



Customer Experience Management. Backed by TELUS.

frontline knowledge

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.

make self-service as effective as one-to-one with a knowledge base that gets smarter with every question

Relevant knowledge is at the core of every great customer experience. To overcome limited service budgets, your brand needs to make the most of internal expertise – applying it to transform problems into proficiency on your customers' terms, when and how they prefer.

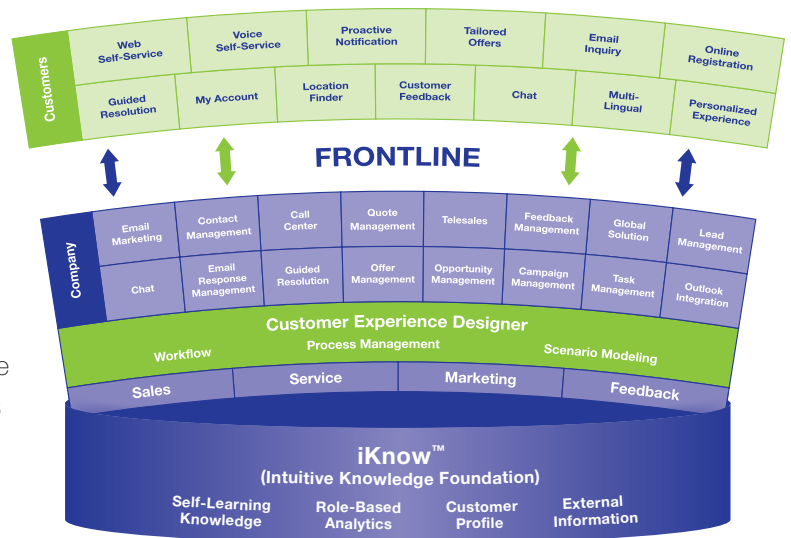
The self-learning foundation of TELUS Frontline Knowledge delivers better, richer, more meaningful answers to both customers and agents over time and across every channel – phone, voice, Web, email, and chat.

- Reduce costs while improving the customer experience
- Personalize multi-channel service
- More effectively understand, anticipate and respond to customer and market issues
- Scale the service environment as needed to meet volume during seasonal peaks
- Focus staff on higher-value interactions by automating repetitive tasks

self-learning, self-organizing, self-maintaining

TELUS Frontline Knowledge leverages a series of multi-patented technologies you won't find in any other solution, including a combination of natural language search capabilities, usefulness ranking and clustering. As new issues and questions are submitted, answers are catalogued dynamically based on their usefulness – and on how effective they are in helping customers

and agents to solve problems and reach a deeper proficiency. The technology also tracks customer use of the knowledge base, automatically creating a dynamic structure based on the information customers find most relevant.



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frontline knowledge – providing answers wherever questions are asked

TELUS Frontline Knowledge automatically predicts questions and presents relevant answers – even if the search originates from outside of your support environment. By syndicating your knowledge base to product pages, reseller and partner Web sites or commercial search engines, answer-seekers outside your direct service channel find qualified expertise no matter where they look.

how a self-learning knowledge base gets smarter

TELUS manages knowledge by dynamically incorporating customer interactions into future responses. Here's how:

Seed. The knowledge base is established quickly and easily by seeding it with a core set of question-and-answer pairs. This significantly speeds up implementation, making the knowledge base operational in a matter of days.

Capture. Customer inquiries not answered immediately by the seeded information are automatically routed to the appropriate agent. As the agent's response is delivered to the customer, the system captures it in the self-learning knowledge base for future inquiries.

Organize. Making captured responses searchable, useful and accessible is the most critical step. The Frontline knowledge base uses a variety of patented techniques to automatically track the historical usefulness of knowledge, and to intelligently rank and categorize the information. Flexible back-end controls allow information to be organized in a way that best serves the needs of both customers and the company.

Manage. As it grows – and gets smarter – the knowledge base ensures that the most useful information appears at the top of the list of answers, while information that diminishes in relevancy moves to the bottom.

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.

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Contact your TELUS Account Executive or visit telus.com/CEM.

