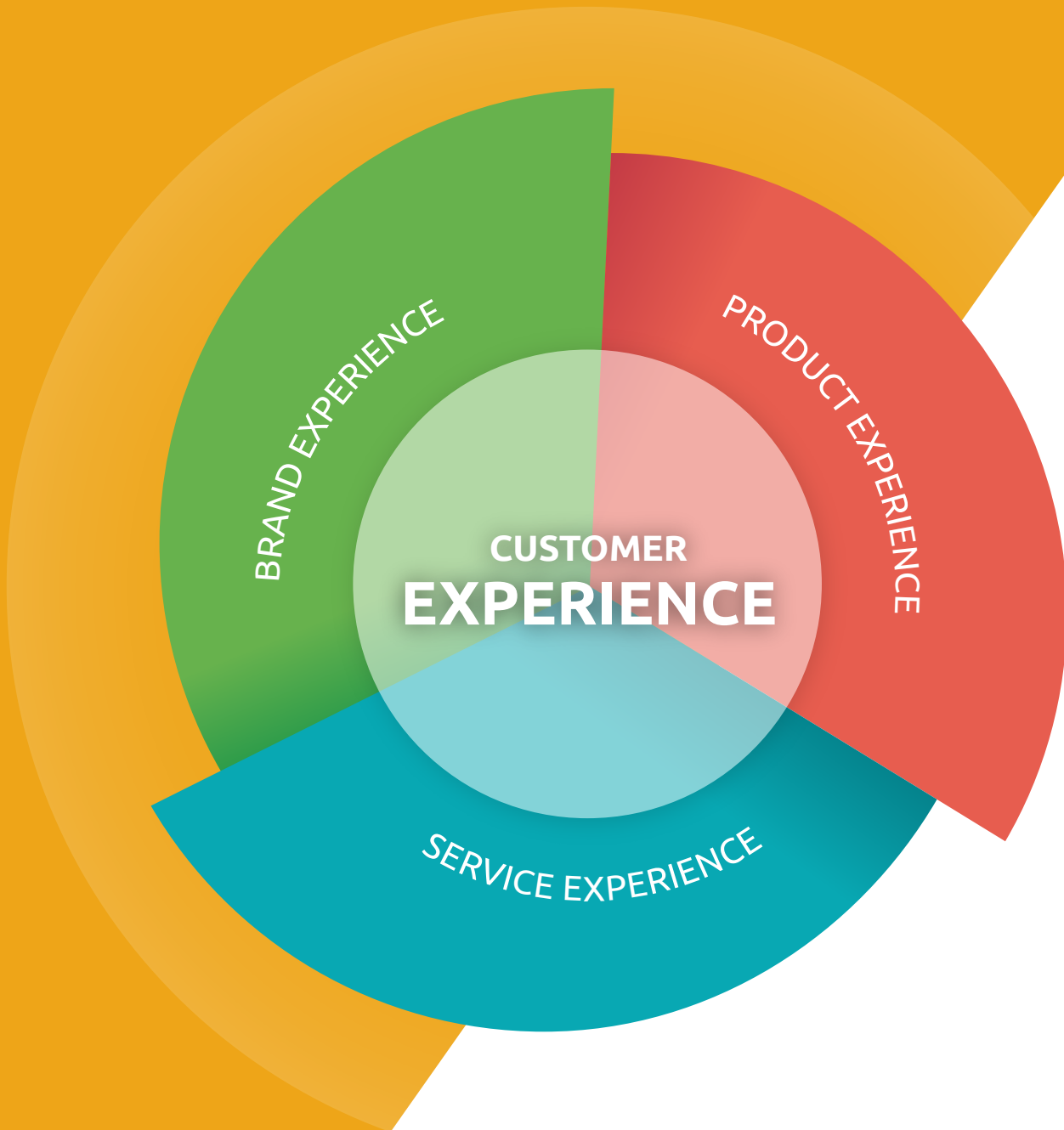




**CUSTOMER
EXPERIENCE**

APPROACH
CONTACT CENTER



*Our experience is
your customer experience.*

TecnoVoz



RECOGNITIONS & CERTIFICATES

CERTIFIED QUALITY

ISO 9001: 2008 certification for provision of installation services, after sales and technical support.

