



*Dassault Systems Partner*



# Call Center\_Orbit

## Entreprise Projet Produit

**Efficacités**

**Intégration**

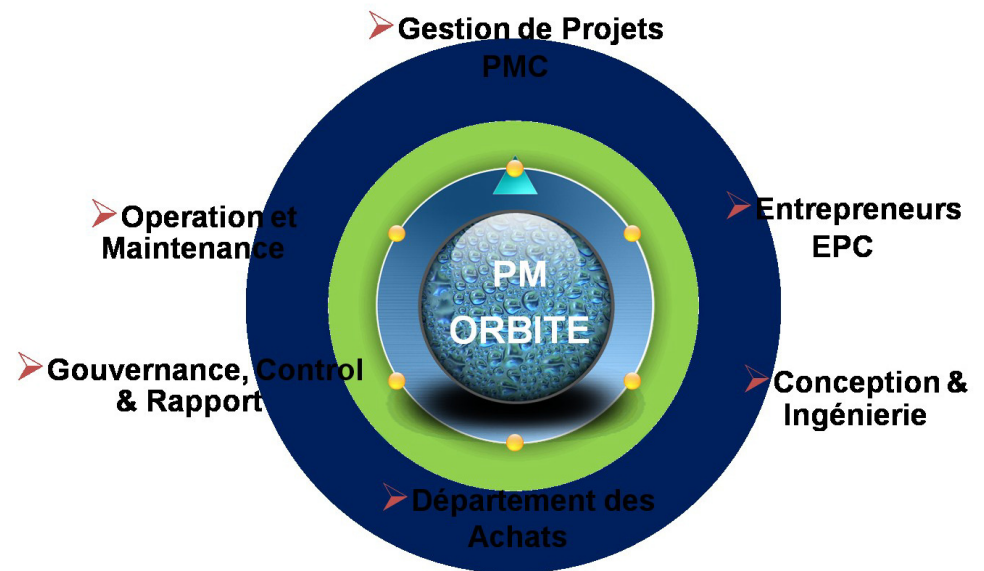
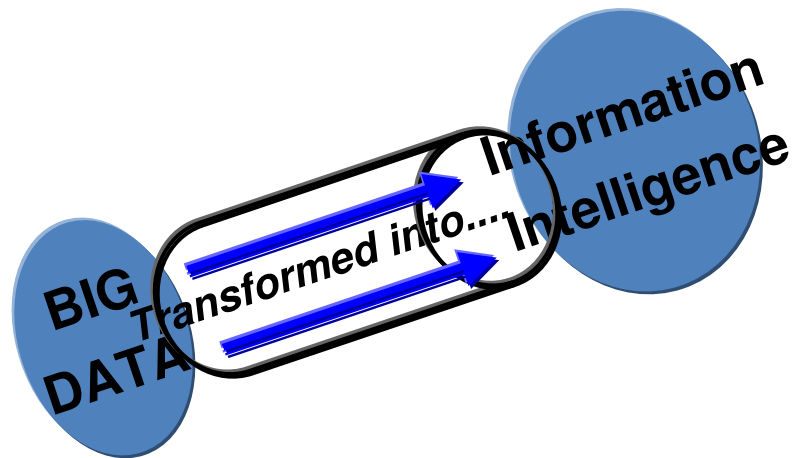
**Gestion**

Tekniverso powered with **DASSAULT SYSTEMES**

**IF WE** ask the right questions  
we can change the world.

# Tekniverso 'times' DS

- Exclusive DS reseller in NE North America
- Tekniverso & DS: innovative vision for TERADATA solutions.
- Together, we will help you achieve your goals



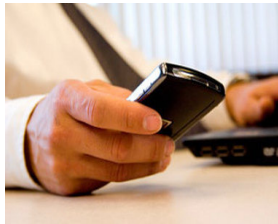
# Call Center- Industry Background

» Business Under High Pressure!



