

**Summary:**

Customers using a web application often need to contact Customer Service. Unfortunately, most websites are not integrated with their organization’s IVR & Call Center Applications. Customers who go from the web to a call center often need to start their transactions from the beginning as the call center agents do not have access to the information already provided by the customer to the web application. **iS<sup>2</sup>’s Click<sup>2</sup>Connect Integration solution** seamlessly integrates your organization’s **Web Self Service applications** with the **IVR Self Service applications and the Call Center Agent Desktop applications** to improve customer satisfaction and save costs by reducing hold time, talk time, phone costs. The process of placing, routing and answering an incoming call from a customer who is already on the organization’s web self service application can now be rapidly and significantly improved.

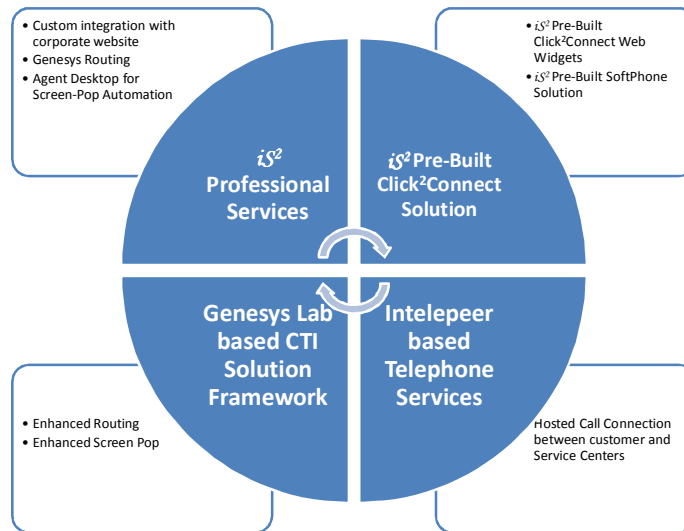
**Description:**

- a. Easily and quickly add Click<sup>2</sup>Connect capability to your website.
- b. Seamlessly connect customer with the appropriate customer care option using Intelepeer’s hosted phone services to create a bridged call to the IVR or Call Center via non 800 numbers.
- c. Leverage Genesys Routing and all available data about the customer’s web session to route incoming call to the most appropriate customer care option.
- d. Transfer all relevant data from customer’s web session to call center agent desktop or IVR so that customer does not have to repeat themselves.

**Benefits:**

- ✓ **Improve Customer Satisfaction - save customer’s time while improving experience**
- ✓ **Do not make customer repeat themselves as they transfer from the Web Self Service channel to the Call Center or IVR channel.**
- ✓ **Reduce Phone Bills by using non-800 numbers, reduce talk time and hold time**
- ✓ **Save Agent Time by optimized screen pop on agent desktop.**
- ✓ **Highly Scalable, carrier grade solution**
- ✓ **100% Hosted, Thin Client – Click<sup>2</sup>Connect can be accessed from any PC or Cell Phone**

# iS<sup>2</sup> Click<sup>2</sup>Connect Solution



## Features:

Feature	Trial Edition	Enterprise Edition
1. Visualize how your own corporate website might look if and when Click <sup>2</sup> Connect enabled.	√	
2. Save your corporate phone bill by using Intelepeer to connect the customer's phone with a non 800 customer service number (for call center or IVR): a. An outgoing call will be placed to the customer's phone number and once the customer accepts the call, a second outbound call will be made to the appropriate customer service destination.	√	√
3. Improve Customer Satisfaction by providing a Click <sup>2</sup> Connect Button on your corporate web site - Leverage production ready, pre-built code that can be easily integrated into your existing website so as to provide a Click <sup>2</sup> Connect button that can be exposed on the right page, right time for the right person. a. The customer can also be provided with real time feedback on the average hold time in the call centers and an option to request a call back. b. The customer's request for contacting Customer Service can also be automatically documented into your CRM application		√
4. Save your customer's time and your corporate phone bill by implementing enhanced routing (based on Genesys Lab based Routing solution) for calls from customers who were on your web self service site. a. The enhanced routing (based on Genesys Labs Routing Solution) will leverage all available data such as customer's identity, web pages visited, web transactions completed, customer segmentation value, account status, stated Click <sup>2</sup> Connect reason, time, account status, IP address, etc. to ensure that the appropriate level of customer service is provided.		√
5. Save your customer's time and your corporate phone bill by automating screen pop leveraging all available data when call arrives at an agent desktop.		√
6. Performance & Scalability Testing option available		√
7. 24X7 Support Option Available		√