GROWTH IN LEADERSHIP 2010

2010 - Frost & Sullivan - "Growth Leadership Award" for being the fastest growing company within its segment in Latin America.

PRODUCT EXCELLENCE 2011

2011 - Frost & Sullivan - "Product Excellence" Award for the development of the IRS suite in Approach® Contact Center.

MARKET LEADERSHIP 2014

2014 - Frost & Sullivan - "Argentinian Market Leadership Award in the Contact Center Systems Industry".

GRAND PRIX of the AMDIA AWARDS 2015

2015 - Gold Award And an Honorable Mention for its case "Edesur: towards a new technological stage".

LATAM Award 2016

2016 - Gold Award in the 5th edition for the BEST PRACTICES OF INTERACTION WITH CUSTOMERS in Latin America in the category "Best Technological Contribution for Contact Centers".

Brand Experience

BUSINESS SUPPORT

Since 1993, TecnoVoz S.A. is one of the protagonists in the creation of this important industry, a pioneer in technologies such as Voice Mail, IVR and Call Center.

Our permanence of so many years in the market is based on the quality of our human resources sustained on the economic and financial solidity of our company.

VISION

The **Customer Experience** is our main focus. The activities of the people are business generators and if the technological platforms do not contemplate them, they generate a very low potential value.

Currently, **innovation must be generated with a central focus on people**, since these, unquestionably, are the key to the success of any business initiative.

INSTALLED BASE

Recognized prestige and know-how verifiable in the quantity, variety and quality of our clients that have about 33,000 installed positions, distributed in about 260 Contact Centers in Latin America.

DEVELOPMENT ENGINEERING

Approach is a native solution for Contact Centers that has eighteen years of constant evolution, marked by innovation in design and development.

- The dialing processes, both automatic and manual, lead the management of optimal routes by business rules that consider the opportunity of the dialing, the cost of communications, the availability of channels and the skills of the agents.

IRS – GUI · (changes in the heat of the moment) TTS & ASR

• **IVR -Interactive Voice Response-** allows you to implement query applications quickly and easily in telephone communications by using the following modules:

- The modeler, is the tool used to design the flow of the conversation, which based on a decision tree, determines the actions to follow during the course of the call.
- The configurator manages the resources (channels) of the telephone platform.
- The campaign manager is the tool for planning the activities of the system.
- The query allows specifying queries to databases.

• **IMR -Interactive Message Response-** allows to manage interactions via SMS or e-mail. Its native integration with Approach allows to answer a message automatically, or to establish a chat with an agent. Being able to manage the following types of interactions:

- **IWR -Interactive Whatsapp Response-** This innovative development allows to attach the instant messaging service under the same rules and conditions as the rest of the communication channels of our platform.

Interactions initiated through **WhatsApp** can be self-managed automatically, or alternatively be smartly routed to live service positions, with the criteria of priority set by the company, in the same way as with the rest of the channels.

Product Experience

ADDED VALUE: PRODUCTIVITY

Routing by business rules

It allows to define the distribution of interactions from and to the Center by any channel (voice, mail, chat, Internet, sms, WhatsApp), based on business rules aimed at maximizing the profitability of the campaigns.

