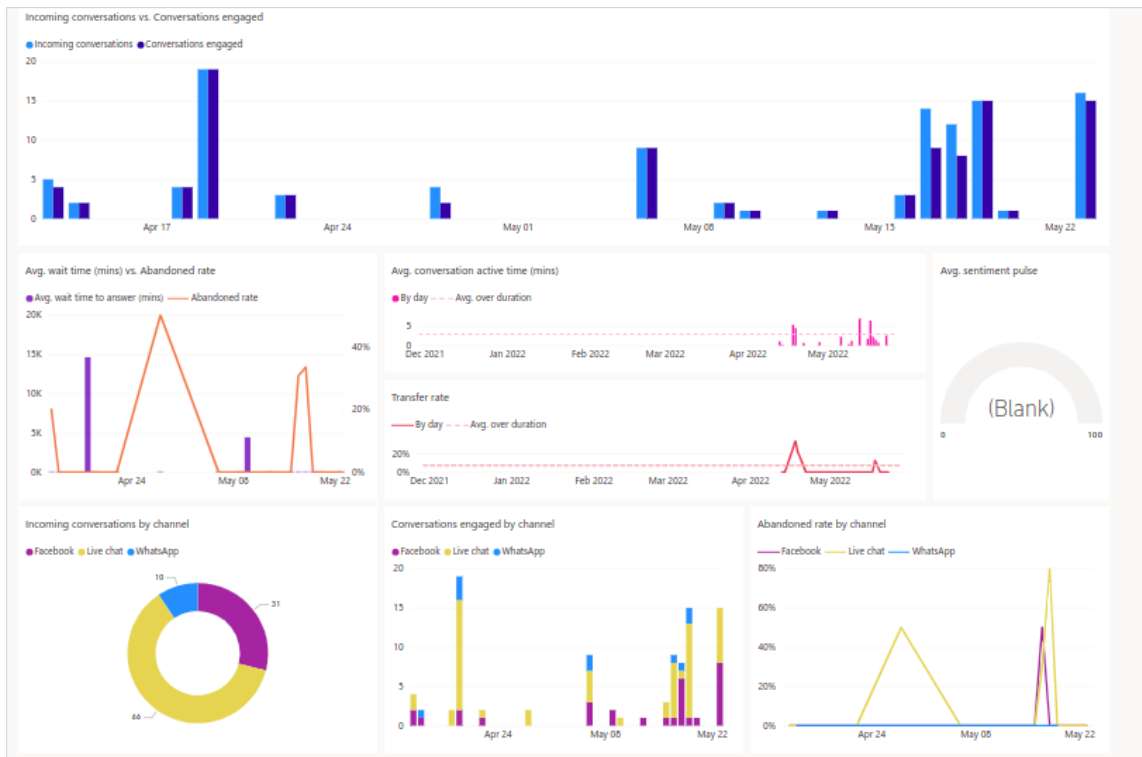


Visualization and Analytics

Intelligent communication manager gives 360-degree insights into customer interactions with chatbot, and agents through visualizations. Administrators and Supervisors can view the metrics and analytics. These analytics are extremely valuable for companies in driving sales revenue, and to better understand the customers feedback about the company's products and features