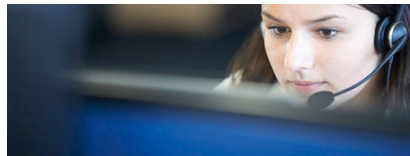
# Industry Challenges

- Customer Engagement Focus
- Better Service @ Lower Costs (Human and Technical)



## ***Customers Today***

- Info aware, tech savvy, time constrained
- Hard to obtain clear answers to questions



## ***Agents Today***

- Difficulty in answering questions
- Inconsistent engagement capabilities
- Hard to negotiate all IT tools to get accurate answers



## ***Frontlines Sales Reps Today***

- Insufficient access to relevant customer info
- Limited access to in-context histories, linked to product info for personalized selling



## ***Call Centers Today***

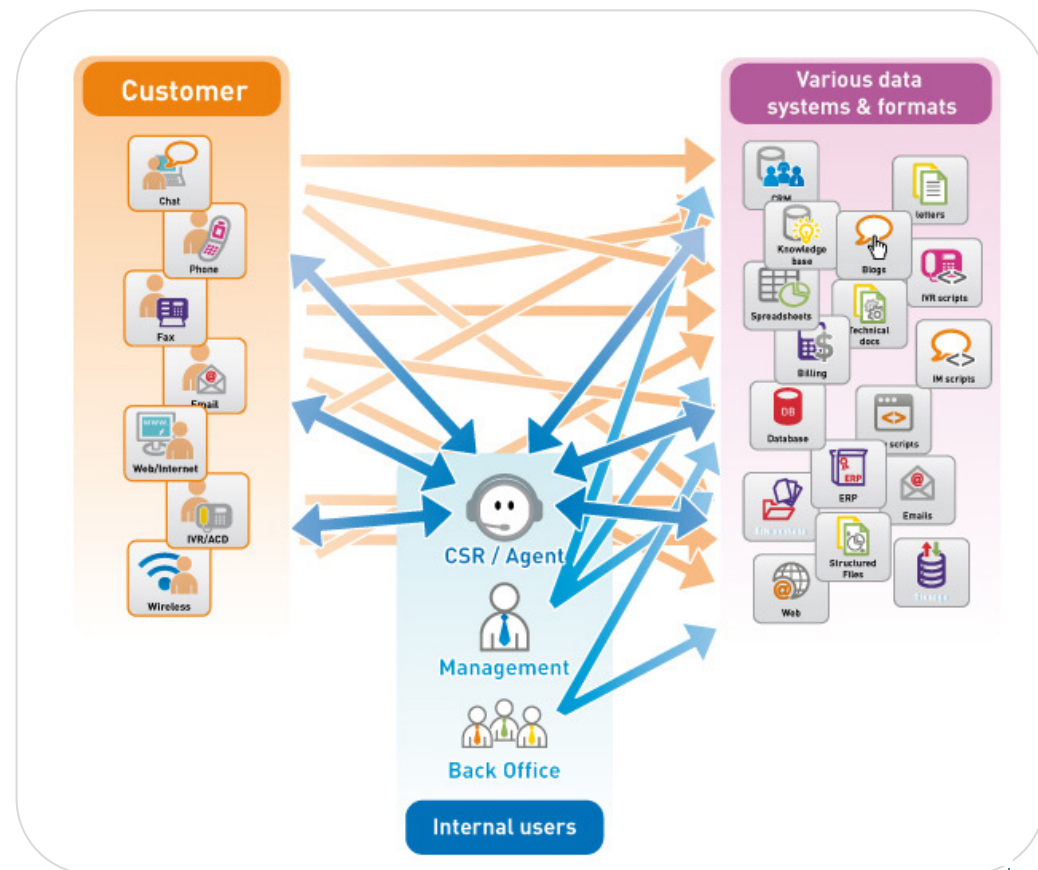
- Challenging to provide staff with all information needed to give the best answer in only one call

# Industry Challenges

The ability to quickly visualize all relevant information about any equipment or part.

