CUSTOMERS TALK.
WE LISTEN.

For the Customer

- Customers are provided with questions and answers that are based on the current process, the customer and session context.
- Increased customer satisfaction because the customer self manages the process to issue resolution.
- Enables personalized and efficient interactions by maintaining history of previous interactions regardless of the channel, maximizing customer satisfaction and loyalty.

For the Agent

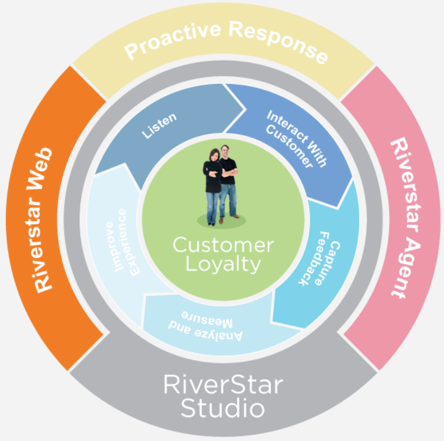
- When customers search for answers themselves, it reduces the workload on the contact center agents, allowing agents to focus on more complex customer inquiries.

For the Company

- Capture extensive data about what happened during the interaction.
- Self service customers don't require the contact center; which minimizes the cost to serve the customer while still delivering a consistent customer experiences.
- Implement up-sell and cross-sell instances into the self service workflow.
- Gain insight into the performance of the business processes, which allows you to continuously improve customer self service processes.

RiverStar Web™

RiverStar Web gives customers a means of helping themselves in the same way agents follow a process when customers call your contact centers.



- **Self Service Workflows** are customer-facing workflows that allow customers to help themselves efficiently reach closure on their inquiry. Using pre-built or custom workflows, the customer is guided to resolution by walking them through a step-by-step process. During the process, RiverStar Web can access business rules, customer history, offer management, feedback, etc., to deliver a personalized customer experience.

- **Knowledge Base and FAQs** provide customers with a mechanism to search context sensitive Knowledge Base, FAQs and reference document libraries quickly and accurately.

- **Contact Management** makes sure that customer information is integrated into customer facing workflows so that the contact does not need to re-enter data. The process is more efficient and personal because of the process-centric approach based on customer specific information, business rules and logic. All interactions and communication preferences are stored in the customer history to drive future offers and customer service inquiries.

- **Session Tracking** records the actions (e.g., every page, every button click, every piece of data entered) the customer took during the session and includes these in the contact history or disposition wrap-up notes. Session tracking ties into RiverStar Analytics so that you can use this information to create loyalty offers and feedback, allowing you to fine tune business processes and workflows.

- **Session Dispositioning** automatically creates a disposition based on what happened during the web self service session. Based on the path the customer took and the responses they provided, the results are categorized so that the correct disposition is displayed. Confirm the disposition with the customer, or allow them to continue the case over phone, email, sms, etc. This reduces user error and ensures that customer knowledge is integrated into future interactions.

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