

3 Strategies for Delivering a Connected Experience



The Connected Experience Platform

THE WORLD IS CHANGING

...

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We are entering a new era of customer relationships!

ARE YOU READY?

AT QUANDAGO, WE BELIEVE THE WORLD IS ENTERING A NEW ERA OF CUSTOMER RELATIONSHIPS. IN FACT, SOMETHING VERY BIG IS HAPPENING.

Today's customers are more empowered than ever before. They use more devices and channels, and have access to more information and people.

In this new world, customers expect companies to know who they are, and they expect the agents they engage with to anticipate their every need. This includes:

- Which channels they use...
- When to contact them...
- What products they've purchased...
- What products they may want next...

For companies of all sizes, this presents a huge opportunity to connect with customers to create more personalized, more trusted, more valuable relationships.

THE NEXT EVOLUTION



Connected Experience
Now



Customer Experience
2000s



Customer Service
1990s

A NEW LEVEL

COMPETING IN THIS CONNECTED
WORLD REQUIRES TAKING CUSTOMER
EXPERIENCE TO A NEW LEVEL.

We're a long way from the days when simply providing good customer service was enough.

Customer experience is today's only differentiator.

Consider that today's digital customer uses an average of three touchpoints with nearly 50% using four, five or more.

Customers expect a personalized, trusted, and connected experience. Across all channels, across the people and processes they engage with at your company.



81%
of consumers
believe
companies
deliver
disconnected
experiences.

Source: Salesforce

WHY IS CUSTOMER EXPERIENCE STILL SO DIFFICULT TO DELIVER?

Most research indicates that companies are behind when it comes to connecting today's experience.

Customer expectations are only increasing.

Agents are struggling to keep up.

In fact, a recent consumer survey found that 81% of global consumers believe companies deliver a disconnected experience.

This can involve simple customer service slip ups like making a customer repeat basic information when being transferred...

...or a completely broken customer journey that results in a lost sale, and a lost customer.



WHY CX FAILS

TODAY'S "CX DISCONNECT" HAPPENS DUE TO ANY OR ALL OF THE FOLLOWING PROBLEMS--AND IT NOT ONLY IMPACTS THE CUSTOMER, BUT ALSO THE AGENT EXPERIENCE AND THE EFFICIENCY OF YOUR COMPANY.

Disconnected Interactions

- Customers are still frustrated.
- Companies are still challenged to provide basic interaction data and insights to agents across all channels.
- Research suggests less than 10% of companies can deliver a seamless omnichannel experience in real-time.

Disconnected Data

- Agents are inefficient, dealing with disconnected systems and scattered data.
- Agents are spending up to 30% of their time searching for information -- often while customers are waiting!
- Agents are using 10 or more different desktops and multiple back office systems to serve a single customer.

Disconnected Processes

- The front and back offices are still siloed, and the physical and digital worlds still separate.
- 89% of customers are forced to repeat issues and information when multiple agents are involved.
- 79% of customers want direct access to a live agent.

QUANDAGO CAN HELP!

We are a customer experience software company focused on contact centers, knowledge management and business automation.

We have successfully managed more than 100 million interactions for leading brands--and counting.

We are 100% focused on making the most valuable and efficient connections between customers, agents and companies in today's digital world.

We deliver on this by providing the industry's only Connected Experience Platform, bringing all of your company's interactions, knowledge and processes together in a single place.



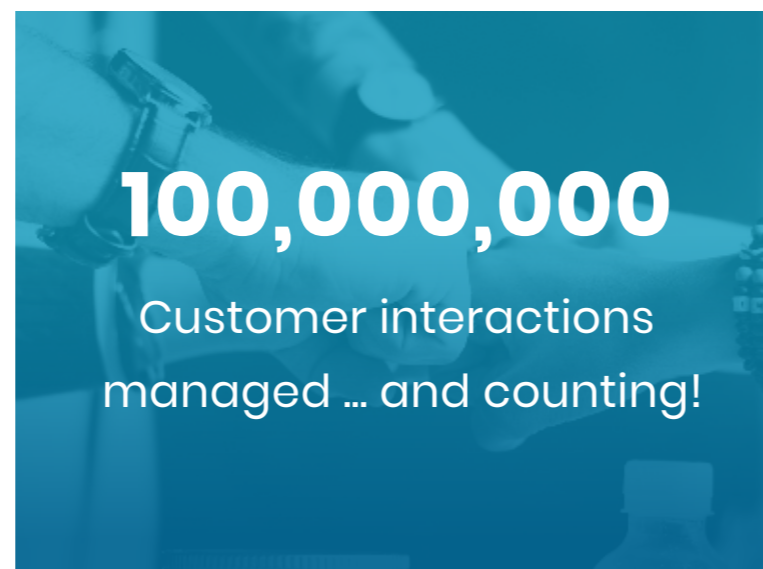
30
Years in the
CX business



Brain icon representing intelligence or experience.



