



Customer Experience Management. Backed by TELUS.

frontline analytics

powered by RightNow Technologies®

comprehensive approach to customer experience management

As a key part of our comprehensive portfolio of on-demand customer experience solutions, TELUS Frontline includes all the applications, strategies and platforms vital to delivering higher-value, lower-cost customer experiences.

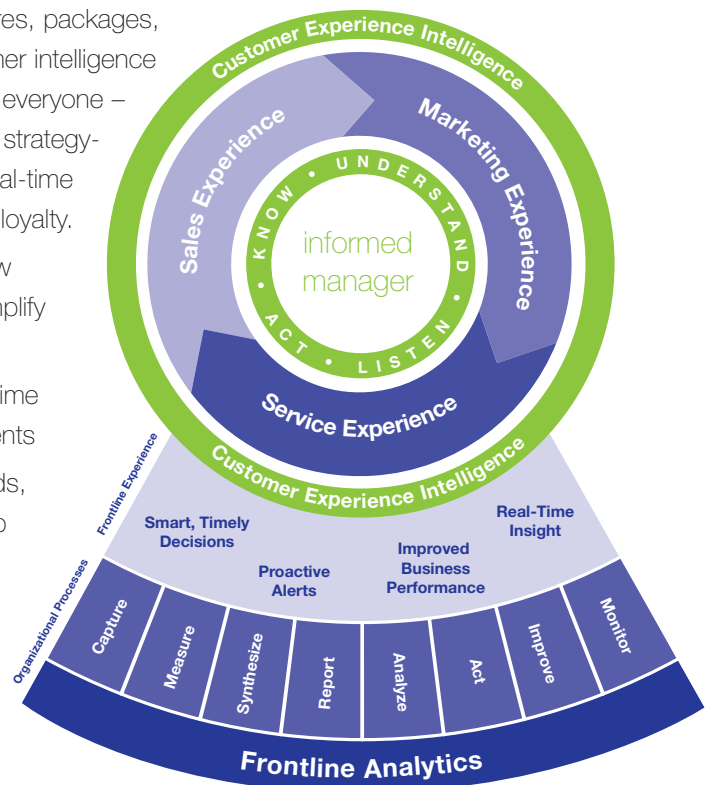
TELUS Frontline can help your company understand, anticipate and respond to customer needs in a consistent way across all channels and interaction points – so that customers not only buy once, but buy often.

turn customers from one-time purchasers into long-term advocates by watching and responding to needs, trends and patterns

These days, battling commoditization and outsmarting the competition is about more than responding to market trends and fluctuations. It's about discerning the expectations, preferences and life stages of customers as individuals.

TELUS Frontline Analytics captures, packages, distributes and manages customer intelligence across your organization so that everyone – from agents on the front lines to strategy-planning executives – has the real-time insight to boost satisfaction and loyalty.

- Discover opportunities to grow revenue, save money and amplify customer loyalty
- Detect potential problems in time to make proactive improvements
- Embed role-based dashboards, reports and analysis that keep feedback and performance top-of-mind for everyone
- Give even non-technical users the ability to slice and dice data for custom analytics and insight



Customer Experience Management. Backed by TELUS.

frontline analytics – do more often what's proven to work best

With a comprehensive library of pre-built, role-based reports and dashboards, TELUS Frontline Analytics helps employees to understand how they can deliver truly exceptional customer experiences – across sales, marketing or service.

service analytics

Keep an eye out for growing customer loyalty by measuring the effectiveness and perceived value of each touchpoint along the post-sales service experience. Proactively address potentially costly issues, and allocate resources according to which channels are most appreciated by customers. And by pinpointing tactics that yield limited benefit, focus resources on doing what works best.

sales analytics

Clear, real-time visibility into the sales pipeline allows you to forecast revenue more accurately and take proactive steps to improve it. Flag and take action on stalled deals. Examine historical trends to equip managers to address performance issues and reward top performers. Determine your most effective sales tactics and replicate them across the entire organization.

marketing analytics

Make the most of every marketing dollar and every outbound communication by gaining deeper visibility into what types of campaigns are most effective for which audiences. Understand which tactics and messages do not resonate to stay relevant and refine your approach.

feedback analytics

With Frontline Analytics, turn incident-by-incident feedback into customer experience best practices. Consolidate, analyze and distribute high-level lessons learned from across the entire customer lifecycle. Understand the effect of your brand's sales approach, marketing messages and service performance on customer perception.

work with the experts in customer experience management

TELUS knows how to make customer experience management work. Our strength as a leader in Canadian telecommunications is rooted in the powering and capturing of customer interactions. We are experts at helping you turn more prospects into proficient, satisfied customers – and we know how to make satisfaction repeatable.

From consulting and implementation to support and maintenance, TELUS manages IT infrastructures and marshals resources – delivering exceptional experiences on your behalf with absolutely none of the on-site IT burden. Complementary content management and contact centre solutions, unified communications, hosting and network services make sure your entire customer-facing enterprise is equipped to grow loyalty anytime, anywhere.

CONNECT WITH US TODAY FOR YOUR BUSINESS SOLUTIONS
Contact your TELUS Account Executive or visit telus.com/CEM.

