

SSA CRM® powered by Epiphany® > customer self-service

» provide exemplary 24x7, Web-based customer service.

SSA Customer Self-Service — a critical component of your CRM strategy.

In today's demand-driven business environment, customer responsiveness is critical to every company's success.

And to satisfy customers who prefer to make inquiries and resolve issues online, a flexible, self-service Web portal can play a key role. It can enable you to deftly manage the peaks and valleys of customer demand while reducing the labor costs associated with agent-based service channels and freeing service representatives to focus on revenue-generating activities.

SSA Customer Self-Service, a component of SSA Customer Relationship Management (CRM), has what you need to provide exemplary 24x7, Web-based customer service so you can grow and retain your customer base and save your organization money at the same time. Take a closer look at how this SSA Global solution can make a critical difference in your organization.

Fast, personalized access to important product and service information.

Web-based self-service has moved beyond providing simple answers to frequently asked questions (FAQs). Fast, personalized access to relevant, accurate, and consistent product and service information is now a must — whether that information is as straightforward as an answer to a billing question or as complex as how to repair an equipment breakdown.

SSA Customer Self-Service lets you to provide such access on an "anytime, anywhere" basis. Customers with proper authorization can pose questions, find answers, log problems, review order information, update their personal profiles, initiate service requests, and monitor their status — online. They can also launch multi-step diagnostic scripts to resolve complex inquiries, search an enterprise knowledgebase for troubleshooting/diagnostic purposes, conduct web chats with service reps, and more.

With the solution's easy-to-use, intuitive interface, customers can find critical answers themselves and receive helpful replies that reflect an understanding of their individual requirements. As a result, you experience a dramatic increase in the level of customer service you're able to offer and thus can build smoother customer relations.

Collaborative engagement technology for timely follow-up.

To avoid leaving customers stranded as they try to resolve questions and issues on their own, SSA Customer Self-Service utilizes collaborative engagement technology to ensure that human assistance is only a click away. A "contact me" feature allows customers to connect easily with live agents when they need further assistance. In addition, customers who have unresolved questions can log them into the knowledgebase where the questions are routed via workflow to support engineers for timely follow-up.

A multi-channel customer service solution.

SSA Customer Self-Service is seamlessly integrated with SSA Customer Service to provide a multi-channel customer service solution. For example, a customer might log a service request on the phone, and then go back to the self-service

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site to check the status of their request. Or, a customer might start a guided question-and-answer session on the self-service site, and then call the contact center, where an agent can pick up the scripted interaction at the point where it left off. In similar fashion, an incoming query via the Web might be monitored by a field service supervisor who assigns it to a dispatcher, who in turn assigns it to a support engineer for resolution.

E-mail communications from customers are also accommodated at all main inbound and outbound steps. The content of outbound e-mails can be pre-defined, and customers can attach files to inbound communications to explain the issues they want resolved.

Real-time analytics.

Seamless integration with SSA Customer Service and other SSA CRM components means that you can take advantage of the system's powerful, real-time analytics to make personalized recommendations to customers when appropriate. Examples include cross-sell offers, loyalty rewards, and other follow-up activities.

Make it pay.

For companies that seek the ability to give customers the comprehensive self-service support they need, when and how they need it, SSA Customer Self-Service is the ideal solution. It can help your company generate a fast return through:

- Increased revenues
- Reduced customer service costs
- Increased value of support representatives
- More consistent customer experiences
- Greater customer satisfaction

When your enterprise won't wait for a better way to provide exemplary 24x7 customer self-service, move forward™ faster with SSA Customer Self-Service.

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