



September 2008 Week 3

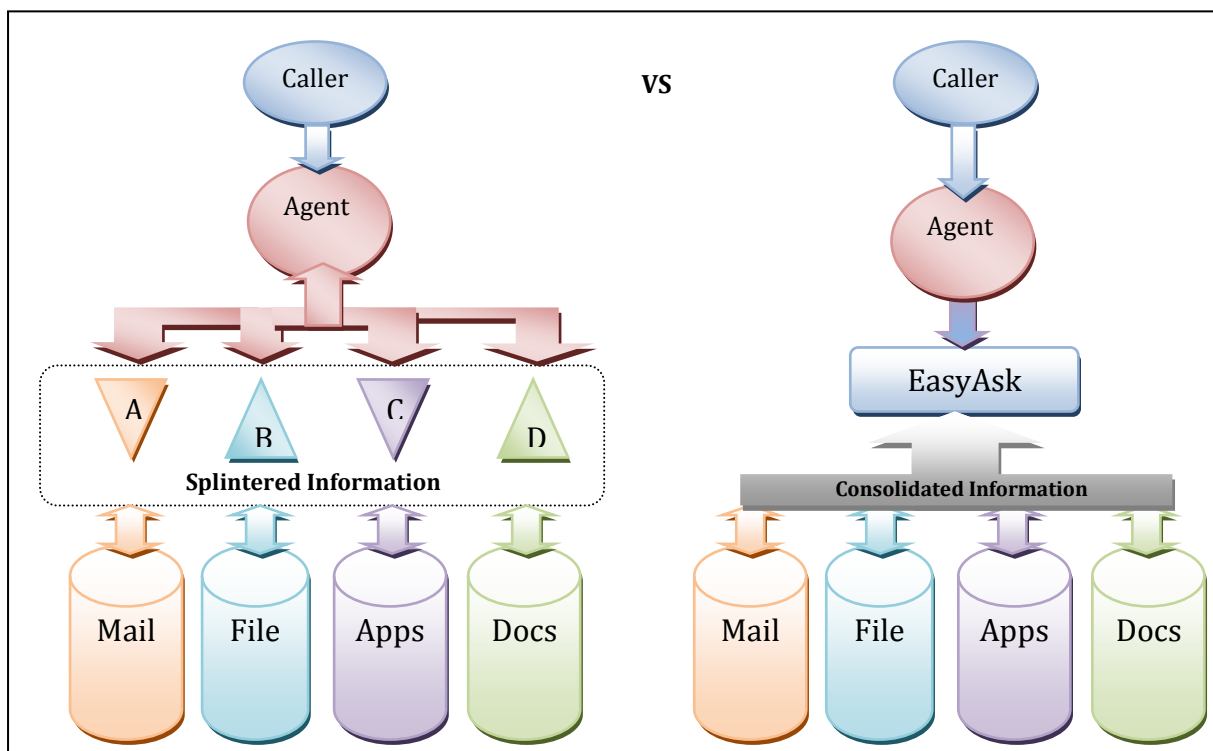
**The correlation between customer satisfaction and first call resolution is an EasyAsk.**

Having customer information on file is a valuable tool in any contact centre. However, having information that is not cross-referenced and up-to-date or that can't be accessed instantly is of little use in contact centres where first call resolution is a direct reflection on efficiency and customer satisfaction.

According to a recent study by Dimension Data, published in the 2008 Global Contact Centre Benchmarking report the amount of contact centres with a single customer view has dropped from 39% ten years ago to 34% in 2008.

Single customer view refers to the accessibility of up-to-date information on individual customers. Access to this kind of information enable call centre agents to spend less time per customer and aids in first call resolution and ensures customer satisfaction. With EasyAsk, single customer view is easily within reach.

EasyAsk is a business intelligence (BI) tool that enables agents to query various databases to access information. Information provided by EasyAsk means any agent will have instant access to individual customer files that are up-to-date and cross-referenced. Agents can type in query-specific questions and assist customers without any previous knowledge of the customer's case. Easy access to information will enable agents to assist customers immediately, eliminating the need to return a customer's call in order to gather information relevant to the query. First call resolution is therefore a reachable target. As a result of improved first call resolution rate customer service will improve.



The EasyAsk® application promises:

- Real time Interaction Management across all platforms
- Accurate MIS and Reporting
- Work force optimization
- Drive Management (Dashboard)
- First call resolution
- Up selling
- Improved customer satisfaction
- Data Cleansing (Lead optimisation)
- Self-Service(E-commerce)
- Contact Centre Architecture
- Saas (Software as a Service)

EasyAsk ® promises to provide the expertise and knowledge to contact centre agents through the use of technology, ensuring customer satisfaction and consistent first call resolution.

