

MAX Unified Intelligence

Multichannel customer engagement
solution for omni-channel experiences





Overview

Before the advent of omnichannel customer experience, Customers now expect to receive service from your organization on the channel of their choice, i.e voice, email, SMS/text, web, mobile or social media. Companies are beginning to provide service on all of these channels – but too often, those channels may exist in silos. This multi-channel service can be taken to the next level with an omni-channel solution that integrates channels to provide a consistent customer experience.

(<https://www.granify.com/blog/importance-omni-channel-customer-experience>)

If you're wondering how important establishing an omni-channel customer experience. Take a look at some stats from a recent study in to the traits of omni-channel call center works or how they want them to work:

- 20% of consumers have used their phone to find or redeem coupons and/or lookup product information while in a physical store.
- Personalized mobile promotions increase sales: the consumer is more likely to make an in-store purchase if they can access rewards or promotions via their mobile. A significant portion of consumers are interested in accessing such resources on a digital wallet.
- 52% of retailers are monitoring social media. 42% are adding SKUs 36% are enhancing eCommerce sites or are currently implementing these initiatives.
- Retailers are farther behind on improving inventory visibility. For this, about one-third have identified equipping in-store employees with mobile apps to access inventory + other initiatives to provide cross-channel inventory visibility, among their top 3 omni-channel priorities.
- 64% expect to receive real-time assistance regardless of the customer service channel they use
- 37% expect to be able to contact the same customer service representative regardless of which channel they use
- 87% think brands need to work harder to create a seamless experience for customers
- 73% think brands pay more attention to generating sales across multiple channels than they do to providing an integrated customer service experience
- 78% say a company's reputation for customer service is important to them when choosing to buy from a particular brand.



Challenges

There are different channels which the agent receive the queries from being it web, mobile, social, chat. Currently brands use different tools to manage all this.

- If new digital and mobile channels are thrown one-by-one into the contact center's existing mix of telephony infrastructure, routing hardware, CTI software, CRM and back office systems, and agent desktop environment, they can be difficult to manage and inefficient.

- Even if it's possible to get each new channel to 'talk' to the legacy systems, share data, and provide agents access without lots of 'Alt-Tabbing' between multiple applications, it's doubtful that it can be managed, or its metrics measured, in a consistent, integrated way.



- Personalization and cross-channel consistency are keys to offering each individual, and each customer segment, the best customer experience.

- Currently only 34.2% of contact centers are using analytics to personalize solutions and services, while even fewer - just 23% - have the capability to provide a customized customer engagement experience based on the relevant data.

- Customer expectations don't allow leeway for slow responses—65% of consumers expect faster service than they did just 5 years ago. And they don't care what internal reasons you might have for those slow replies. They just want their answer now. Or, even better, 5 minutes ago.

What we're looking for instead is a single place where all digital and mobile interaction channels can be managed alongside voice; an application that can unify the contact center's existing infrastructure and processes and provide the basis of an omni-channel customer experience.

Solution and Features

MAX Unified Intelligence is a multichannel customer engagement solution that provides seamless customer experiences across mobile, web, and traditional dial-up channels. Built on MAX Unified Intelligence provides organizations with modular, scalable, and extended snap-ins. Organizations can use the snap-ins to manage customer-centric business in a unified way while supporting customer journey information across channels. Organizations can improve customer engagement service by linking the customer to the best available agent or knowledge worker based on history, agent training, and required service levels.

With MAX Unified Intelligence, organizations can apply call center routing strategies to knowledge workers across the enterprise thereby improving sales outcomes. The solution also integrates with the enterprise back office systems to route work items, such as claims, contracts, and sales leads.

MAX Unified Intelligence tool consists of the following modules:

- **MAX Unified Intelligence core:** Server-side components that support multichannel interaction handling and system configuration.
- **MAX Unified Intelligence Workspaces:** An HTML5-based multichannel desktop application for agents and supervisors.
- **MAX Unified Intelligence Insights:** A framework to provide cradle to grave reporting for end-to-end customer journey on multichannel sources.

