

Technology Innovation Solutions

eLoyalty's *icStore*[™] Solution: Providing Retailers with a Centralized, Crosschannel Customer Interface Platform

Provide a single interface for the customer across all contact channels.

Are you a retailer with brick-and-mortar locations and an online store struggling to interact with your customers across the multiple channels, and worried you're losing revenue because of it? eLoyalty's *icStore*[™] offers a solution to this problem by providing retailers with a centralized, crosschannel customer interface platform that yields a host of benefits, including improved sales, reduced lost calls, multichannel interaction control, and clear ROI.

icStore, as part of eLoyalty's add-on applications to its suite of customer engagement products, provides a complete solution for stores, branches, and contact centers, effectively supplying a single interface for the customer across all contact channels. With *icStore*, your organization can improve sales, reduce lost calls, manage smart device interactions, and cut operational costs – with measurable outcomes and proven ROI.

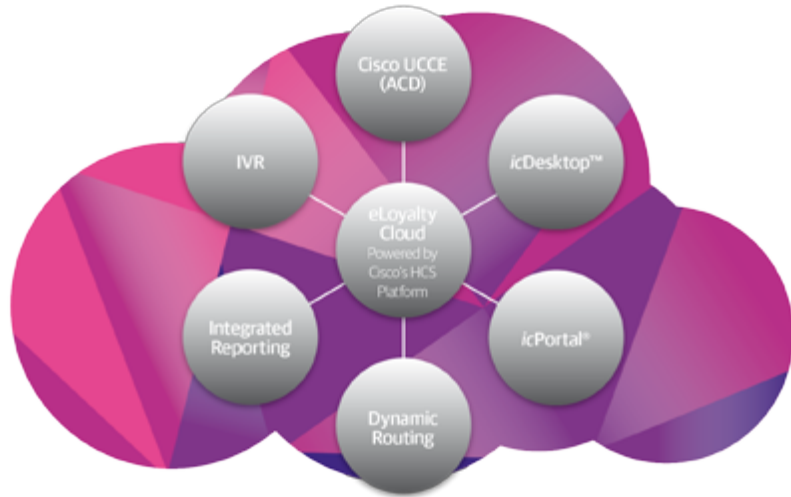
- eLoyalty's *icStore* application tracks customer interactions across multiple channels, from telephone to chat to email to social CRM interactions, enabling seamless interaction transfer from channel to channel as necessary. *icStore* also aggregates reporting data across all sites and interaction channels, providing a comprehensive view in a single reporting environment.
- *icStore* provides sales integration across multiple organizational areas, from the retail store to the contact center to the online sales unit. With *icStore*, customers are efficiently routed to sales agents, with the ability to span multiple branches to reach an inside sales representative faster. *icStore* can instantly determine if a customer's local store has personnel available to discuss the customer's needs. If not, branch clustering logic can find a nearby store, or route the call to a contact center agent if no store personnel are immediately available.
- Interaction management across multiple smart devices, including smartphones and tablets, is built into the core *icStore* functionality. eLoyalty's *icStore* technology backplane docks easily with standard mobile app development APIs, making it easy to integrate *icStore*'s interaction routing and reporting capabilities into iOS, Android[™], and Windows[®] Mobile applications.
- eLoyalty's *icStore* technology creates cost savings at every stage in the customer interaction process, from the SIP trunk to the agent seat, and everywhere in between. For customers seeking to smooth the expense curve of technology adoption, eLoyalty offers both cloud and premise-based solutions, with monthly (OpEx) or up-front (CapEx) purchase options. From large-format "big box" brick-and-mortar chains to smaller retailers, *icStore* has consistently proved to provide measurable – and significant – ROI.

Brought together in a single customer-facing environment, these four capabilities drive customer loyalty and Net Promoter[®] status, improve profitability, speed the customer to the sale, and increase retail brand persistence. Each is vital for success as the retail industry undergoes its latest and most dramatic transformation.

eLoyalty's Add-On Applications

As part of a bigger suite of applications by eLoyalty, *ic*Store makes it easy to manage your contact center interactions, employees, and productivity. eLoyalty-developed applications consist of a package of technology enhancements to provide operational controls and management tools for the contact center. Designed specifically for the Cisco Hosted Collaboration Solution, these applications layer additional capabilities onto the contact center platform so you can transform the customer experience.

Track customer interactions across multiple channels, including stores, branches, and contact centers.



Revolutionize your multichannel customer management function today with proven technologies from eLoyalty, and broader customer experience design, outsourcing, and analytics capabilities from TeleTech.

Why eLoyalty?

eLoyalty was the first North American partner to achieve Cisco HCS Certification and Contact Center as a Service Designation, has received the Cisco Advanced Technology Partner Certification for Contact Center Enterprise and Customer Voice Portal, and the Cisco Customer Satisfaction Award every year since 2007. Beyond the certifications and endorsements, however, we contend that the satisfaction of one's customers provide the best gauge of a business' effectiveness and worth. With a 95 percent client renewal rate, eLoyalty has proven itself a deserving partner as it helps to chart customer experience technology roadmaps, implementing cloud systems to provide safer, faster, smarter, and more agile service interactions.

More Information:

Learn more about the Cisco Hosted Collaboration Solution at <http://www.cisco.com/go/hcscontactcenter>

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