Inbound

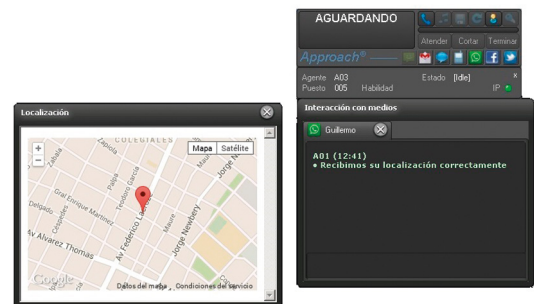
• The system has a universal administration of interactions, which allows to manage its flow towards the human resources of the center regardless of the channel through which the contacts are made, whether they are from telephone networks or data networks. The answer to the interactions can be:

- Immediate: through telephony services (ACD), text dialogue (chat, SMS, social networks, WhatsApp), assisted navigation (web page push).
- Deferred: through derivation to the e-mail servers and fax.
- The ACD software performs an intelligent routing of the calls with their associated data, based on the recognition of telephone signaling, identifying the service port or IVR option. At the same time, it provides advanced management functions for queues, voice mail boxes and faxes.
- The method of distribution of interactions adopted by the system assigns them according to the declared skills.
- The unified treatment of interactions allows an integrated approach to the center's production through the system's control and reporting tools, focusing on both the attention quality and the productivity of the center's human resources.

Outbound

• Our automatic dialing algorithms have been designed to optimize the time of human resource productivity. A process of reengineering has allowed us to reach levels above 95% in the detection of live voice, differentiating the attention of an answering machine with the one of a live person, optimizing the telephone cost and thus achieving that each agent increases the productive minutes per hour.

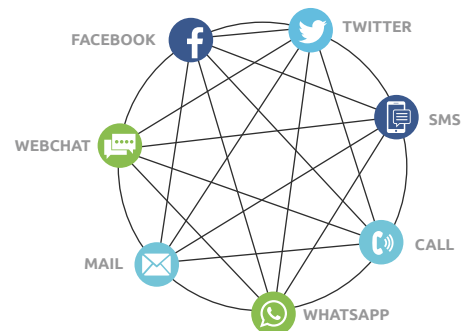
- Approach has different dialing methods: preview, power, progressive and predictive dialing.
- Control Panel with indicators and alerts of the automatic dialing process in real time, referring to the consumption of the database, signaling and levels of efficiency in the different communication channels.



• **ISR -Interactive Social Response-** interacts with a social network monitor to detect the mentions of interest in the web 2.0. Once identified, the ISR configured appropriately, interprets these mentions and chooses between answering automatically or transferring to an agent, whom will be presented as if it were a chat screen but with all the information provided by the social networks such as: number of followers, rating, sex, age, and other profile data in addition to the story of the conversation with this contact. The agent will answer this message publicly or privately and, if necessary, will scale it to the community managers who will incorporate it into the company's workflow.

• Omnicanality

Integration and switching of multiple channels



SERVICE LEVEL METRICS

The system has a large set of parameterizable reports that allow historical analysis and real-time control of the contact center management. Additionally, the system generates historical records (logs or cdrs), which by exporting to different formats for later processing, facilitate the development of new reports oriented to the specific requirements of each Contact Center, the most widely used metrics are:

- Total interactions, taking into account all channels.
- Average response speed.
- Average time in which an interaction is abandoned.
- Number of abandonments in relation to total interactions.

Alarms

Approach controls in real time that the key variables of the operation of the Contact Center, remain within thresholds previously defined. In case any of these variables deviates from the tolerance range, the system generates the corresponding alarms in order to alert those responsible for the operation, who will act accordingly. Some examples of available alarms are: talk time, waiting queue, idle time, hold time, prolonged silence, shouting, preponderance, overlapping audios, etc.

Quality

• Recording of interactions

- Interactions are recorded from the beginning, allowing a complete register of them. The system allows you to configure different types of recording: all interactions: by channel, by service positions, by campaign, by IVR programming, among others. Supervisors and agents also have the possibility to record on demand adding a comment.
- This module provides advanced access and playback features of excellent quality. The system allows the user to define and generate both filters and search criteria. The reproduction of the audio of the calls is synchronized with the display of the corresponding screens.

• Monitoring of interactions

- From their workstation, supervisors can monitor, through multimedia applications, both the audio and the screens of the Contact Center positions, assisting agents through features such as silent listening, conference, online training (real time coaching) and chat.