Below is the representation on how it will work:



Key features:

- **Multichannel support:** Provides multichannel customer support ability for a consistent customer engagement solution experience using Voice, Chat, Web Voice, Web Video, Email, SMS, Co-Browse, and Social Media interactions. The support extends across all digital channels and devices.
- **Attribute-based routing for all channels:** Replaces skill-based routing with attribute-based routing to assign the right work to the right resource. Attribute-based routing provides matching on multiple attributes thereby improving first call resolution. All contact center resources can be combined in a single pool to reduce average handle time.
- **Customer multichannel journey and visualization with context preservation:** Provides the functionality to map customer journey across various channels. Data comprises of session-based customer information that includes all individual sessions related to the customer displayed in chronological order, enterprise data, and situational or environmental data. Data on the agent desktop also includes a 360-degree view of the customer journey across all touch points to get best informed decisions.
- **Configure strategic business rules and criteria:** Configures customized business rules and criteria.
- **Multichannel intuitive UX for agents and supervisors through Workspaces:** Provides HTML5-based, modern multichannel desktop. With this new desktop,

users can engage with customers regardless of the channel type. Agents and supervisors can use this desktop to map customer journey data to make smart decisions. Workflows and resource matching engines can also use this data to make smart decisions.

- **Blended agents:** Supports agents blended who can handle voice calls, chat, email, SMS, and Social Media interactions at the same time.
- **Centralized administration through MAX Intelligence Control Manager:** Provides a centralized application to configure all components through a single interface.
- **Platform for innovation:** Provides the MAX Unified Intelligence to use modular snap-ins that can be scaled, managed, and extended independently. We can also combine the platform with third-party and custom-developed snap-ins.
- **Localization:** Provides G14 language localization for Agent Desktop UI, Supervisor Desktop UI, Reporting UI, Documentation, and Online Help.
- **Centralized logging:** Provides a centralized logging mechanism to locate the root cause of any issue that can occur in solution components.
- **Secure communication using SSL:** Provides secure communication between all snap-ins. All snap-ins run in a secure cluster, allowing only web communication.
- **Data Redundancy and Disaster Recovery:** Provides a data redundancy and disaster recovery solution on a remote geographic site to restore a failed primary data center and ensure continuity with business. This is a pre-planned approach wherein the customer establishes a secondary data center that is updated continuously with data from the primary data center. On an outage at the primary data center, the customer can initiate manual steps at the secondary data center and restore the primary data center with the latest administration and reporting data.
- **TLS 1.2 support:** Provides support for TLS 1.2. To set TLS 1.2 as the minimum supported version across clusters, you must manually change the TLS version from TLS 1.0 to TLS 1.2 through System Manager. This configuration is mandatory because TLS 1.0 is set as the default TLS version across clusters.
- **Centralized configuration of service attributes:** Provides a centralized service through which you can configure the top-level attributes of services installed on MAX Unified clusters.
- **High Availability:** Provides High Availability for a Campus deployment of MAX Unified Intelligence.
- **SNMP Alarming:** Supports SNMP Alarming where each service of MAX Unified Intelligence can raise SNMP alarms.
- **Omnichannel Data Viewer:** Provides a web-based tool that displays a grid-view of Email, SMS, and Social Media interactions.

Business Benefits

A Single Integrated Solution That Supports Your Entire Customer Experience Strategy: By providing a clearer, more complete view of your digital customers' activities, MAX Unified Intelligence tool can help your contact center:

- Drive customer satisfaction, loyalty and lifetime value
- Create a competitive differentiated brand experience
- Optimize agent and resource productivity
- Deliver better business outcomes
- Align staff with enterprise goals while improving productivity

Contact us:- CS_Marketing@hcl.com



www.hcltech.com

Hello there! I am an Ideapreneur. I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 143,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 44 countries. **How can I help you?**

HCL