## Part data is:

- ❑ Splintered
- ❑ Fragmented
- ❑ In Silos
- ❑ ~~Very difficult~~ Almost impossible to get consolidated data insight or visibility



# Today Business Challenges

- » Information spread across disparate systems:
  - » Difficulty gathering relevant internal or external data, incomplete picture
- » Overly complex CRM systems and screens:
  - » Calls take too long to complete, hard to answer customer questions
- » Inconsistent customer engagements:
  - » Loss of customer trust, requiring escalation to supervisors
- » Missed opportunities for cross & up-selling:
  - » Revenue loss, unfulfilled customer needs
- » Agent overload / frustration and turnover:
  - » Low morale, more errors, increased training costs
- » Loss of customers and higher costs:
  - » Market share loss, increased customer acquisition costs

# Data Intensive Business Discovery



## Customer Interaction

*Collect & Engage*

EXA  
Apps

### Exalead OneCall

*to transform successfully the engagement of your customer in one call*

Exa  
Practice

### Exalead Customer Services

*to increase customer satisfaction with innovative web 360 apps*



## Digital Assets

*Reveal, Capitalize & Reuse*

EXA  
Apps

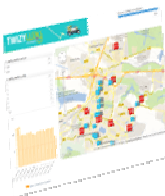
### Exalead OnePart

*to reveal, reuse and reduce 2D/3D legacy assets*

Exa  
Practice

### Exalead Component Pathfinder

*to reveal, reuse and reduce electronic components*



## Machine data

*Product usage & trace*

Exa  
Practice

### Exalead Cloudview

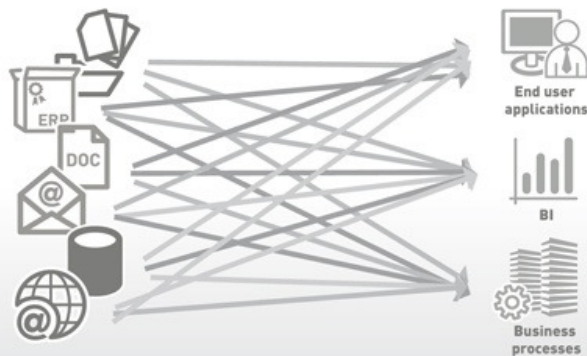
*to analyse intensive data and correlate with other hybrid data*



# Solution - Data Intensive Business Discovery

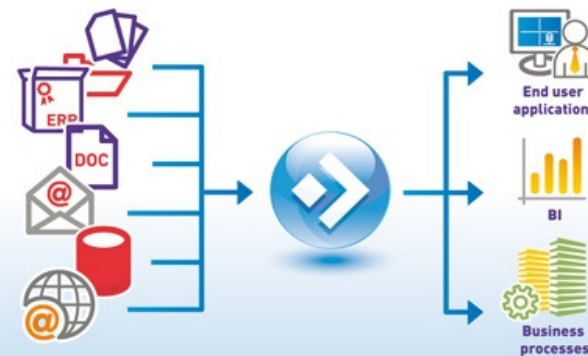
## Without Exalead

High complexity/costs, Low performance/reusability



## With Exalead

Low complexity/costs, High performance/reusability



## Usability

- **User-Centric.** Model for users not for processes
- **Single box.** intuitive usage with no end user training

## Agility

- **Quick start.** A POC in a day put your worries away.
- **Iterate.** Enhance and enrich application step by step

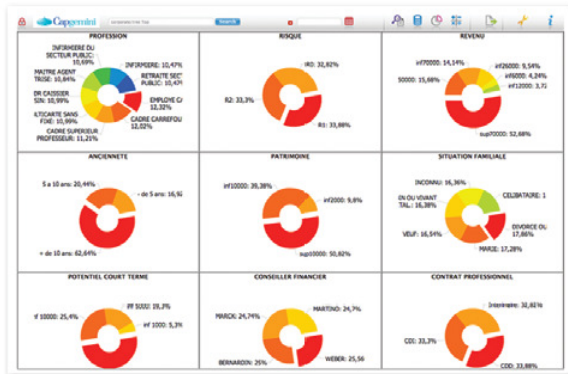
## Performance

- **Scale to thousands of users**
- **Scale to Terabytes of data**
- **TCO. Low Cost**



# Solution - Data Intensive Business Discovery

- ✓ **EXALEAD CloudView federates** data from many sources
- So important decisions can be **revealed** via **dashboards**



- ✓ **EXALEAD CloudView** Global reporting and dashboarding
- Provide a rich context for decision making

## » Easy, Versatile Business Intelligence

Any user can generate on-the-fly, real-time reporting and analysis simply by entering a search term in a single text box or clicking on a graph segment (screen below). Unlike traditional database-centered BI, users can drill up or down on any criteria available in the system (derived from both unstructured and structured data) and they can do so entirely on their own, without having to call IT.



