IFS Customer Engagement™

Faster, smarter customer service

IFS

Make complex customer service simple

Transform your customer care with AI-powered IFS Customer Engagement™

Engaging the customer in today's digital world means creating a single, unified experience across every channel by which they connect with you. From calls and email to chat and social messaging, delivering seamless customer service is complex. Compound that with the silos of customer data which characterize today's support center and the challenge grows exponentially.

IFS Customer Engagement (CE) solutions enable businesses to deliver a faster, smarter service what-ever the contact channel. By combining an omni-channel contact center with customer relationship management (CRM) in a single, uniquely configurable, artificial intelligence (AI)-powered agent desktop, support staff are empowered to deliver rapid service however complex the request. Bringing together disparate sources of customer data from multiple systems, alongside all contact channels, your agents can deliver customer engagement seamlessly while simultaneously banking productivity gains

20%
improvement in customer satisfaction (Global Blue)

Dramatic
reduction in time to onboard new staff

55%
improvement in front office productivity (Fitness First)

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"You don't have to replace all your systems to improve your customer service. IFS Customer Engagement (CE) allows you to offer a fast and consistent omni-channel service, joining up your multiple systems into a single intuitive screen for your agents."

Marne Martin, President, IFS Service Management Business Unit | CEO WorkWave

Transform customer engagement
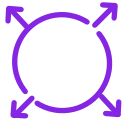
Omni-channel contact center

However customers choose to contact you, IFS Customer Engagement allows you to deliver a seamless customer experience. Customers are connected to the best skilled agent to deal with their request, irrespective of channel, and contacts are presented on a smart agent desktop, guiding agents through complex processes and presenting a fully joined up cross-channel experience.

- Organizations support an average of 8 customer engagement channels per enquiry. (Achieving omnichannel customer experiences, Ventana Research 2018)
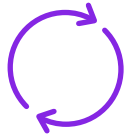
Customer service CRM

Getting the best from your contact center means giving agents a simple, intuitive desktop application that brings together all the relevant, contextualized information they need in one place. The IFS CE platform consolidates relevant customer data from across the organization alongside contact center channels, adding case management and other CRM functionality as required.

- Research shows that when agents must access multiple systems, interactions handling times increase (reported by 65% of organizations), as do data-entry errors (39%), and first-contact resolution rates fall (33%). All of these issues impact agent satisfaction. (Achieving omnichannel customer experiences, Ventana Research 2018)

Self-service, AI and virtual agents

Our pioneering natural language processing (NLP) module, IFS Customer Engagement intelligentResponse™, enables service centers to offer the self-service options customers demand while relieving agents of repetitive time-consuming tasks.

From virtual assistants, chatbots and knowledge bases to dynamic FAQs, automated calls, email and chat, IFS delivers the optimum self-service solution for your business

- By 2021, 15% of all customer service interactions will be completely handled by AI, an increase of 400% from 2017. (CRM Customer Service and Customer Engagement, Gartner 2018)

> "Since deployment we have reduced the time it takes to handle wagents with streamlined access to the information and processes needed to support the customer journey on all channels."

Global Blue Vice President, Jeremy Taylor

20%
Agent performance up by over 20%

20%
Agent productivity up 20%

30%
Call handling time cut by over 30%

40%
improvement in conversions in first year

Transform your call center to deliver omni-channel service

Delivered on premise or in the cloud, IFS CE incorporates all the ingredients of a traditional call center ACD (Automatic Call Distribution System) while also providing the widest range of non-voice channels in the market as part of a single omni-channel solution. The unique omni-channel grouping functionality transforms produc-tivity by ensuring that all associated contacts in the queue are delivered and dealt with simultaneously.
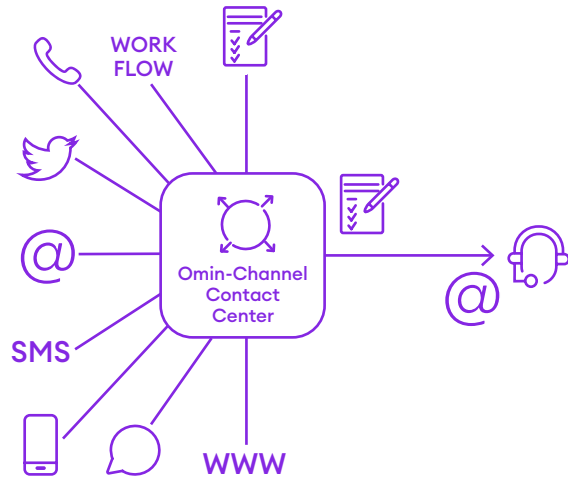
Telephony and campaigns

