


Digital Contact Center

Providing Differentiated
Omni-Channel Experience





In a world complicated by devices and rising expectations, it has become challenging for companies to provide a differentiated customer experience. Multi-channel, multi-device and multilingual interactions across various touchpoints further fuel complications in the customer journey.

It has become imperative to create solutions and services that provide seamless experience and personalization in all buyers' interactions.

The “Connected Customer” Gap:

Today's customer is always online, expecting to connect anywhere, anytime with companies. The data thus generated is enormous, and it's challenging to create personalized data-driven experiences, as there is no single data source to provide a unified view of the customer.

Reaching “On-the-go” Customers:

To reach out to customers on-the-go, brands need to create technologies and solutions that are in sync with all business processes. A 360-degree view of the customer journey enables enhanced buyer experience and helps improve service operations.

Bridging the Gap:

Precise communications, timely notifications and digitalized solutions are essential for a connected customer experience. Digital solutions encompassing Artificial Chatbots Intelligence (AI), Mobility, Automation, Analytics and Social Media enable effective communications and transparency in customer interactions.

IGT Solutions (IGT) provides Digital Contact Center Services through process automation and integrating smart digital solutions with business functions to seamlessly connect and personalize all touchpoints across in the customer journey, operations, and processes.

Equipped with innovative digital solutions such as Chatbot, Speech Analytics, RPA, Social Media CRM and iConverse. IGT's Digital Contact Center helps companies deliver superior customer experience.

Digital Contact Center Services & Solutions

IGT Digital Contact Center provide superior customer experience management through integrated processes that leverages technology to understand the customer and personalize each interaction.



Digital Contact Center Services & Solutions

iConverse - Enabling customer service experience by implementing Chat and Voice Bots which helps in formulating responses very close to a humans.

Automation - Transforming the way businesses work by applying Robotic Process Automation (RPA) to make operational processes efficient and deploying humans for intelligent work.

Analytics - End-to-end data management and data driven insights for on-time and informed business decision making.

Social Media Management - Creating and managing personalized customer experience on an integrated multi-channel social media ecosystem.

Work-at-home - A secure and flexible work-at-home solution powered by a comprehensive process-specific risk assessment along with global standard data protection policies to ensure data security

IVA – A solution well equipped to recognize people, set rules, patterns, object and situation automatically in real-time to enable a secure work-at-home environment.

Benefits:

- 30% gains in process efficiency through smart routing of agents using big data and interaction history.
- Superior customer engagement and improve agent performance.
- More personalized interactions through predictive analytics.
- Faster support through multi-channel assistance.
- Faster self-service adoption through friendly conversational interface.

Why IGT Solutions?

- Committed to simplify complex customer interactions while delivering a seamless experience, IGT provides integrated BPM, Technology and Digital Services & Solutions for clients across industries for over 20 years.
- Managing highly differentiated customer experience for 75+ marquee brands globally.
- Employs more than 13,500 customer experience and technology specialists in 5 continents, has 19 state-of-the-art delivery centers, and worldwide operational presence.



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