

# HOW TO PROVIDE A BETTER CUSTOMER EXPERIENCE THROUGH THE CUSTOMER LIFECYCLE

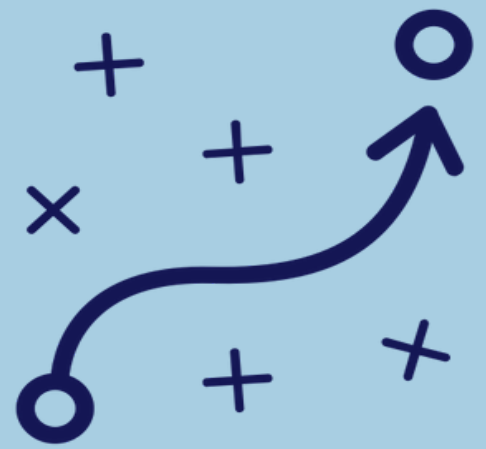
## Connect Customers to the Right Person



Setting inbound call routing patterns based on time of day, location, or other business-specific needs can help get your customers to the correct person or department quickly. Which means shorter wait times, no missed calls, and happy customers.

## Streamline Customer Interactions

Whether it's the first customer interaction or fifth, having an advanced IVR with multi-channel capabilities is key to providing a great customer experience. With voice and messaging flows for self-service or live support, your customers get the information they need without a headache!



## Keep Customers Up-to-date



Use outbound voice and SMS notifications to send appointment and payment reminders, company announcements, or promotions to your customers. Conduct surveys and polls to gauge customer satisfaction or get product feedback.

## Maintain Quality Assurance

Record calls for training or compliance purposes to ensure every customer call meets company standards. Monitoring live calls can help management provide additional support with capabilities such as barge in and whisper coaching.



## Turn Data Into Action



Making more informed decisions comes down to having the ability to analyze real-time and historical reports around customer interactions such as call and message details, location performance, and call flows. Then acting on this information to improve business processes, reduce costs, and create a better customer experience.



for more information visit [www.intelepeer.com](http://www.intelepeer.com)