Speech bubbles icon representing communication.



100,000,000
Customer interactions
managed ... and counting!

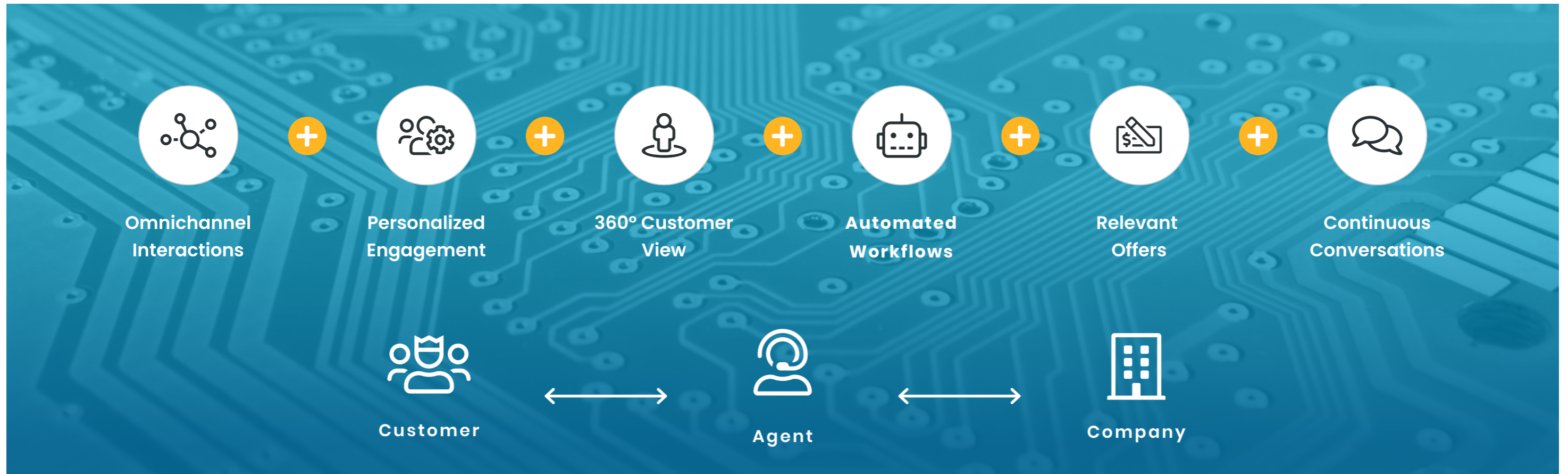


Gears icon representing processes or automation.



Cloud CX
Software

COMPANIES CAN DELIVER A CONNECTED EXPERIENCE TODAY



THE JOURNEY TO DELIVERING CONNECTED EXPERIENCES IS GETTING EASIER.

Omnichannel customer engagement is a reality with today's cloud contact center solutions and easier integration of web, mobile and social channels.

New levels of personalization are being achieved thanks to broader access to customer and company data. All delivered into a single agent experience with the ability to serve customers with just the right information at just the right moment--for the best business outcomes.

Connected experiences bring automation into every step of the customer journey. With the help of artificial intelligence and machine learning, you can fully automate a range of routine and common tasks, freeing up agents to handle more complex and value-driven interactions.

Delivering a connected experience is possible today.

You can get there!

WITH QUANDAGO, YOU CAN BRING ALL OF YOUR CUSTOMER **INTERACTIONS**, **KNOWLEDGE**, AND **PROCESSES** TOGETHER FOR A COMPLETELY CONNECTED EXPERIENCE!



