



## Presence Suite for **Retail**

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The retail market is tremendously competitive. Consumers are not only very price conscious in the slow economy, they are very savvy about price matching and finding the lowest cost. New obstacles such as daily deal websites compete head to head with traditional retail outlets. Therefore, the retail industry has to constantly strive to stay ahead in the game – by offering superior customer service, while increasing revenue and minimizing operational costs. Enghouse Interactive’s all-in-one, multi channel contact center solution streamlines the customer service process for both agents and consumers.

## **Convenience**

Consumers expect convenience, and they are likely to take business elsewhere if their demands for efficiency are not met. With the Presence Suite for Retail, consumers can interact with the retailer 24 x 7 via phone, email, chat, SMS, social media, and fax. When visiting a store is not convenient, this allows the customer to conduct a variety of transactions around the clock – place a new order or check order status, perform a return or exchange, or make a payment. The Presence Suite solution allows for self service and automation, so many of these tasks bypass agent interaction. For customers that enroll in automatic

notifications, **Presence Outbound** and **Robodialer** can send short automated messages such as reminding them of a payment date or past due bill or sending a shipment notification. By incorporating **Presence Chat** help many of your website visitors will convert into buyers. A good experience and assistance in navigating can generate lots of income to an increasingly more prevalent in online media.

## Lower Operational Costs

Automating tasks not only significantly increases productivity, it also reduces the bottom line costs by reducing redundancy and the paper trail, as well as the amount of manual input and human error. **Presence Back Office** helps to automate many administrative tasks, such as creating return or exchange forms, order receipts and packing slips.

"I am definitely excited about our transition to Presence Suite and Asterisk. For the first time in my 13 years in this call center I finally feel like my supervisor team and I have the tools we need to ensure that our customers are receiving the high level of service they deserve and that our agents are getting the coaching and positive reinforcement they need."

**Jon Depew**  
Harriet Carter

## Loyalty Marketing

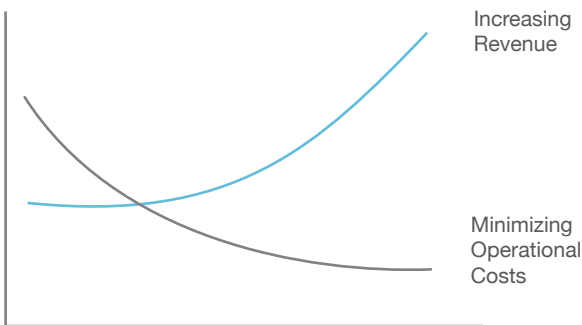
With the Presence Suite unified desktop application, agents can see the order history of the customer, thus allowing for potential sales opportunities, as well as to recognize customer loyalty. **Presence Reporting** tracks real time and historical data – useful for identifying spending trends.

This report data can be used to identify long standing customers, customers of a certain demographic, or customers that buy in a certain product group – thus creating specific target groups for sending customers relevant merchandise coupons, loyalty rewards or in-store promotions.

## Scalable Technology

Presence Suite solutions can be hosted on premise, Cloud or hybrid – thus helping to maximize stretching dollars. The solution is tailored specific to the insurer needs and is flexible to allow for future growth. Enghouse Interactive also understands the important role in supporting the environment and the incentives for going green. Our Cloud and Hybrid solutions eliminate outdated hardware, which helps reduce waste and recover costs.

- Easy returns/exchanges
- Automatic tracking of packages
- Automated messages such as payment address
- Status of bill
- Make a payment
- Order status
- Reporting for customer trends
- Complete consistency between the information collected from different channels of interaction
- Reduction in the time of customer service in every interaction



Presence Suite is an  
**Enghouse Interactive** solution

For more information visit  
[www.enghouseinteractive.es](http://www.enghouseinteractive.es)

