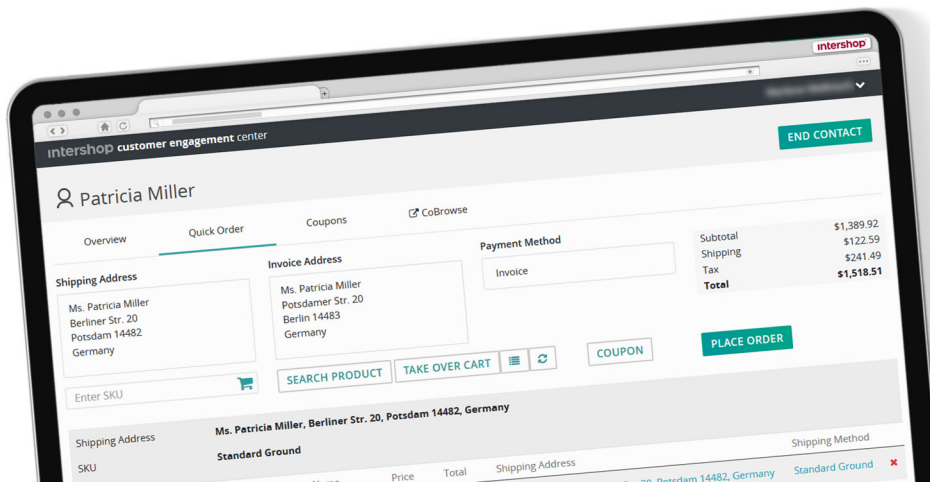


Customer Engagement Center

Empower your customer service and intensify business relationships



A smooth and convenient tool to better engage with your customer during the online buying process. Exceed expectations and collaborate meaningfully with new and existing customers to handle their individual requests.

Intershop Commerce Management provides best-in-class B2C and B2B storefronts for all devices, enabling customers to easily find and purchase the right products and services. But sometimes even the best storefront leaves some questions unanswered and customers need help during their journey.

Especially in B2B, commerce products are often consulting-intensive. Customers need help in finding the product that best matches their needs. They might want to know which additional products and services are combinable for a complete solution, or they have questions about the status of an order, quote or contract. Understanding your customers' experience allows you to guide and advise customers so that they can make better buying decisions.

Your product data is up to date, your e-commerce website is performing well, but how do you keep a lively dialogue with your customers?



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This is where the Customer Engagement Center comes into play. With increased speed, simplicity and accuracy, it is the perfect companion to any storefront when customers need personal contact.

Armed with detailed knowledge, your customer service team can optimize customer experience by providing the right information at the right moment. The Customer Engagement Center allows Customer Service and Sales Representatives to engage with customers at any point in the customer journey.

This dynamic approach realizes a fast reaction on changing customer demands. Guide your customers via co-browse capability and simultaneously increase order values, up-and cross-sell products and services and avoid any friction. The modern user interface puts the customer in focus, not the tool. Decrease the average handling time and collaborate with more customers at lower costs.

You would like to know more about the functionality of the Customer Engagement Center? Please contact:

Benefits

- Obtain a 360° customer view within a single application.
- Reduce the average handle time (AHT) and cut costs.
- Increase sales by placing orders on behalf of customers via Quick Order.
- Improve conversion rate by helping customers to complete the purchasing process via Co-Browse.
- Increase total order value by helping customers to find additional products and services for their needs.
- Improve customer satisfaction by providing personal coupons in case of any inconvenience.
- Providing a unified agent desktop (UAD) to increase productivity and efficiency and instantly improve customer satisfaction.