INTERACTIONS

Unify interactions across channels and touchpoints for customers



KNOWLEDGE

Deliver integrated customer data and augmented intelligence for agents



PROCESSES

Automate and accelerate workflows across the front & back office

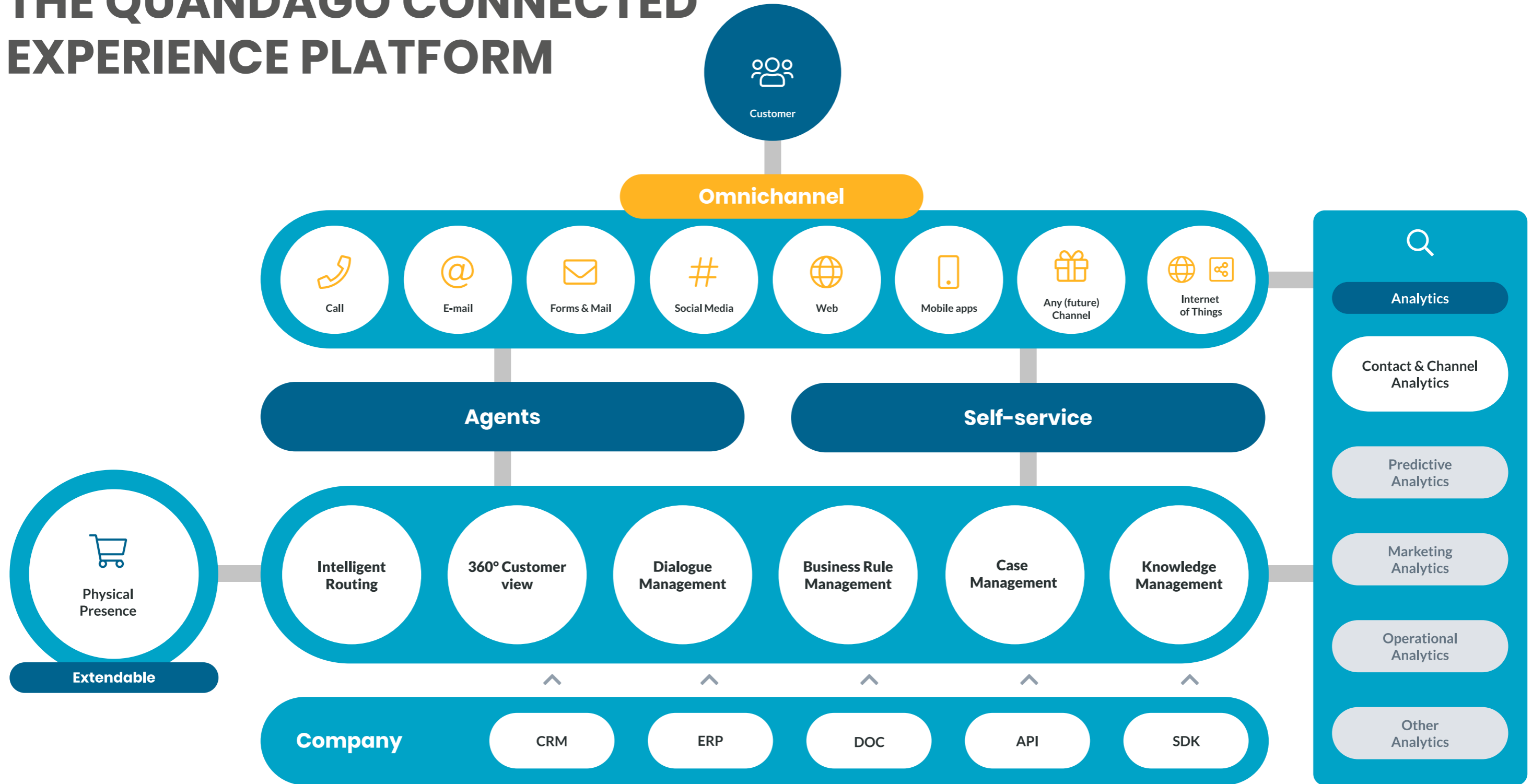
HOW WE DO IT

Get on the path to delivering connected experiences today.

Below are three customer experience strategies to help guide your way:

1. Manage your customer interactions across all channels and touchpoints in a fully omnichannel environment--with self-service, skills-based routing, reporting & analytics, call recording, WFO, and all the tools needed to run a modern, high-performance, cloud-based contact center.
2. Bring all of your customer interaction data and knowledge together, and make the right information available at the right time to customers, as well as agents and back office employees--all in a single place.
3. Apply artificial intelligence and machine learning to automate tasks and workflows across the front and back office to drive more efficiency, and make more relevant offers based on exact customer needs and profile.

THE QUANDAGO CONNECTED EXPERIENCE PLATFORM



A single platform for managing customer interactions, knowledge and processes across all systems, channels, and resources.

