

MicroAutomation's Self-Service Solutions Designed to Improve Caller Experience

Your call center is the central point of contact for all of your client interactions. Shouldn't you provide the best level of service? In today's on-demand world, many of your callers want basic information fast. Other callers need specific information and the personal touch only a live agent can provide. Interactive Voice Response (IVR) or Self-Service solutions should act as a concierge, helping your callers get to what they want in the most effective and efficient way possible - not a maze that your callers have to navigate through. Which Self-Service should you use: touch-tone or simple speech recognition? Should you use natural language speech recognition and open-ended questions? Where should you enable callers to talk to an agent? When making Self-Service decisions, working with an experienced partner can make or break the customer experience and your business.

This is the strength of MicroAutomation. We supply the technical and business knowledge to ensure that your solution will meet your needs, provide the greatest return on investment and increase customer loyalty. MicroAutomation partners with leading call center technology companies and leverages touch-tone and speech recognition technologies to develop and integrate Self-Service solutions. This leads to increased call center efficiencies and improved caller satisfaction. Today, you need to do more than provide an answer to a customer request, you have to focus on the entire caller experience. The key is to establish solutions that are not only cost-effective, but user-friendly and empowering for your customers.

SOLUTION COMPONENTS

A MicroAutomation Self-Service solution may utilize touch-tone and/or speech recognition and does the following:

- Utilizes VoiceXML - a universal coding language for IVR applications which leverages pre-existing investments in web-based information, business logic and call center hardware & infrastructure
- Includes vertical market solutions sets containing configurable applications as well as optional custom development components - all determined based on the needs of your call center and customers

- Can be expanded to include extensive reporting and analytics capabilities to continuously improve your speech solutions

ABOUT MICROAUTOMATION

MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Manassas, Virginia.

CONTACT US FOR FURTHER INFORMATION

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SOLUTION BENEFITS

An Self-Service solution from MicroAutomation will:

- Reduce operating costs
- Personalize the customer experience
- Increase customer satisfaction
- Improve live agent efficiency and utilization
- Provide fast, efficient caller self-service options
- Is highly flexible and is easily integrated with your existing infrastructure
- Is easily customized to meet the specific needs of your contact center

