

CONNECTED|CUSTOMER

**The better connected you are to your customers,
the more profitable they can become.**

Improve the customer experience, align contact channels, maximise skilled resources in your branch networks and increase product penetration across your customer base.

PILLARS FOR PROGRESS

The rise of consumer controlled communication channels – particularly across online and mobile banking – is heightening customer expectations. Failure to meet, if not exceed, these expectations is threatening the finance sector's ability to retain existing customers and attract new ones.

Cable&Wireless Worldwide enables you to connect all your customer contact points – across traditional, new and emerging channels, now and beyond – to improve customer experience, maximise skilled resources in your branch networks and increase product penetration across your customer base.

Our Connected Customer pillars are:

Informed future vision

Single customer view

Enhanced branch experience

Next generation contact centres

Online and mobile commerce

Proven transformation process

KEY BENEFITS

- Understand how your current customer contact channels are performing and identify areas for improvement
- Deliver enhanced customer contact experiences with seamless integration across all channels
- Link your customers to people in your business who have the right knowledge at the right time
- Gain a more holistic, insightful and actionable understanding of your customers' preferences
- Re-energise your branch network to strengthen customer engagement, trust and loyalty
- Achieve more growth through increased retention, advocacy, acquisition and product penetration

WHAT OUR CUSTOMERS SAY

“We want all of our customers to rank us as their number one financial services company and so updating our systems to ensure we can provide them with the best possible customer service is vitally important to us. We've enjoyed a great working relationship with Cable&Wireless Worldwide for some time and its call centre proposition, coupled with its focus on delivering excellent service to large enterprises, made it the obvious best fit for our needs.”

AL MCMULLAN, HEAD OF TECHNOLOGY & IT STRATEGY,
LLOYDS TSB ASSET FINANCE

CABLE&WIRELESS WORLDWIDE CAPABILITIES

INFORMED FUTURE VISION

Our Inform range of diagnostic tools helps you understand the performance of your current customer contact channels and identify opportunities for cost savings and service improvements. We'll help you understand the 'art of the possible' and assist in defining the vision for your ideal future state. Giving you greater control of your customer engagement model, Inform provides a structured framework for enhancing your offering – speedily and with minimum risk.

Our Inform capabilities include web integrity and load audits, web performance audits across browsers and devices, mobile commerce snapshots, customer call centre experience analysis (end-to-end), IVR speech performance reviews and digital media network development.

SINGLE CUSTOMER VIEW

Our unified customer contact offering enables you to achieve deeper product penetration across your customer base by equipping you with a single view of each customer across multiple channels.

Our platform has at its core a powerful statistical reporting and data analysis package that sits across existing legacy applications, giving you improved and real-time visibility of key performance metrics. With a flexible and fully customisable interface, we can display information from multiple services on a single screen and give you advance warning of potential issues.

ENHANCED BRANCH EXPERIENCE

Our branch focused solutions support the transition from managing transactions to managing relationships and provide a platform for increased sales.

We have developed a suite of solutions, including digital-out-of-home services, ranging from ATM and window media to broadcast and personal screens, and queuing management solutions that improve the customer experience by matching customers' needs to advisors' skills and availability, and enabling them to talk instantly via video.

Our Cloud/WiFi offerings enable you to market (and customers to interact) in-branch via mobile devices, and provide you with comprehensive analytics to help you better understand customer behaviour, as well as communicate real-time.

To realise a stronger future for your business with a more connected customer model, simply contact us.

NEXT GENERATION CONTACT CENTRES

Our range of contact centre solutions enables you to manage interactions across multiple channels and effectively integrate social media, online, video, e-mail and SMS channels with your contact centre and branch environments, improving efficiency and the customer experience whilst reducing cost.

All your customer-initiated communications can be identified by channel and directed to the most appropriate resource – whether that's a virtual agent, a contact centre or an in-branch expert.

ONLINE AND MOBILE COMMERCE

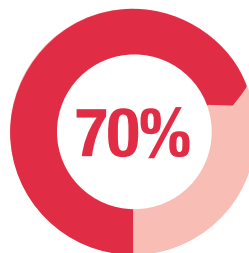
Online and mobile banking is becoming increasingly important for customers, and we can help you ensure a secure, high quality experience across these channels.

Our managed portfolio, supported by our ability to offer application-specific SLAs, ensures the security and availability of your mission-critical customer-facing services whilst freeing up internal resources and delivering significant capex and opex savings.

We can simplify the challenge of supporting new channels with innovative solutions such as enabling all of your web content to be automatically rendered suitable for all devices, or delivered as an online app if required.

PROVEN TRANSFORMATION PROCESS

We can deliver a proven transition methodology to evolve your operation from a silo infrastructure to a fully aligned channel model. Our experts will work with you to produce a robust design and transformation plan that ensures nothing is left to chance; security and cost transparency are assured.



Cable&Wireless Worldwide connects over 70% of UK contact centre agents with their customers.

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