



Customer Experience Management. Backed by TELUS.

## bankable customer loyalty within reach – even on a limited budget

In a market saturated with choices, all customers hear is static. The task of every brand, in every industry, is to differentiate and rise above the noise.

**Unless you are the lowest-cost producer, competing on price is seldom a winning long-term strategy. Commoditization means that consumers perceive most products and services to be essentially the same (think mortgages or airline tickets). And our global, Web-enabled economy offers endless choices and few barriers to switching, turning otherwise loyal customers into transients and powerhouse brands into passing fancies.**

### build loyalty with consistently great service: TELUS Customer Experience Management

With a plethora of innovative capabilities stretching across the entire customer lifecycle, TELUS Customer Experience Management (CEM) delivers higher-value, lower-cost experiences that help your brand to earn more repeat business.

With TELUS CEM, allow agents to spend more high-value time solving real problems with customers. Respond to more inquiries without adding staff. Turn online browsers into customers more often. Make sure that when customers reach out to you, they feel like they're important to your business. And, most important – profitably anticipate and deliver exactly what customers want.

### do business on your customers' terms

Meeting customer needs is about more than scripted friendliness on the other end of a phone line. It's doing business on your customers' terms, every time they reach out, no matter how or where – and making every connection with you so fulfilling and convenient that they not only come back for more, but champion your brand to others.

Resolve problems and answer questions at the first point of contact in any channel, eliminating 'cold' transfers and limiting the amount of time customers spend listening to hold music.

Let customers choose the most convenient interaction channel, and ensure your service is always exceptional by taking action on feedback the moment it's received. Personalize every customer interaction by putting critical information into the hands of service agents, and by improving the quality of staff training and knowledge sharing. And with a close watch on the metrics of customer satisfaction and service profitability, measure the bottom line impact of better experiences over time, validating your strategic approach with hard numbers.

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### offer self-service that reduces costs and earns customer gratitude

Deflect at least 10-15% of routine, high-touch interactions to effective self-service channels, freeing up customer-facing employees to be more focused and productive during the most value-add interactions.

Counter high turnover rates among service teams (in Canada, an average of 30%) by offsetting menial tasks and increasing satisfaction for both customers and agents, and reduce the ramp-up period for new agents (in Canada, an average of 26.2 days) by retaining a body of interaction-critical knowledge for quick reference.

### realize the full potential of your brand's Web site as a sales channel

Reduce sales churn (or re-capture lost revenue) and increase online conversion by engaging buyers at the point of decision for help, advice and personalized recommendations. And with real-time insight from the front lines of the Internet, tailor every online campaign or message for the best possible relevance and make the most of your brand's online presence.

### power exceptional customer experiences with a zero-footprint infrastructure

Choose the exact, on-demand capabilities for your people, processes and goals – and combine with TELUS Contact Centre to run your complete customer-service organization on a subscription-based virtual infrastructure – as best suits your organization's needs and goals.

### a complete, end-to-end CEM suite

When you collaborate with TELUS, our experts choose highly targeted functionality for a repeatable, exceptional customer experience machine.

### TELUS Frontline powered by Right Now Technologies

The foundation of TELUS CEM, Frontline blends robust self-service and knowledge-base capabilities with e-marketing, feedback and analytics features for more personalized, relevant interactions by phone, email or Web.

- Give staff the tools, information and workspace they need to be more productive, then deliver the kind of self-service that helps customers become proficient and satisfied more quickly, conveniently and on their own terms
- With a self-learning knowledge base, deliver more meaningful answers to customers and service agents over every channel
- Bookend excellent service with personalized marketing so that customers feel respected and known
- Solicit customer feedback in whichever way is most convenient for them – via email, phone or the Web
- Give everyone the potential to boost satisfaction and loyalty with real-time insight from a comprehensive library of pre-built, role-based reports and dashboards

### TELUS LiveSales powered by LivePerson

By removing obstacles to selling and making customers feel valued, you offer the kind of storefront welcome and assistance that keeps customers coming back.

TELUS LiveSales allows you to reach out to targeted visitors at the point of decision or need, while they're online. At just the right moment, deliver either an invitation to chat live with a knowledgeable representative or a personalized promotion that sends the message, "You're important to us."