IFS CE delivers a fully-featured inbound telephony solution while providing a full outbound campaign solution. The platform offers preview, progressive and predictive dialing options so campaigns can be matched to audience and legal requirements. Campaign calls and call-backs can be interspersed alongside inbound calls to maximize contact center productivity.

Social customer service

Whether on Twitter,

Facebook, WhatsApp or Messenger, IFS CE provides a solution for your agents to deliver social service and manage social cases. Social interactions are managed alongside other channels so agents have a complete view of the customer and all related communications, live or historic.

Email, chat and messaging customer service

IFS CE provides a quick-to-integrate solution which blends chat and email into your contact center, alongside calls and social customer service. Agents can interact with several visitors at the same time in one single user interface while being able to implement template responses and use knowledge base answers to increase the speed and quality of responses.

Workforce optimization

From simple-to-access call recordings to advanced reporting, quality monitoring and real-time dashboards, IFS provides a suite of diverse and integrated workforce optimization tools to make every agent your best agent. For managers, the IFS CE dashboard joins up all aspects of service delivery in one screen and allows managers to focus on their own specific KPIs.

"One of the key success factors was involving IFS consultants in our integrated project team. There is no 'us' or 'them'; we are all part of the same team. The IFS consultants are really focused on getting to know us as a company and understanding our business. They take responsibility and are committed to the result. They are a natural partner to us."

Arjen Hoefkens | IT Manager at Heerema Fabrication Group, Netherlands

30%
campaign success up over 30%

55%
improvement in front office productivity

Eliminated
repeat calls

Reduced
contact center FTE requirements by a third

Customer service CRM: Empower your agents to deliver faster, smarter service

Our methodology follows a process that defines and delivers fast and consistent customer-specific solutions.

To deliver consistent, efficient support and service, you need a single, 360-degree view of your customer. Agents often have to navigate eight different systems to deal with a single customer call. Breaking down the barriers is no easy task. IFS's unique approach is to develop an agent desktop that pulls data from many systems and presents them in a single 'mash-up' view, adding case management and other CRM functionality as required.

The objective is not to replace existing enterprise systems, but rather to present customer service agents with this data in a simple and intelligent 'fit for purpose' customer service application, which guides them through complex requests, presenting data at the appropriate point to support decisions. The result is a customer service desktop that slashes the time an agent spends searching for data and processing requests while empowering front office staff to do more and deliver a truly transformed customer experience.

Typical confusing contact center, transformed into an intelligent unified desktop.

CRM and case management

IFS Customer Engagement provides a desktop application that delivers extensive CRM and case management functionality, uniquely configured for contact center agents. Where case management is required, IFS CE delivers a complete solution, enabling users to create and assign, transfer, track and escalate cases and manage work-flow. If existing CRM or other enterprise software is already in place, the IFS CE desktop can augment this func-tionality. It seamlessly blends customer data for the agents, enabling them to transcribe to underlying systems.

Unified customer service desktop

The contact center is packed with systems, but the lack of integration results in agents' time being spent surfing and manipulating multiple screens and data rather than talking to customers. A unified agent desktop resolves these issues, allowing agents to navigate multiple systems without having to leave one screen. The desktop guides agents through complex transactions, managing workflow and presenting them with contextualized data, guidance, and forms at the appropriate point to support decisions.

