



NEWGEN

Customer Service Management

Overview

Customer satisfaction and retention are the major challenges for organizations in today's evolving business scenario. Customer expectations, as well as service benchmarks, have been rising and choices have increased. Hence, customers are unwilling to settle for anything less than the best service.

Newgen's Customer Service Management (CSM) solution caters to the long-term customer engagement needs of organizations. It helps deliver a superior customer experience and can quickly configure and modify processes to ensure the solution evolves alongside the business.

Challenges

As organizations scramble to meet customer expectations in an environment of shifting customer loyalties, they face numerous challenges.

- ✓ High cost of customer service
- ✓ Low First Call Resolution (FCR) rate
- ✓ Longer resolution time
- ✓ Slow response to social media complaints
- ✓ Inability to increase customer lifetime value



Solution Highlights

CSM provides an automation solution covering the following areas:



Case Management

- End-to-end management of all queries, requests & complaints, from initial interaction to case resolution
- Insight into work steps, turnaround time and approvals



Knowledge Repository Management

- Continuously evolving knowledge repository for customer service agents to tackle queries
- Updated through articles created by subject matter experts, and approved for use



Contact Centre Management

- Customer interaction capture through CTI/Chat/Email/SMS integration
- Agent Collaboration & Call Scripting to Improve FCR and reduce call handling time



Feedback Management

- Capturing and reporting customer feedback from the customer
- Creation and administration of basic surveys



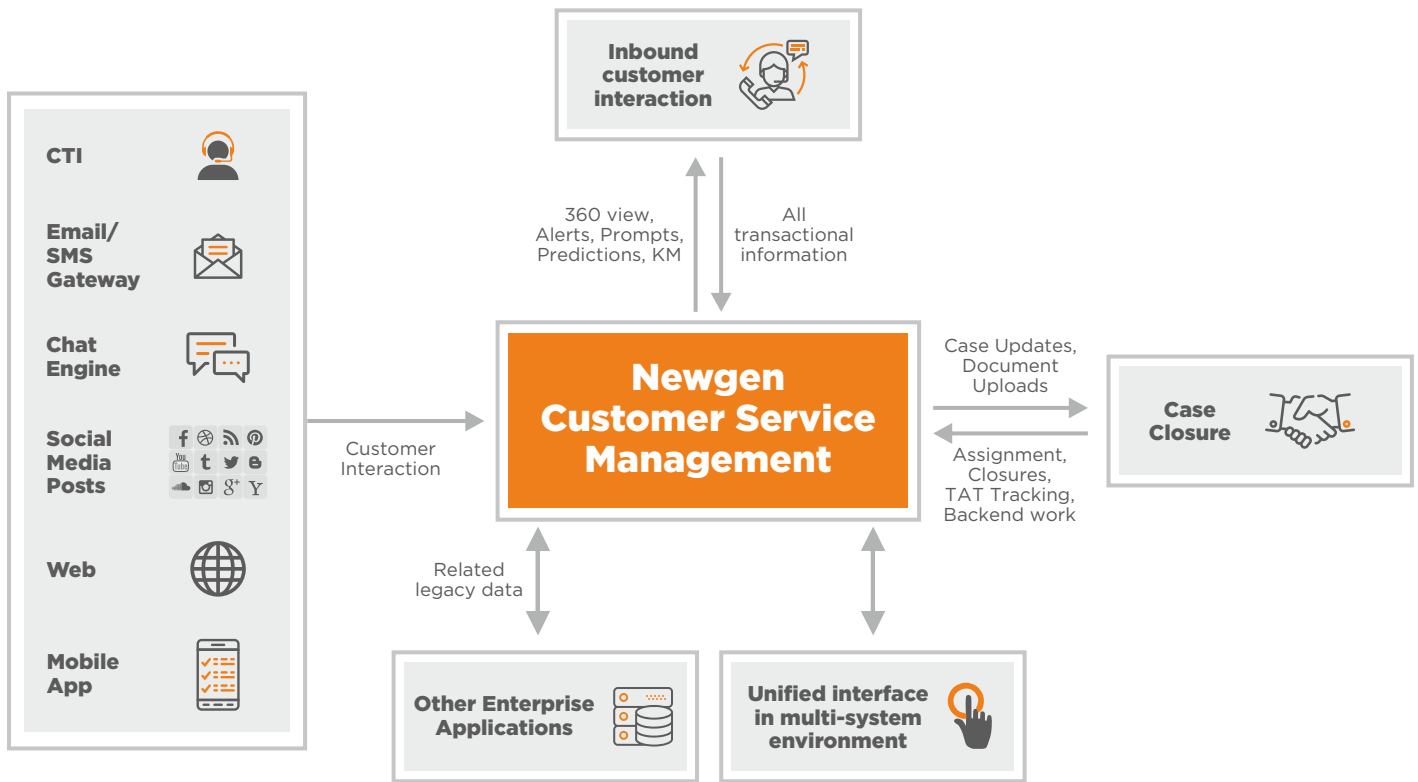
Social Cell Enablement

- Tracking and listening to customer views on key social channels
- Separation of customer noise from customer voice, to view and address concerns



Self Service Management

- Integration with Customer Self Service Portal for end customers
- Capabilities for raising of requests, status check, assistance and search




Customer Service Overview

Why Newgen for your Customer Service Management Needs?

Organizations require a comprehensive CSM solution that balances industry best practices with organization service goals. Something they can use today and tomorrow - with confidence and ease.

Newgen's CSM easily aligns with diverse businesses and provides a long-term solution to the customer engagement needs of any organization. It offers a combination of powerful workflows, rules engine, document management, and social media integration. CSM offers a unified platform that seamlessly integrates with enterprise applications. The solution enables organizations to achieve:

- ✓ **Efficient Customer Service**, through automation of non-value-added activities, improved FCR, unified desktop, Knowledge Repository search and agent collaboration
- ✓ **Delighted customers**, due to increased CSAT levels, personalized customer service, round-the-clock accessibility via chat bots and self service, and proactive action on feedback
- ✓ **Improved Social Media Responsiveness**, via sentiment assessment, identification of brand adversaries, instant flagging of dissent and timely response to social media feedback
- ✓ **Integrated back-end processing**, ensuring seamless movement of cases between processes and functions, and reducing overall effort and closure time
- ✓ **Unified interface**, to enable integration of front-end processes with legacy core applications, and provide a single user interface for customer service



Our goal is to surpass our customers' expectations by offering superior, excellent and consistent service in all out-service points. This goal has been achieved through investing in an intelligent workflow platform that has automated product and service delivery across the Bank. Newgen's world-class BPM & ECM product suite has automated our business processes and helped us to achieve business excellence resulting in increased productivity and faster services to our customers.

Julius Kamau
Director
Technology & Operations - NIC

About Newgen

Newgen Software is a vendor/provider of Business Process Management (BPM), Enterprise Content Management (ECM), Customer Communication Management (CCM), Document Management System (DMS), Workflow and Process Automation software. The company has a global footprint in over 66 countries with large, mission-critical solutions that have been deployed in Banks, Insurance firms, BPO's, Healthcare Organizations, Government and Telecom Companies.

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