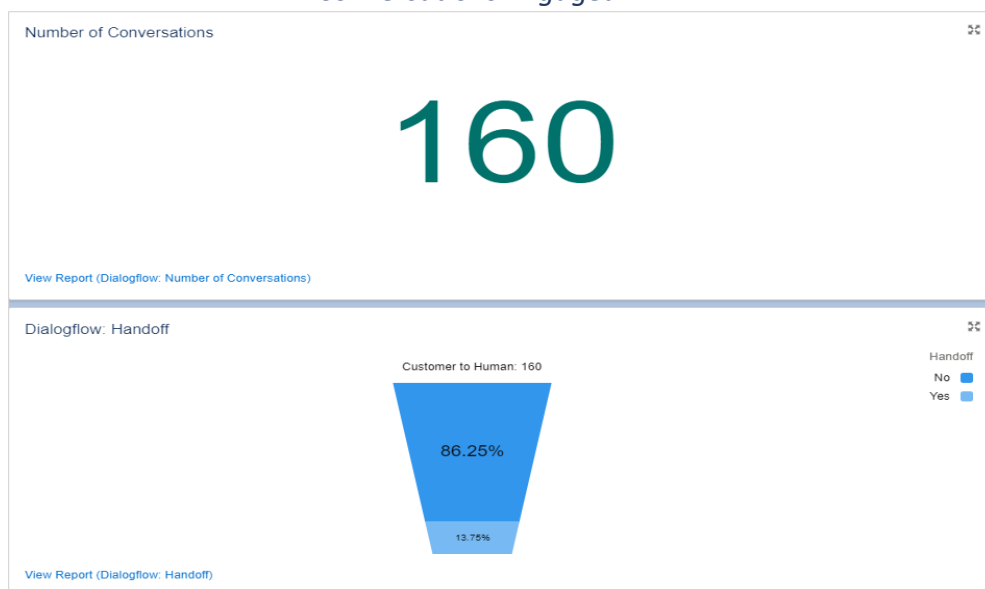
Visualization and Analytics



Conversational Dashboard

Conversational Dashboards are the ones from which you can monitor the performance of your Business. Conversational Dashboard features incoming conversations, engaged conversations, transfer rate, etc. The Graphical user interface helps the user to understand the data visualization more accurately.

Conversations Engaged



Channel Dashboard

Channel Dashboards visualize all the incoming conversations through different channels. It helps you monitor the traffic of each social channel



Agent Dashboard

Agent Dashboard assists the supervisors to observe the performance of the agents. The graphs illustrate the agents with the highest transfer rate, the highest session volume, Session metrics by agent, and more. It helps the organization improve customer interaction

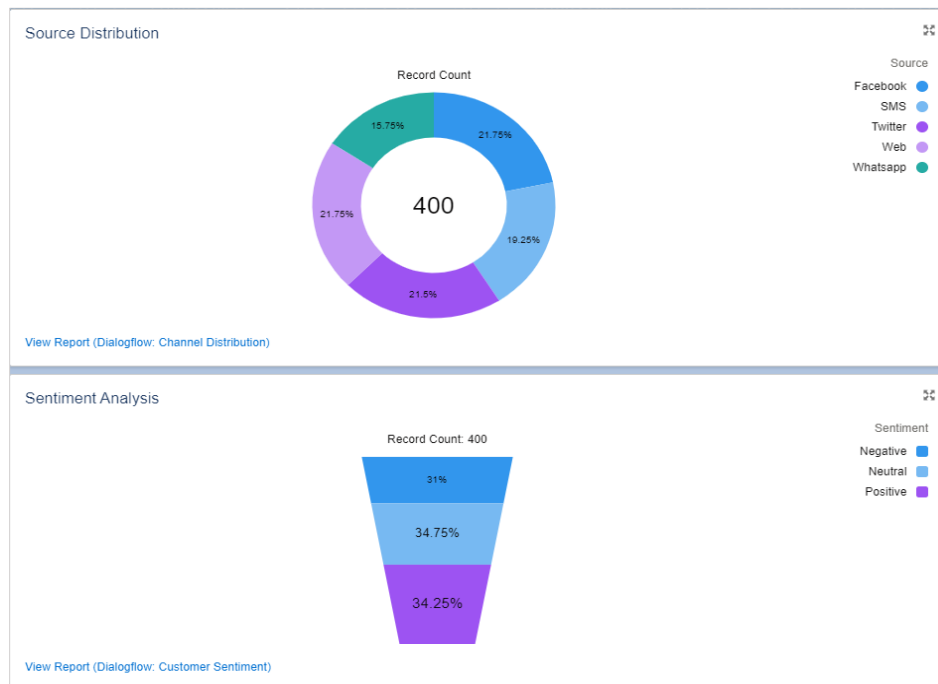
Bot Dashboard

Dashboard with bot visualization assists you to improve your bot. It gives graphs related to the bot's conversation rate, resolution rate, bot resolution time, and further details

Sentiment Analysis Dashboard

Sentiment Analysis shows the sentiment of each customer, it shows the user Avg. Sentiment pulse of the customer. It helps the organization to accurately gauge the feedback and sentiments of customers about its products and services

Channel Distribution and Sentiment Analysis



Emphasize

ICM for Salesforce is a simple, natively build omni-channel AI powered chat solution that extends the power of Salesforce supporting instant, convenient, multiple channels for communicating with customers. The packaged solution is effortless to deploy, connect and integrate with different customer chat channels.

NLP chatbots: Human-like Natural Conversations: understands the context of the chat to have human like interactions with the customer.

Omni-channel Availability: Deployment-ready for channels like WhatsApp, Facebook, Email, twitter, SMS, Web, Mobile etc.,

Multi-lingual: Understands and converses with users in 40+ languages globally.

Visualization and Analytics: Detailed Analytics of the solution with several dashboard including channel breakdown, sentiment analysis, agent response, bot conversation rate, Queue details etc.

Intelligent chat routing: recognizes customer identification from on chat arrival and correlates previous chat events for same customer in CRM for reporting.