

THE CONTACT CENTER DATA MASHUP

The true unified agent desktop



Call centers today have to make use of multiple software applications, systems and databases to handle customer queries. From ERP to CRM and finance systems, agents need to navigate numerous screens while keeping customers on hold to find all the relevant data.

55% OF AGENTS USE MORE THAN 5 DIFFERENT APPLICATIONS TO SERVE EACH CUSTOMER¹

But replacing multiple systems with one, coherent system to deliver the ideal customer experience comes with its own challenges...



62% OF ORGANIZATIONS SAY INTEGRATION WITH EXISTING SYSTEMS IS THE BIGGEST CHALLENGE WHEN IMPLEMENTING THE TECHNOLOGY TO DELIVER AN OMNI-CHANNEL EXPERIENCE¹

49% OF ORGANIZATIONS STRUGGLE TO INTEGRATE CUSTOMER ENGAGEMENT MANAGEMENT SYSTEMS²

And what about when customers contact you via multiple different channels of communication?

By bringing all customer engagement channels onto a single, unified desktop, you can overcome many of the challenges that could be holding back a seamless customer experience...



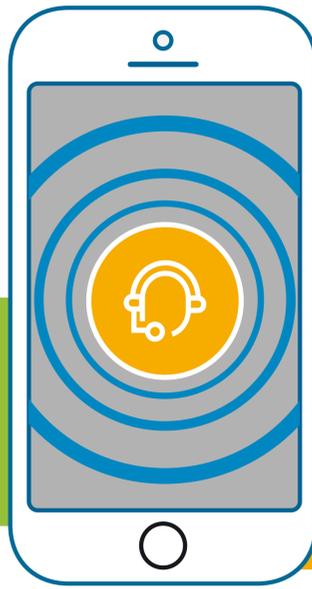
RESEARCH SHOWS...

Managing engagement channels as silos is a hindrance for

47%² OF ORGANIZATIONS

And consistent responses at every touch point is a challenge for

33%



The same research shows that when agents must access multiple systems, interaction handling times increase for

65%² OF ORGANIZATIONS

39% see an increase in data entry errors²

33% see first contact resolution rates fall²

With IFS, you can make customer service simple again.

FOR EVERYONE.

The IFS Customer Engagement™ intelligent desktop solution pulls all data from your corporate systems—however many there are—into a simple, single organized view, with **no need to rip and replace everything** with an overarching CRM system. Delivering a true unified agent desktop with multimedia contact handling and CRM integration.

**GOOD FOR AGENTS.
GOOD FOR CUSTOMERS.
GOOD FOR BUSINESS.**

- ✓ Agents get a complete 360-degree view of a customer's interactions with the organization.
- ✓ Customers can start a conversation on one channel, and pick it up later on another channel.
- ✓ Both agents & customers get a seamless experience.

ACHIEVING...

33% reduction in head count requirements³

Staff performance increase by **20%**³

Lead closure success rate up **40%**³

95% of customer service processes in 1 system³



FIND OUT MORE



Discover the technology that is here and working for organizations like you already, and improve the customer—and agent—experience across your business.

Visit IFSworld.com/CustomerEngagement to learn more.



¹ Source: Deloitte's 2017 global contact centre survey
² Source: Ventana Research
³ Source: 4 key factors that define a unified agent desktop