



Customer Experience Management. Backed by TELUS.

# frontline service

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.

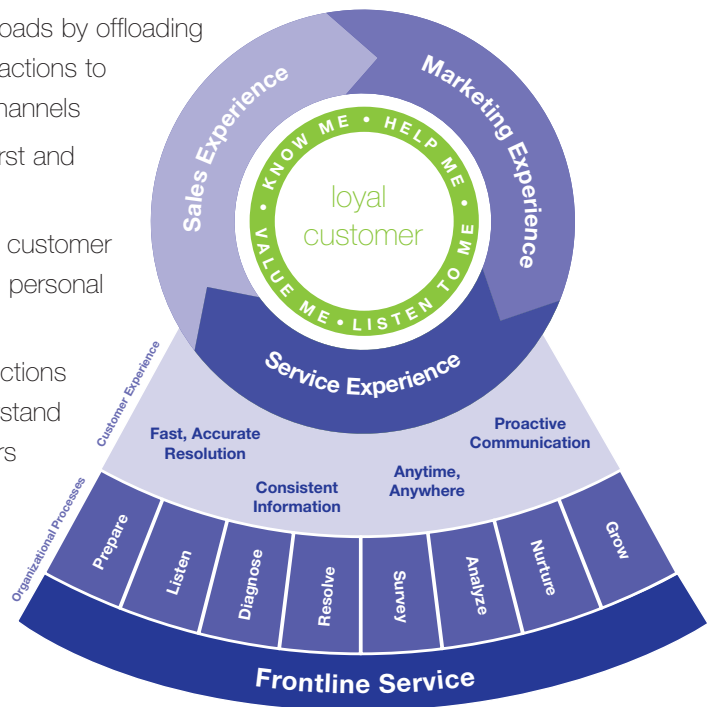
TELUS Frontline can help your company understand, anticipate and respond to customer needs in a consistent way across all channels and interaction points – so that customers not only buy once, but buy often.

## fulfill brand promises with consistently great service, turning customers into loyalists

You want a customer base that is a reliable, constant source of long-term revenue. To earn it, your brand must follow through on its promises with consistent, prompt, problem-solving service.

TELUS Frontline Service powers fully featured, multi-channel contact centres that make great customer experiences repeatable – even on fixed or limited budgets.

- Respond to phone, email, Web, chat or in-person customer inquiries quickly, accurately and consistently
- Reduce contact centre workloads by offloading the maximum volume of interactions to highly effective self-service channels
- Optimize the productivity of first and second-tier staff
- Proactively discover and fulfill customer needs for an improved, more personal rapport
- Capture insight from all interactions and channels to better understand and predict trends, behaviours and markets
- Grow revenue and add value to customers by identifying and acting on cross-sell opportunities



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## frontline service – best-of-breed capabilities

TELUS Frontline Service provides your staff with the tools, information and workspace they need to be more productive. Meanwhile, TELUS enables the kind of self-service that helps customers become proficient and satisfied more quickly, conveniently and on their own terms.

### seamless multi-channel contact centre

With a consolidated customer view, agents have everything they need to resolve issues on the spot. Our intelligent knowledge base delivers relevant, actionable information to both agents and customers, improving first-contact resolution rates and leaving customers feeling valued and satisfied.

### super-effective Web and voice self-service

Our Web- and phone-based search tools makes it easy for customers to get quick, useful answers 24/7, dramatically reducing contact centre workloads.

### patented self-learning knowledge base

Frontline Service automatically predicts questions and presents relevant answers to customers – even if the search originates from outside of your support environment. The more a Frontline-powered knowledge base is referenced by customers, the smarter it gets. As new issues and questions are submitted, answers are catalogued dynamically based on their usefulness and on how effective they are in helping solve problems.

### streamlined email response management

Speed response times by leveraging the knowledge base for clear, accurate answers via email, and escalate potential customer issues for immediate attention and resolution.

### effective incident management

Provide consistent, agent-assisted service by customizing the process that governs how agents respond to incidents and service cases. Capture incoming incidents across every channel, easily research answers and quickly provide targeted responses. Flag opportunities for up- and cross-selling in every interaction, ensuring customers have the products, services or accessories they need.

### convenient revenue-generating prompts

Prompt agents to act upon predefined sales and marketing opportunities with personalized, relevant offers for customers via proactive chat.

### intuitive chat and collaboration tools

Assist customers and prospects as they visit your Web site with easy-to-use integrated chat and remote session control tools.

### fully-integrated customer satisfaction management

Capture and act on customer feedback from across all channels, seamlessly integrating customer satisfaction measures into the daily dashboard of agents and team leads.

### robust reporting and customizable dashboards

Customize dashboards to track real-time service performance and emerging trends to learn more about the preferences, behaviours and needs of customers, and the response measures of agents.

### integration with experience-critical operational systems

The Frontline Service desktop provides staff with access to enterprise resource planning, return merchandise authorization and other back-office systems to resolve customer issues.

### 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](http://telus.com/CEM).

