



Customer Experience Management. Backed by TELUS.

TELUS Frontline

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.

Today's business issues

Customers call the shots in today's global marketplace. Because customers have unprecedented choice and control, their loyalty no longer depends solely on the best product or lowest price. They also want quick, easy and personalized transactions. The company that provides the best experience will maintain a competitive edge.

Put customer experience first

While many organizations understand the need to improve their interactions with customers, customer experience initiatives are often perceived as costly undertakings. TELUS can help. Our next-generation customer experience management software solutions help organizations provide exceptional customer experiences while simultaneously reducing operational costs.

TELUS Frontline includes all the applications, strategies and platforms vital to delivering higher-value, lower-cost customer experiences. This integrated suite of solutions leverages one common knowledge foundation to deliver relevant knowledge in real time to customers and frontline employees across customer service, marketing, sales and feedback.

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Fuel customer interactions with actionable knowledge

Knowledge is at the centre of all great customer experiences. When the right knowledge is delivered through the right interaction channel at the right time, the result is a superior customer experience.

The key is Frontline's shared knowledge foundation: iKnow™. This knowledge base fuels all customer interactions with the actionable, relevant, and timely knowledge needed to complete transactions. iKnow continuously self-learns from every interaction, improving future interactions by anticipating and proactively addressing customer needs.

Deliver knowledge to the frontlines in real time

The Frontline solution is built around the dynamic knowledge base that continuously self learns from each interaction, improving future interactions by anticipating and proactively addressing customer needs. This one common knowledge base is seamlessly integrated across all of the Frontline Application modules – Service, Marketing, Feedback and Analytics – and is shared and accessible to both customers and frontline employees.

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TELUS Frontline Application Modules

Frontline empowers organizations to improve customer experiences across all channels and customer interaction points. The Frontline solution covers the key areas of service, marketing, feedback and analytics. They integrate seamlessly with other enterprise systems, including back-office systems, and are designed to be easy to use, implement and manage.

Frontline Service

This integrated multi-channel solution delivers knowledge at the point of action to immediately resolve customer service needs. Frontline Service provides one common knowledge source to all interactions across each channel. It automatically learns from customer interactions to deliver more timely and relevant content for future interactions.

Use Frontline Service in your organization to:

- Help customers help themselves through self service
- Empower frontline employees to help customers
- Capture customer interactions across traditional and online channels for future reference

Frontline Marketing

This complete marketing automation solution empowers companies to plan, deliver and track multi-channel, multi-stage marketing campaigns to broad consumer and commercial audiences.

Frontline Marketing improve efficiency by:

- Delivering relevant marketing offers and critical communications at the right time in the most compelling manner to achieve the maximum response rates
- Optimizing marketing resources and dramatically reduce marketing team efforts by leveraging one common application platform and customer knowledge repository

Frontline Feedback

Frontline Feedback enables organizations to proactively capture customer feedback across all customer touch-points in real time. You can analyze and measure the feedback, and take immediate action to improve the customer experience. Frontline Feedback can enable your organization to:

- Solicit the right feedback for the right purpose from the right audiences using techniques such as broadcast surveys, transactional surveys and Web site link surveys
- Accelerate feedback capture and follow-up activities with pre-packaged templates for the most common feedback purposes

Frontline Analytics

Frontline Analytics delivers real-time insight into key business performance indicators. Executives, managers and frontline employees get the information they need to proactively spot trends and immediately take corrective action. The solution includes:

- Role-based dashboards and analyses for complete visibility into customer behaviour and business operations across customer service, sales, marketing and feedback
- Customized analytics design centre empowers companies to quickly create, design, present and deliver analyses in the best way to targeted user roles

GET THE BEST FOR YOUR BUSINESS.

Do more with TELUS solutions. Connect with us today and we'll show you how.
Contact your TELUS Account Executive or visit telus.com/CEM

 **TELUS**
the future is friendly®