

Convergys Dynamic Decisioning Solution

Improving Loyalty And Retention

with Enterprise Policy Management



With intense competition in virtually every business category and spiraling costs for marketing and advertising, the expenses of acquiring new customers have become a more significant cost-making programs to increase loyalty and retention of high-value customers a greater priority for many enterprises.

In simpler times, customer loyalty was earned by companies who came to know their customers, and offered them products and services that met their individual needs. How can today's enterprise create that same kind of personal experience, particularly when customers interact with multiple employees in multiple channels—stores and kiosks, contact centers and Web sites?

A real-time solution to build customer loyalty and improve retention results

As the global leader in customer relationship management, Convergys faced these challenges in handling contacts on behalf of its Fortune 500 clients—and created the Convergys Dynamic Decisioning Solution to overcome them.

Convergys Dynamic Decisioning Solution is a highly scalable enterprise-wide policy management solution that improves the customer experience across all channels by optimizing and adapting to changing customer dynamics in real time at the point of interaction—regardless of where and how that interaction takes place.

Building loyalty, one customer at a time

With Convergys Dynamic Decisioning Solution your business can conduct more personalized interactions in all channels—phone, Web, and retail locations. Adaptive decisioning, driven by real-time access to customer

and other relevant data, pushes personalized information to contact center agents and store employees, and drives actions in automated solutions based on customer behavior.

In short, Dynamic Decisioning Solution helps your business treat each customer as if you know them—building customer satisfaction and increasing loyalty with each transaction, across every channel. Convergys studies have demonstrated that loyal customers consume more products and services and contribute more revenues to the enterprises they regard.

Improving retention results through more effective save offers

The challenge in creating a successful retention effort is to conduct the right actions—which can include incentive offers—to the right customers, at the right times. Dynamic Decisioning Solution excels at all three.

Dynamic Decisioning Solution includes sensors that can capture customer events, and the rules engine to specify responses to those events. In retention efforts, Dynamic Decisioning Solution can recognize customer actions or circumstances associated with a high likelihood of attrition, and drive real-time, personalized responses designed to deflect a customer's departure.

Improved loyalty and retention actions wherever your business operates

Convergys Dynamic Decisioning Solution is a multichannel solution that can drive relevant customer actions, incentives and save offers in any contact channel in which you do business:

- via a contact center save agent's desktop during a phone conversation
- at point of sale via a store kiosk or retail terminal
- on your Web site, intelligent handheld device, or in your IVR.

relationship management

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Dynamic Decisioning Solution in action:

- A cellular customer with high mobile Internet usage sends a business message with a multimedia attachment, but transmission fails. A network monitoring system detects the failure, and Dynamic Decisioning Solution instructs the network to resend the message until it is successfully delivered, then send a confirmation message. Despite an initial issue, the message was successfully received without inconvenience to the sender.
- A health care provider customer calls support for benefit updates. Dynamic Decisioning Solution determines the caller's brand name arthritis medication is due for refill in less than 30 days and prompts the following message while in IVR queue: "We noticed your brand name prescription is due for refill this month. Did you know that several generic brands are available at significantly lower costs. If you would like a list of generic drugs, press 1." After message plays, the caller is returned into queue.
- A high-value ISP customer with a history of service problems suffers a high-speed Internet service outage. Dynamic Decisioning Solution proactively initiates a credit to the customer's account, then generates both an email and an automated outbound IVR call apologizing for the outage and notifying the customer of the credit. Next door, a low-value customer receives only an email apology for the outage—no account credit and no phone call.
- When a high-value cable customer with three recent calls to customer support and an existing open service request places a call, it is routed by the IVR to a trained save desk agent, where a proactive screen pop allows the agent to begin the call by apologizing for recent problems, and offering a wireless headset as a retention incentive.

Additional business benefits

In addition to improving customer loyalty and retention, Convergys Dynamic Decisioning Solution can help your enterprise:

- Reduce cost to serve customers by limiting offers made to low-value customers, identifying customer issues during agent and retail interactions to improve efficiency, and sending outbound notifications pro-actively regarding service and other customer issues to reduce the volume of inbound calls
- Increase revenues through more personalized and effective targeting of upsell and cross-sell offers, and more consistent purchases of value-added services.

Key Dynamic Decisioning Solution differentiators at a glance

- Centralizes and simplifies business policy management
- Drives consistent experiences across all channels
- Drives proactive, automated and simultaneous real-time service, sales and retention actions
- Supports contextual personalized interactions and closed-loop self-learning
- Leverages existing IT and infrastructure investments—does not replace them
- Scalable to handle 100's of millions of transactions per day
- Automates updates to back-end systems such as billing, BSS/OSS
- Supports intelligent device management
- Delivers immediate business benefits through quick time to market

Learn how Dynamic Decisioning Solution can help your business

To learn more about the Convergys Dynamic Decisioning Solution, please contact a Convergys sales representative at 800 344 3000.

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About Convergys

Convergys Corporation (NYSE: CVG) is a global leader in relationship management. We provide solutions that drive more value from the relationships our clients have with their customers and employees. Convergys turns these everyday interactions into a source of profit and strategic advantage for our clients. For more information, visit www.convergys.com.

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