# Solution - Data Intensive Business Discovery

» Applications for **one or many data sources**

» Dashboards available on **Web or mobile devices**

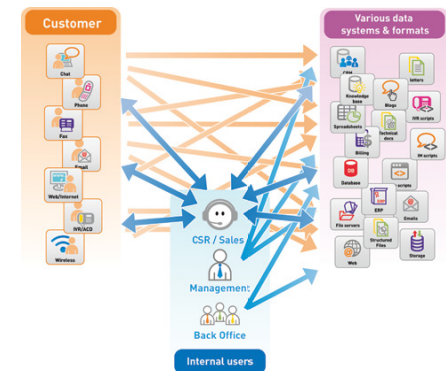


» Enables **business users** to benefit from new types of analytics **Big Data exploratory** analytics (follow your curiosity: no complex SQL queries required)

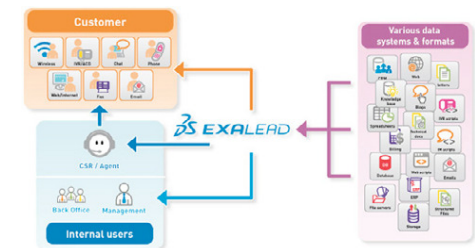
» Real-time, **operational decision support**

» Analytics on structured, unstructured and hybrid data (leveraging entity extraction, sentiment analysis, etc.)

» Reconciling multiple data sources



BEFORE CLOUD VIEW



AFTER CLOUD VIEW

# What is our solution

- ▶ EXALEAD OneCall is not another CRM system, but rather a Customer Engagement Application designed to address real-world business challenges. The application leverages your current CRM system and IT assets, combining them with highly relevant external Web data – to provide the right information, at the right time, presented in the most human-friendly way possible – direct to the agent's desktop.
- ▶ Designed to make “agent-to-customer engagements” more rewarding for both sides, EXALEAD OneCall is helping companies of all sizes build stronger brand and product loyalty through increased customer trust and confidence – leading to higher repeat purchases and business growth.

## Proven Results with EXALEAD OneCall:

- ▶ • **First call resolution**
- ▶ • **Agent productivity**
- ▶ • **Campaign efficiency**
- ▶ • **Call length**
- ▶ • **Training Time**



# Experience Description (How It Delivers Value)

- ▶ EXALEAD OneCall is an innovative customer engagement application for call & contact centers that drives business growth through dramatic improvements in agent performance and customer satisfaction.
- ▶ EXALEAD OneCall intelligently delivers a 360° view of relevant customer information along with associated products & services to sell – delivered direct to agents and frontlines sales representatives; elevating their effectiveness to positively engage more customers secure business.
- ▶ Our application deploys 'on top' or 'beside' existing or new CRM systems to extend the value of existing IT assets, while delivering a truly unique engagement experience
- ▶ Companies using EXALEAD OneCall have reported...
  - ▷ Campaign effectiveness improvements of 20%,
  - ▷ Agent productivity improvements of 18%,
  - ▷ First call resolution rate improvements of over 10%.

# A Unique Approach

Natural language search : fuzzy matching

Simplified interactions

Relevant info &  
rules based actions  
"in context"

Multi-channel  
Look-up

Up-sell/Cross-sell Alerts

Sales Ordering

Zero lag time response

## BIG DATA READY

The screenshot displays the EXALERO OneCall interface. At the top, it shows the user's name 'Miss Mia SMITH' and contact information including phone, email, and address. Below this, there's a 'Subscription details / Equipment' section showing a 1GB data purchase and an iPhone 4S. The 'Problem Solver' section on the left has a 'Tech question' selected. The main area shows a 'Tech question' description and a 'Customer History' section with a list of recent transactions and alerts. The interface is clean and organized, with a sidebar for navigation.

