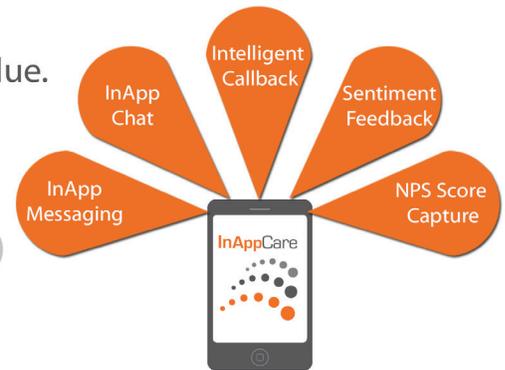


Mobile Customer Care

Everything your App needs. Everything your customers value.

Differentiate your existing smartphone App by adding in real-time customer service.



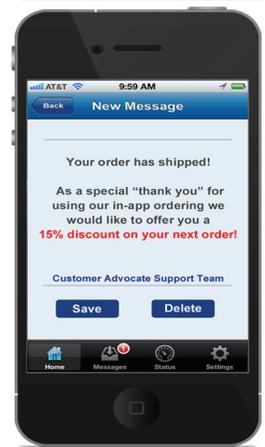
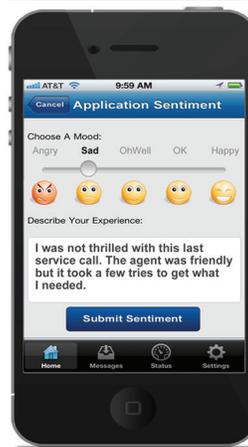
Intelligent Callback

InApp Chat

Sentiment Feedback

NPS Score Capture

InApp Messaging



Intelligent Callback

Encourages adoption and use of your smartphone App by offering a convenient alternative to waiting on hold when agent assistance is required. The Intelligent Callback option eliminates the need for the customer to initiate a phone call, input account digits, and wait on hold. Benefits include:

- One button click gets your customers to the right place every time
- Estimated callback time displays status to your customers
- "Call Me ASAP" or scheduled callback options smooth out peak calling periods

InAppCare patented method for "emulation" makes it possible to add concierge features to your smartphone App that would otherwise require the customer to place a call into the IVR or login to your Website. This creates a level of parity across channels required to deliver a superior customer experience.

InApp Chat

Mobile chat adds an element of live service to your smartphone App and represents a preferred contact channel for many smartphone users. InApp Chat avoids App bailout because your customers don't need to leave your application to communicate:

- Real-time InApp agent connection when it matters the most
- Ability to escalate to intelligent callback request as dictated by business rules
- Engagement console with guided assistance for agent desktop

Mobile care provides a standards-based approach to chat with strong security. The challenge of supporting multiple end user devices and agent desktop interfaces is solved with this approach.

Sentiment Feedback

This “social early warning system” offers an appealing way to capture real-time feedback from the customer. The system uses natural language understanding (NLU) to determine the customer’s sentiment and triages high priority issues to the enterprise for immediate action. Sentiment Feedback allows you to:

- Prompt the customer for feedback at the conclusion of an interaction
- Configure the “happiness meter” and provide a field for text comments
- Enable customer to submit sentiment as private feedback
- Utilize the engagement console with guided assistance on the agent desktop

Tapping in to the voice of the customer has become a key priority for many organizations. Sentiment Feedback can serve as an “early warning system” as issues emerge.

NPS Score Capture

NPS Score Capture provides two things: 1) Real-time “likely to recommend” meter data from the customer; and 2) The capture of verbatim quotes that are automatically scanned for prioritization. NPS Score Capture allows you to:

- Prompt the customer for “likely to recommend” rating at the conclusion of an interaction
- Configure the “likely to recommend” and provide a field for text comments
- Automatically prioritize customer feedback for real-time agent intervention
- Utilize the engagement console with guided assistance on the agent desktop

Tapping in to the voice of the customer has become a key priority for many organizations. The NPS Score Capture from your smartphone application can be compared to enterprise-wide NPS scores using our advanced analytics package.

InApp Messaging

InApp Messaging adds a private communication channel to your smartphone App, so that you can keep the customer informed of key events. This can be used to deliver timely notifications (a bill is due, an item has shipped, etc.) or to present targeted offers. Highlights of InApp Messaging include:

- Customer account information and personalized offers
- Badges and alerts notify the customer when a new message is received
- Replies to sentiment feedback posts delivered to InApp Messaging folder

Communicating with customers via email has become increasingly difficult due to spam filters and phishing scams. Alternatives such as SMS and automated dialing are costly and often ineffective at disseminating time sensitive information. InApp Messaging adds to the stickiness of the smartphone App by organizing the manner in which your enterprise communicates with customers.

Who Can Benefit

InAppCare is a software-as-a-service (SaaS) that requires no integration with or displacement of legacy contact center systems. InAppCare improves customer satisfaction and delivers a tangible Return on Investment (ROI) for banks, airlines, insurance carriers, technology providers, and other enterprises by making self-service features more effective and by eliminating misdirected interactions.