Self-service, AI and virtual agents

Connected customers require the convenience of real-time online and voice self-service. Satisfying this need without compromising the quality of service offered, demands technology which not only delivers automation but also identifies where the issues are complex and human assistance is required.
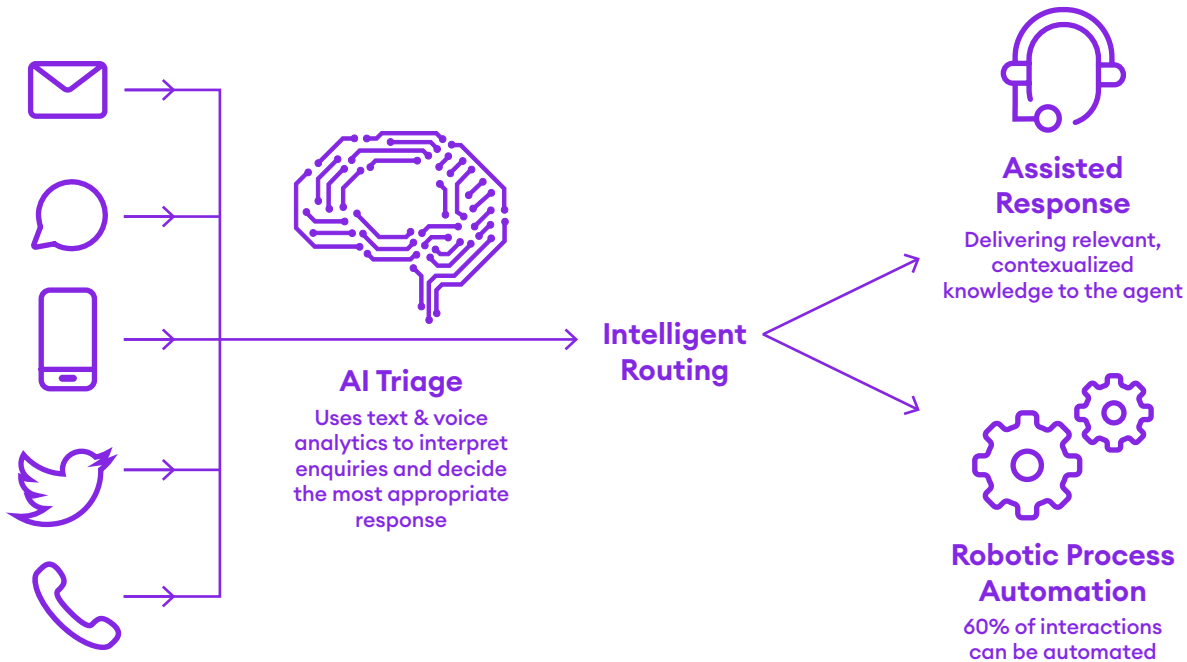
The IFS self-service solution is focused on combining automation with human service agents to deliver the optimum experience every time. The chatbot identifies where an interaction would be better resolved by a human agent and will route it to the best skilled advisor. Likewise, where the self-service engine cannot confidently resolve a query, it is seamlessly transferred to the best skilled advisor, allowing them to continue the conversation where it left off.

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"Imagine you could get immediate answers from your mobile device with a simple search. There's no need to trawl through multiple web pages, call up the support center, or wait for an answer to your email to process a request. You can order new items, make, cancel or amend a service booking, request refunds or get status updates from any enterprise system, all without talking to an agent. All it takes is a few taps on your mobile phone."

Paul White, Director,
Customer Engagement Solutions, IFS

75%
of contact center and service desks tasks will be automated by 2035.

AI Triage
Uses text & voice analytics to interpret enquiries and decide the most appropriate response

Intelligent Routing

Assisted Response
Delivering relevant, contexualized knowledge to the agent

Robotic Process Automation
60% of interactions can be automated

Chatbots and virtual agents

IFS CE chatbots and virtual assistants provide immediate answers to customer queries while automating a wide variety of requests, whether the customer is on the phone, online or a via a messaging app. Automation uses natural language processing (NLP) to deliver an informed, relevant multi-stage conversation and process a plethora of service tasks, such as account changes, returns, refunds, orders and appointment times. Complex conversations are seamlessly transferred to the best skilled advisor for resolution.