INBOUND SERVICE

OLD WORLD:

DISCONNECTED CUSTOMER JOURNEY

- Multiple agent desktops
- Siloed channels and interactions
- Long hold times and transfers
- Reactive only

NEW WORLD:

CONTINUOUS CONVERSATIONS

- 360° customer view
- Augment agents with AI
- Proactive engagement
- Relevant offers

OUTBOUND CONTACT

OLD WORLD:

ONE-TO-MANY TARGETING

- Broad targeting with no personalization
- Inefficient at connecting with customers
- Disconnected from other apps

NEW WORLD:

RELEVANT OFFERS

- Predictive and progressive dialer
- Predictive analytics powered by AI
- Improved connections & conversions
- Easily integrate with enterprise apps -- Marketing and Sales

SELF SERVICE

OLD WORLD:

COMPLEX & INEFFECTIVE

- Confusing menus
- Complex and closed systems
- Endless search for answers & info
- No connection to an agent

NEW WORLD:

EASY & EXACT

- Voice self-service, speech-enabled apps
- Drag & drop set-up in just a few clicks
- Direct access to exact knowledge
- Connect to agent with real-time data

FRONT & BACK OFFICE INTEGRATION

OLD WORLD:

MANUAL PROCESSES

- Siloed departments & functions
- Time-consuming data entry
- Disconnected customer journeys

NEW WORLD:

AUTOMATED WORKFLOW

- Front & back office integration
- Automation of workflow & processes
- Knowledge-powered agents to fix problems and speed resolution

REAL RESULTS

30%

Reduction in average
handle time

65%

Improvement in
process efficiency

**Happier &
More Productive
Agents**

BLOKKER CASE STUDY

Retailer Blokker uses QuandaGo software to manage and automate complex customer service processes.

Different systems are now combined in one central place.

All interactions are supported by data analysis to improve its day to day business continuity. Blokker also uses chatbots to help customers with easy questions 24/7.

15% cost reduction

2.5 minutes reduction in
average handle-time

8 seconds instead of **14 days**
to process refund payments

A PLATFORM YOU CAN TRUST



The QuandaGo Connected Experience Platform is a pure cloud solution with flexible offers and pricing.

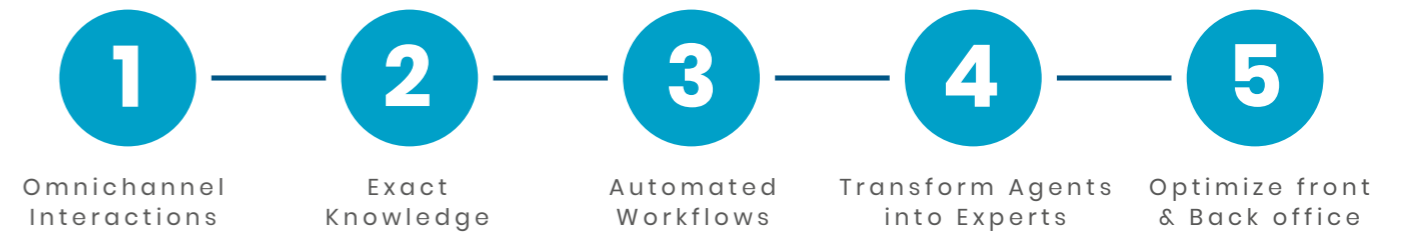
The platform is built around advanced routing and management of omnichannel customer interactions --with cross-channel visibility, reporting & analytics-- and the ability for customers and agents to easily switch between them.

QuandaGo takes a purely open ecosystem approach, giving customers 100% flexibility when integrating to existing and future enterprise apps and systems.

QuandaGo uses artificial intelligence and machine learning to help automate interactions and processes, building it into capabilities across the QuandaGo platform.

Finally, QuandaGo provides the security needed to keep your data safe and company in compliance with the latest privacy regulations.

WHY QUANDAGO?



QUANDAGO PUTS YOU AND YOUR COMPANY ON THE PATH TO DELIVERING A CONNECTED EXPERIENCE!

We collaborate with our customers and partners to build solutions to meet specific needs, leveraging an ecosystem approach that enables you to deliver:

- Seamless omnichannel interactions.
- The exact data and knowledge, exactly when and where your customers and agents need it.
- Automated workflows that drive efficiency and free up agents for more complex, value-driven tasks.
- Connected and knowledge-powered agents that deliver breakthrough customer experiences.
- Optimization across the front and back office by linking resources, processes, systems, and data.

See what you can achieve with the QuandaGo Connected Experience Platform.

**CONNECT THE
EXPERIENCE
TODAY!**

LET'S GET STARTED!

Request a DEMO and let us show you how to connect the experience for your customers, agents and company.

Email hello@quandago.com or visit www.quandago.com to get started.



The Connected Experience Platform