

[Company] Extends Multiyear Deal with [Customer] on Omnichannel Personal Customer Journey Management

The parties collaborate to optimize [customer]’s omnichannel customer care journeys while elevating customer experience and improving operations

For release on [date]

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Tel Aviv, [date]

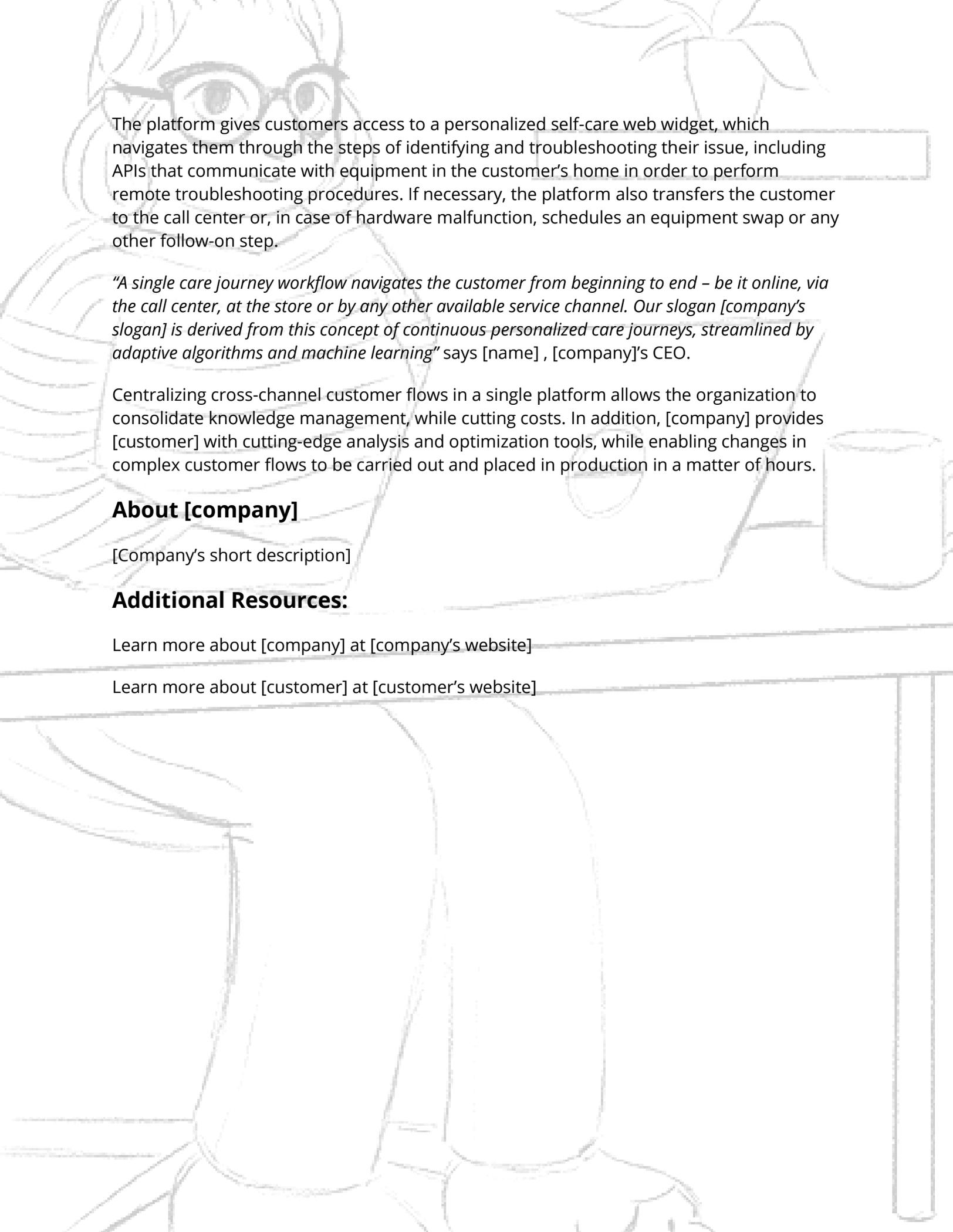
[Company] revealed it finalized a long-term multi-million dollars contract with [customer], who already started using its innovative customer care journey platform in 2018.

During its first year of operation, the platform managed about a million sessions of customer self-care journeys. This will now be expanded to tap other service channels into [company’s product] for customer journey management and optimization, making the Troubleshoot and Resolve Flow available in-store and in the call center, as well as via IVR.

“Teaming up with [company] enables us to provide each of our customers with a unique fully-automated digital customer experience, tailored especially for their device, service and needs, allowing us to improve our First-Time-Right ratio of successfully troubleshooting and resolving issues” says [name], [customer]’s VP Customer Experience, Operations & Quality.

“[Company] is the natural partner to join our company, focused on providing exceptional customer care, in our quest to realize this goal, while also promoting our business objectives”.

Since implementing this core system, [customer]’s care operations already witnessed an increase of 300% in self-care resolution rate, compared to its previous self-troubleshooting web content. Over 50% of customer TV issues are now resolved for customers who use the new online self-care and 50% of reported customer satisfaction levels are rated 4 or 5 out of maximal 5.



The platform gives customers access to a personalized self-care web widget, which navigates them through the steps of identifying and troubleshooting their issue, including APIs that communicate with equipment in the customer's home in order to perform remote troubleshooting procedures. If necessary, the platform also transfers the customer to the call center or, in case of hardware malfunction, schedules an equipment swap or any other follow-on step.

"A single care journey workflow navigates the customer from beginning to end – be it online, via the call center, at the store or by any other available service channel. Our slogan [company's slogan] is derived from this concept of continuous personalized care journeys, streamlined by adaptive algorithms and machine learning" says [name] , [company]'s CEO.

Centralizing cross-channel customer flows in a single platform allows the organization to consolidate knowledge management, while cutting costs. In addition, [company] provides [customer] with cutting-edge analysis and optimization tools, while enabling changes in complex customer flows to be carried out and placed in production in a matter of hours.

About [company]

[Company's short description]

Additional Resources:

Learn more about [company] at [company's website]

Learn more about [customer] at [customer's website]