- Detect when customers are having problems completing forms online, and offer help immediately
- Suggest special offers and promotions tailored for each individual customer, increasing conversion rates
- Initiate interaction with customers and supply reassurance before they leave your site, dramatically reducing abandonment rates
- With real-time predictive analytics, identify high-value prospects and engage them more personally – at just the right moment, initiate a live chat or have them connect with an agent who can help to close the deal (such as a mortgage application, a lead for a car dealer or a request for more info in a B2B context)

### TELUS Secure Contracts powered by Recombo

Just as the fax machine replaced letter mail in the last century, electronic-based contracts and agreements are poised to replace the paper-based signature hunt.

TELUS Secure Contracts is an online, environmentally-aware service that captures auditable, legal digital signatures via email and the Internet. By removing the need for face-to-face identify verification, it simplifies the contract management process and reduces paper and administrative costs.

- Enable Web and email-based self-service for signing forms and legal documents
- Eliminate paper, manual data entry and scanning
- Improve compliance, reduce risk and automate routine time-consuming tasks or complex workflows
- Automatically extract and report on critical data from contracts to incorporate into account and customer records
- Ensure the completeness and accuracy of documents with configurable form validation
- Allow real-time visibility into agreement status (read/viewed/signed) and contract data

### TELUS Mobile Customer Self-Service powered by Clairmail

These days, customers expect service, answers and information to go – demanding responsiveness from the corporate world that matches the communication potential they carry in-pocket.

By leveraging the standard software and capabilities built into every mobile phone, TELUS Mobile Customer Self-Service diverts calls that would otherwise go to IVRs and call centres, saving money while helping you to respond to customers in the way they prefer.

- Differentiate by giving customers meaningful capabilities via mobile phone – from accessing accounts and checking on status to receiving service alerts
- Support messaging (SMS), mobile Web and client applications with no new mobile phone software required
- Provide service on any mobile phone – regardless of manufacturer, model, operating system or wireless carrier

### TELUS B2C content management and portals

With our depth of experience in content management, portal development, and integration and knowledge management, our professional services team knows how to make good technology fit for good results.

While on the periphery of the customer experience, the business of making information and content more accurate and more accessible brings integrity to service and marketing. As your team collaborates to build Web experiences, customer portals, self-service back-office integrations and agent portals, go forward with the confidence that stems from the backbone of reliable, quality content.

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### TELUS Contact Centre

Your contact centre is about more than answering the phone-it can be a strategic asset that creates and manages customer relationships through multiple channels of communication.

The TELUS Contact Centre Solutions team is a tightly knit group that has collaborated together for over 10 years across more than 400 successful customer implementations. We work in partnership with you to provide low-cost, scalable, hosted or premise-based infrastructures for multi-channel contact centres.

- Leverage proven expertise in the delivery of applications such as Skill-Based Routing, CTI, IVR, Speech

Recognition and Agent Performance Optimization into a variety of settings

- Choose the best-fit ownership option including Hosted, Managed or Premise-Based
- Exceed customer expectations by handling interactions of every media type
- Reduce costs by avoiding the need to maintain and support complex systems
- Focus resources on customers, not on non-core processes
- Gain access to world-class capabilities and resources not available internally

## work with the experts in customer experience management

TELUS offers the full spectrum of best-of-breed capabilities across every point of the customer lifecycle. From the foundation of a TELUS-powered contact centre, portal management and hosting, add differentiating capabilities from the best of sales, marketing and service solutions. We can help you turn prospects into proficient, satisfied customers – and we know how to make satisfaction repeatable.

From consulting and implementation to support and maintenance, TELUS is a full-service provider. We manage IT infrastructures and marshal resources – delivering exceptional experiences on your behalf with absolutely none of the on-site IT burden.

With complementary services and technologies from content management, contact centres, unified communications, hosting and network services – as well as a software-as-a-service model that's zero footprint – we know how to make Customer Experience Management work.

Because when you offer more reliably great service, you build loyalty. And that's what we're here for.

GET THE BEST FOR YOUR BUSINESS

TELUS solutions do more – connect with us today and we'll show you how.  
Contact your TELUS Account Executive or visit [telus.com/CEM](http://telus.com/CEM)

