

A new approach to customer service:

The total customer service management picture
(beyond the tip of the iceberg)

Traditional customer relationship management (CRM) approach: customer engagement

- Omni-channel
- Case management

The customer service management approach: closed-loop service delivery

- Break down silos and automate processes across departments to diagnose and resolve issues faster
- Route cases to the most qualified agents automatically with machine learning
- Monitor the health of customers' products and services to identify potential issues and fix proactively
- Improve service speed and quality by automating common requests from issue to resolution
- Personalize self-service and enable customers to manage their products, services, contracts, and cases when they want

