

SELF SERVICING SOLUTIONS



PROVIDING AUTOMATIC INFORMATION VIA YOUR CONTACT CENTER

In an economy focused on purchasing or a 24/7 need for information at any convenience, self servicing has become a vital aspect for organizations. Self service is used on the phone, web and e-mail to facilitate customer service interaction using automation. Whether it is at a gas station, where customers pump their own gas, a real-estate agency, providing 24/7 information on properties, a web-shop, enabling customers to purchase at their convenience or any other organization who wants to be accessible for customers at any time. Offering self servicing solutions puts your customer first and presents your organization as a service minded and efficient company.

Multi Channel solutions for automatic information

MCXess' Self Servicing Solutions are custom-made mixes of access methods such as Free Phone numbers, corporate numbers or text messaging keywords. Integrating these access methods with databases, adding Intelligent Network services with smart hosted telecom tools enables you to create an environment which offers your customers the ability to expect and receive optimal service.

Self Servicing can be interpreted from two points of view; self servicing via telephony with intelligent network solutions or self servicing via the web, such as FAQ's or the provision of automatic information. In both situations self servicing creates an efficient, optimal and flexible setting for you and your customers.

Self service via telephony

Adding intelligent network solutions to your telephony infrastructure enables your to offer your customers the ability to obtain information on products or services or request information such as a brochure without interference of an, often expensive, contact center agent. MCXess intelligent IVR platform offers a variety of possibilities to interact with your customer in an efficient and effective way.



Providing automatic information on opening hours or products, allowing customers to request information brochures, enabling your customers to provide information or obtaining lost password all contribute to offering a continuing high level service without putting an additional burden on your internal organization.

Self Service via the web

The vast majority of today's organizations presents themselves via a company webpage. More and more companies utilize the web as an additional communication channel mostly for self servicing purposes. The web being accessible for customers when and wherever they desire cannot be seen separate from self servicing. MCXess' web self servicing solution is a custom made response of which the final shape and form are highly dependant on the needs, requirements and capabilities of your company and customers. By linking web self servicing methods to your customer and information databases you are able to offer your customers an answer to their question or a resolution to their issue in a fast and helpful way.

Anticipating customer's purchase intentions

By integrating the available communication channels you are able to provide customers information at any time. Independent of the timeslot of the day, your customers will experience an optimal service. In particular purchase intentions are a clear and important signal for sales driven organizations. In order to offer service based For a real estate organization, MCXess fulfilled the role of communication integrator, anticipating customer purchase behaviour and service needs. Customers appeared to develop the urgent need for information when spotting a house for sale in their desired neighbourhood.

MCXess is a Communication Integrator.

Realizing global coverage by combining Multi Channel access with Hosted High-end Telecom Services.

Offering solutions to increase customer contacts, globalizing target groups as well as for improving efficiency in front offices eventually creating the customer experience.

Through integration of communication channels such as telephone and text messaging, MCXess has developed a 24/7 communication and information solution which changed the real estate agency into a fully accessible customer focused organization. Each 'For Sale' sign as displayed on the for-sale houses, now state either the premium rate number or the national corporate 088 number. After dialling this number, the caller enters the zip code of the property of their interest. Either the caller automatically forwarded to the nearest real estate agent or, in case of outside office hours, is redirected directly through the voice response application to obtain the necessary information on the property.

By integrating both communication channels with the information database, MCXess made it possible to provide accurate and up to date information with regards to the property as well as the status in addition to automatically sending the brochure of the property via e-mail. The IVR platform also offers potential buyers the option to leave a voice-mail which is forwarded automatically to the responsible agent for a prompt follow-up call or meeting.

Improving Customer Service

Your target is to provide information or sell products via telephone. Your challenge is to improve your level of service whilst call traffic is increasing and calling queues are piling up, whilst a lot of calls are received outside office hours, etc. A lot of calls appear to contain similar questions. Based on that fact, MCXess offers automatic Voice Response as solution. Callers prefer a prompt automatic response (First call resolution) in addition to having to wait in line to speak to a 'live' agent. MCXess' Self Servicing Solutions help to provide Database information without the interference of expensive agents.

Is your company aware of the number of incoming calls after office hours?

Consumers expect a high quality service 'around the clock'. Offering service 24/7 enables your company to increase sales and high customer loyalty. It is certain your company generates more customer contacts when your customers are not dependant on office opening hours. .

Decreasing costs per call

Realizing cost savings can easily be done by answering Frequently Asked Questions via your website or interactive Voice Response in stead of expensive agents. Remote log-in possibilities for your agents are supported by MCXess application which not only saves costs in location expenses but also offers your agents a flexible working environment. Additionally MCXess offers lower tariffs on call traffic by applying volume discounts on the total call volume. Your organization can even generate out-payments by selling 'information services' via Premium Rate service numbers or SMS/Text Messaging.