Knowledge base & smart search

IFS CE provides extensive knowledge management, which can be delivered to customers, agents, field technicians, communities or partners by our self-service knowledge base software. Knowledge articles can be shared on support websites, apps and social forums using keyword search functionality to assist the customer and divert calls away from the contact center. Where customers contact via chat, email or chatbot, relevant knowledge content can be proactively delivered via automation.

Voice self-service

IFS CE voice self-service is a cloud-based subscription service that can be rapidly deployed to overlay any existing call center, service desk and CRM technology with minimal disruption.

Combining the latest in voice biometrics, speech recognition, transactional IVR, and text-to-speech, voice self-service relieves call centers of repetitive queries while delivering immediate service for customers. Requests may range from changing appointment times or cancellations to checking stock availability, authorizing purchase orders or requesting replacement parts.

Digital self-service

With IFS CE you can deliver a range of online self-service options from online portals, FAQs or 'Contact Us' to smart phone apps and virtual agents. Self-service options use our NLP module to enable multi-stage conversations and ensure delivery of faster, more accurate responses and processing.

Too many self-service options fail to deliver what customers need because they are conceived in isolation from the contact center. Our technology solutions not only offer immediate self-service but also seam-lessly hand off requests to agents, making available the complete context behind each interaction and all relevant customer data.

Empowering businesses to deliver faster, smarter customer service

Enabling businesses to deliver rapid, smarter customer service, IFS PSO is part of the wider IFS Field Service Management™ and IFS Applications™ product set. IFS PSO can be integrated to these products as well as third party software

IFS Applications™

IFS Applications is a single, integrated application suite for global and demanding business. With non-proprietary technology and a component-based service- oriented architecture (SOA) built on open standards, it is a truly flexible and agile solution with a great user experience.

IFS Customer Engagement™

Delivering faster smarter customer service, IFS CE combines Omni-channel contact center technology with CRM in a configurable, AI-powered agent desktop. From chatbots and virtual assistants to online portals and knowledge bases IFS CE offers a complete range of self-service options.

IFS Field Service Management™

IFS Field Service Management covers the entire, end-to-end service lifecycle. Its IoT capabilities make it the most complete and connected field service software on the market, helping you to maximize operational efficiency, increase revenue, reduce costs and improve customer satisfaction.

IFS IoT Business Connector™

Good strategies increase revenue, boost profits and enhance efficiency. Build your IoT strategy around the IFS IoT Business Connector and see how your service company's operational data becomes business intelligence and how business processes become more efficient.

IFS Field Service Management™

Understand enterprise performance and enable better decision-making with IFS Enterprise Operational Intelligence. IFS EOI enables a full, 360-degree, enterprise-wide, top-down perspective of processes and performance that are aligned with your service business's strategy.

IFS Planning & Scheduling Optimization™

IFS Planning and Scheduling Optimization is designed to enable an organization to manage its mobile workforce more efficiently, facilitating higher productivity and improved adherence to customer commitments. It consists of a range of modules that can either be implemented separately or integrated to form a powerful tool that provides visibility, scheduling optimization and planning of mobile resources.

IFS Helps You Challenge
The Status Quo

The most successful enterprises know how to adapt to, and embrace, the challenges in their market. IFS Applications™, IFS Field Service Management™, IFS Enterprise Operational Intelligence™ and IFS Maintenix™ help make our customers' businesses so agile they can view challenges not as a threat to be managed but an opportunity to be seized.

IFS Solutions

- Are built on industry standards, so you aren't locked into a proprietary technology

- Have a modular architecture so you can quickly add, adapt, scale and integrate as you need to

- Are so user-friendly you will be using the rich functionality in no time

- Offer you greater visibility into your business to spot the challenges early

- Give you greater knowledge of how your business needs to adapt

- Provide greater flexibility to take the necessary action to make change happen

About IFS

IFS develops and delivers enterprise software for companies around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry specific products are innately connected to a single data model and use embedded digital innovation so that our customers can be their best when it really matters to their customers—at the Moment of Service.

The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector. Our team of 4,000 employees every day live our values of agility, trustworthiness and collaboration in how we support our 10,000+ customers.

Learn more about how our enterprise software solutions can help your business today at ifs.com.

#MomentOfService