Company data asset availability

OVER the existing legacy systems

CTI support

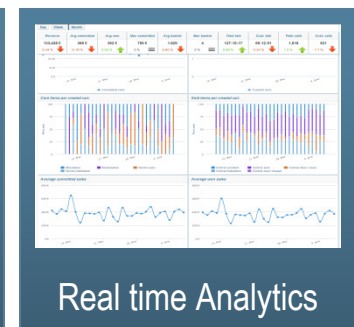
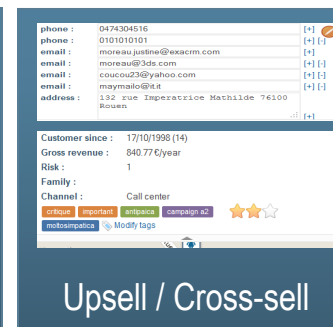
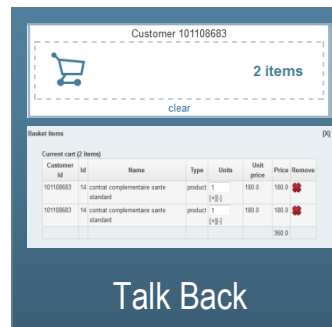
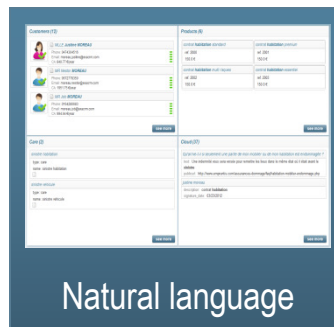
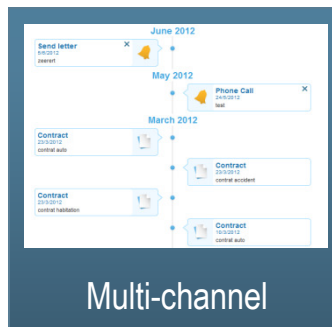


Lightspeed performance

Unstructured  
Structured

# Exalead OneCall best in class

- ▶ **Natural language search:** fuzzy matching
- ▶ **Multi-channel Look-up:** for rapid visualization of a customer's events -> builds trust & credibility
- ▶ **Analytics:** for real-time agent and department performance metrics
- ▶ **Upsell/Cross-sell Alerts:** real-time cross- & upsell alert recommendations coming from BI ITs
- ▶ **Talkback:** Shopping cart connected to back-office for placing new orders





# Customer References



"We chose EXALEAD OneCall because we think it can help us achieve our goal of leveraging the massive amount of data within our company, whatever the format or the location, and efficiently aggregate it with Web data and external sources, providing our users easy-to-use operational dashboards and analytics in a very short timeframe."  
- Paolo Ferrara, Deputy General Manager, DigiCamere



"EXALEAD has helped us meet the demands of a rapidly-expanding customer base without needing to augment support staff. Our average case closure time has been significantly reduced, and fewer cases are reopened."  
- Matthew Geise, Senior Director of Services Technology, Jaspersoft



**"Our priority at the Telesales Department was to provide front office telesales agents with a more businessdriven tool. We had 4 main goals:**  
1. Ergonomics  
2. Efficiency  
3. The fact it adapts to legacy tools  
4. And that it adapts to multichannel telesales evolutions."  
Alain Drillet, France Telesales Manager, La Poste



# Customer References



installed



Microsoft Dynamics CRM

+ EXALEAD OneCall



installed

ORACLE

+ EXALEAD OneCall

... and they are  
leaving Oracle  
now...



installed



+ EXALEAD OneCall



installed

EXALEAD OneCall

alone

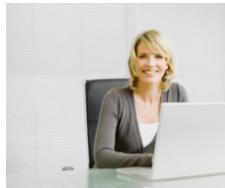
# Delivering the Perfect Engagement

Harnessing the right information from multi-source systems



Building the actions “in context” upon these information assets

Answering customer questions right away, with zero lag time



Revealing sales opportunities for personalized customer service



# Thank You

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