



# RIVERSTAR

CUSTOMERS TALK.  
WE LISTEN.



### For the Customer

- Consistently receive outstanding experiences.
- Value following an efficient workflow.
- Customers are able to resolve their issues on the first attempt over their preferred channel.
- Favor doing business with companies who listen and fulfill their needs.

### For the Agent

- Agent training time is reduced by more than 50%
- Morale is boosted because the agent experience is simplified.
- Follow process workflows that resolve the interaction more efficiently and maximize First Call Resolution (FCR).
- Provides real time visibility into the performance of agents and the customer experience.
- Proactive Response allows your agents to listen to your customers and engage them over social media channels.

### For the Company

- Project implementation times are on average 40% faster than in house development because of Rapid implementations and flexible deployments (SaaS or On-Premises).
- Project implementation costs are on average 80% less than custom development.
- Maximizes loyalty by delivering superior customer experiences.
- Friendly architecture enables simple CTI and enterprise integrations.
- Free your IT resources to focus on strategic IT projects.

## RiverStar CE Suite™

The RiverStar Customer Experience (CE) Suite is a customer experience technology platform used by contact center outsourcers and enterprise contact centers. The CE Suite supports customer-centric strategies that in turn boost customer loyalty and retention at a cost that benefits your business goals.

By following Customer Experience Management (CEM) principles, the CE Suite creates the end-to-end customer service processes that result in intelligent, repeatable, and consistent customer interactions.



The RiverStar CE Suite consists of four core modules – **Agent, Web, Proactive Response** and **Studio**. Collectively, the modules provide a multi-channel customer interaction toolset. The Suite includes a powerful business logic engine, business process management capabilities, workflow automation, systems integration engine, and real-time analytics. RiverStar Proactive Response monitors the social cloud and facilitates communications with customers through appropriate channels and social media.

**RiverStar Agent™** allows agents to answer customer inquiries quickly, consistently, and accurately. The configurable agent desktop integrates with enterprise systems, creating a single multi-channel interaction console. Eliminating navigation between multiple applications on the desktop reduces complex agent training and at the same time, creates highly productive agents. The complete customer experience is mapped using pre-built or custom process workflows.

**RiverStar Web™** empowers the customer to engage in self-managing processes that resolve their issues efficiently and effectively. Web self-service customer-facing workflows guide the customer through the appropriate steps to achieve the desired resolution or disposition.

**RiverStar Proactive Response™** enables your organization to scan the world that your consumers live in, analyze what they are saying, and service them in a way that they have never seen before. By listening closely to the web and to what consumers are saying about your brand, you can react in such a way that will turn negative experiences into positive results.

**RiverStar Studio™** provides the business level user with the ability to quickly build powerful, process-based customer interactions. The Studio is RiverStar's customer interaction design tool that develops, deploys, and manages the agent and web self service applications. Within the Studio, an intuitive integration engine connects systems and applications in a matter of minutes; avoiding rip-and-replace of current infrastructure.