



USE CASE: Acqueon for Proactive Customer Service

A 5-star customer experience isn't possible without great customer service. But service is typically reactive and burdens the customer with issue resolution. Do you really want to be "one more thing" on the customer's already way too long to-do list? To create happy, repeat sale/up-sell ready customers, proactively meeting their needs is vital.

\$75B Annual cost of poor customer experiences in the U.S.

Customer service and support teams need modern, ai-powered technology to create 5-star customer experiences. Using intelligent tech & a customer-obsessed approach, companies can retain customers, increase revenue and develop loyalty.

THE TOP CUSTOMER SERVICE & SUPPORT CHALLENGES

(as described by our enterprise customers)



Our high call queues mean our customers get stuck on hold for way too long, way too often. Let's face it; no one has the patience or time to waste on hold. We need a solution that shortens hold times and also shortens interaction time overall.

Anytime we can address or solve a customer's problem before they have to contact us about it, we're the hero and not the villain. We need a way to be the customer's hero as often as possible.

If we can start to allocate some of our Customer Service team and resources to Customer delight & loyalty programs, the impact to revenue would be huge.



ENTERPRISES USE ACQUEON TO DELIVER PROACTIVE, 5 STAR CUSTOMER SERVICE & SUPPORT

Acqueon Engagement Cloud: it's the leading Conversational Engagement Platform & includes:

1) An advanced Campaign Manager powered by:

2) AiQ (Acqueon's Data Intelligence platform w/ built-in, Real-time Conversational Intelligence capabilities & a Customer Engagement Data Platform).

- Enables outbound omnichannel (e.g. voice + digital) campaign management
- Massive positive impact on customer experience w/ personalized messages
- Reduces manual workload; staff can quickly filter customers by demographic criteria & automate targeted campaigns
- Includes predictive models to determine Next Best Action
- Easy to setup/use Reports & Dashboards
- Built-in Compliance Suite for complete compliance adherence

VERTICALS/INDUSTRIES THAT TRUST ACQUEON FOR PROACTIVE CUSTOMER SERVICE & SUPPORT

- ✓ B2C Retail Services
- ✓ Phone & Television Providers Banking
- ✓ Utilities & Field Service
- ✓ Healthcare (Payers, Providers, Hospital Systems, Pay-viders)
- ✓ Revenue Cycle Management Medical Insurance
- ✓ Federal & State Government

MOST USED ACQUEON CAPABILITIES BY SERVICE TEAMS

- Balancing Across Lists
- Business Filtering & Contact Segmentation
- Campaign Chaining
- Right Party Connect (RPC)
- Personalized Campaigns
- Call-Back Support
- Propensity to Buy



RESULTS & OUTCOMES: HOW SERVICE & SUPPORT TEAMS ARE MEASURING SUCCESS

Success is defined differently at every company, but most of our customer service customers measure similar KPIs. Based on typical outcomes, here's how using Acqueon has improved success KPIs for our customers:

- +35%** Net Promoter Score (NPS)
- +29%** Customer Satisfaction (CSAT)
- 10%** CCR
- 4%** Customer Acquisition Cost (CAC)
- 35%** Hold Time

WHY ACQUEON?

1. We're proven to help Service & Support teams maximize the full potential of every customer conversation & transform from reactive to PROACTIVE customer engagement
2. Acqueon Engagement Cloud is the leading Conversational Engagement platform for customer engagement @ large/mid-size enterprises
3. Integrates w/ all leading on-prem & cloud Contact Center solutions (plus Salesforce & virtually all CRMs/Systems of Record)
4. Comprehensive built-in Compliance (so you can stop worrying about DNC, TCPA & the long list of rapidly morphing/growing Fed/State laws and regulations)
5. Built-in Real-Time Agent Coaching, Real-Time Agent Guidance & Real-Time QM (so you connect more AND get to YES-outcomes more!)

Exceed Customer Expectations: Use Acqueon's Conversational Engagement Platform for Proactive Customer Service & Support.