• Analysis of conversations in real time

- Approach performs a real-time analysis of all conversations simultaneously, detecting situations such as: raising the volume of the voice in any of the two channels (customer/agent), predominance of one part over the other, superposition of the voices and prolonged silences. When any event of this type is detected, the supervisor is informed by the alarm system and the moment of the event is marked in the recording for later analysis.

• QM

- The Approach Quality Management module allows efficient management of the defined quality model. It has been specifically designed to maximize the potential of each agent, considering the quality of the relationship between agents and users as the key factor for customer satisfaction.
- This module allows the quality manager to generate the forms to be used in the evaluation process, select the agents and / or supervisors to evaluate and establish the sample through recording selection filters. The system generates the list of interactions, allowing the evaluation.

Finally the devolution is given to the evaluated, who must give his agreement. Quality reports may also be issued in order to know the results of the evaluation of the performance of each agent and the Contact Center.

• Operative CRM (Customer Relationship Management)

ACM (Approach Contact Manager) integrates customer and campaign management under an intuitive and simple user interface. Its main features are:

- MultiCustomer–Multicampaign
- Script integrated to the operator's desktop (handling objections, etc.)
- Systematized management schedule
- Web environment for system administration
- Design of drag & drop forms

Service Experience

METRICS ON SURVEYS

If what we propose is to carry out a survey about the products and services that we offer, these are the most important metrics to include in a measurement model:

- Number of people who respond to the survey within the estimated timeframe.
- Percentage of responses in which certain expected parameters are given.
- Number of surveys answered in relation to those sent and not answered.
- Percentage obtained from the SLA (Service Level Agreement, level of quality of service agreed with the client company): knowing it is key for top executives, especially when the desired values are not achieved.

CEM INDICATORS

• FCR · First Contact Resolution

The first contact resolution (FCR) is a very useful management tool to evaluate the general effectiveness of a contact center. Takes into account productivity, efficiency, quality and customer satisfaction.

• CRR · Contact Resolution Rate

The "contact resolution rate" (CRR) in order to know the performance of agents for all interactions, regardless of whether it is the first contact or a follow-up call. This parameter is slightly easier to calculate, since it takes into account all the interactions concluded, not only those that were resolved in the first contact.

• NPS · Net Promoter Score

The Net Recommendation Rate (NPS) is one of the most popular indicators related to the customer experience. It is based on a single question to ask your customer: "How likely is, from 1 to 10, that you recommend my service to a partner or friend?"

• CES · Customer Effort Score

The Customer Effort Score (CES) deals with the consumer's effort in relation to the brand.

Specifically, it measures the effort that the customer must make to access a service. The question is: "How would you rate the effort you have made to manage your application?"

• CCR · Customer Churn Rate

Measuring the customer's experience is not only assessing the current relationship between the company and the consumer: customers who leave the brand also teach us things.

Social networks

Approach provides integrated solutions that allow you to relate the moments of truth in customer service with the behavior of users on social networks. The integration of these two channels is specified in:

- **Analysis:** Relationship between interaction in Contact Centers and Social Networks of the same user and community.
- **Diagnosis:** Crisis prevention through a complaints/claims management process.
- **Action:** Derivation of complaints and claims and creation of a positive word of mouth within the network.

POST-SALE SERVICES

In the Installation sector and the post-sale support service, TecnoVoz has a technical team of experienced professionals working under ISO 9001: 2008 standards.

Support and technical maintenance services

Approach has a maintenance service that can be extended up to 24/7 (any day at any time). This support can be technical, to users and remote assistance with permanent guards, back-up equipment and disaster recovery strategies.

Training

TecnoVoz offers specialized courses tailored to each level of Approach. These are taught at the client's facilities or TecnoVoz. The course guarantees the optimal performance of the platform, maximum ease of implementation and integration, and a high level of agent efficiency and productivity.

- **Agent Module**
- **Supervisor Module**
- **Administrator Module**

Workshops and webinars are held periodically.

Customer Experience

