

Client Advantage

The Best Results Made Easier



Overview

Varolii Client Advantage maximizes your results through customized support, continuous improvement and best practices.

Five Components

- **TAM** — your partner for solution success
- **Performance Management** — in-house experts analyzing your solution for optimal performance
- **Flex Hours** — flexible access to Varolii Professional Services
- **Analysis & Review** — regular insight into solution performance
- **Technical Support** — 24x7x365 phone and online support

“The Varolii team has been outstanding to work with. They have a lot of knowledge and best practices, and know what has worked in the past for other customers.”

- Rob Shapard, Unitrin Direct

Varolii Client Advantage is dedicated to making sure that your applications run flawlessly and deliver the results you need.

Reaching and eliciting a response from as many customers as you can are your primary goals when using automated communications. In order to achieve the results you envision, you'll need a communications expert to help optimize your solution as your needs grow and evolve. That's why we created Varolii Client Advantage.

Varolii Client Advantage makes it easy to partner with Varolii to make sure that your applications run flawlessly and deliver the results you need. Whether you're looking to improve on your current approach or completely rethink your communications strategy, Varolii Client Advantage provides you with the guidance, resources and best practices necessary to implement solutions that get results. Key program elements include:

Technical Account Manager (TAM)

Your Technical Account Manager (TAM) is an expert who partners with you to translate Varolii's technology and best practices into effective solutions that meet your business goals. Through regular reviews, your TAM updates you on performance and provides guidance on refining your contact strategy for optimal results.

Performance Management

Performance Management is a team dedicated to analyzing and improving your solution performance. Using experience gleaned from over 5.3 billion interactive communications, this team analyzes results and looks for trends that might warrant further investigation. Based on findings and Varolii best practices they might recommend tuning your script, call flow or IVR navigation to improve results. You'll get these recommendations from your TAM in your regular business reviews.

Flex Hours

Flex Hours are a quarterly allocation of hours that can be used at your discretion for most projects requiring professional services work and allow you to refine your solution performance over time to achieve even better results. Some examples of how you might use your hours are:

- Modifying message content
- Changing IVR flows
- Updating transfers or menu options
- Adding new features or capabilities
- Tuning engagements with Varolii's Media Services Group

Analysis & Review

Varolii's Performance Management Team analyzes the results tracked in Varolii reports and follows a systematic review process to optimize the performance of your solution. Working closely with your Account Team, solution enhancements are identified, recommended and prioritized with you during regular Business Reviews. Upon approval, they are implemented and measured again in future reviews to ensure a cycle of continuous improvement. Business Reviews also provide you with an overview of volume, incident and work order activity, performance trending and peer benchmarking.

Tech Support

24 hours a day, 7 days a week, 365 days a year, Varolii's technical support group stands ready to keep your Varolii applications running at peak efficiency.

Varolii Client Advantage in Action

To help you better understand how Varolii Client Advantage can improve your results and make it easier to do business, let's look at three typical scenarios.

A New Improved Strategy

During your Business Review, your TAM notices that your payment rates are much higher on mobile vs. landline numbers. He suggests increasing the number of calls to mobile numbers and even adding an SMS component to your contact strategy. As a result, you see a substantial increase in payment rates.

A Live Answer Anomaly

In your Business Review, your TAM points out that the number of live answers from your solution has dropped substantially. He has already alerted Varolii Support who found an issue that was easily resolved. The result? Minimal business impact as your solution is seamlessly updated.

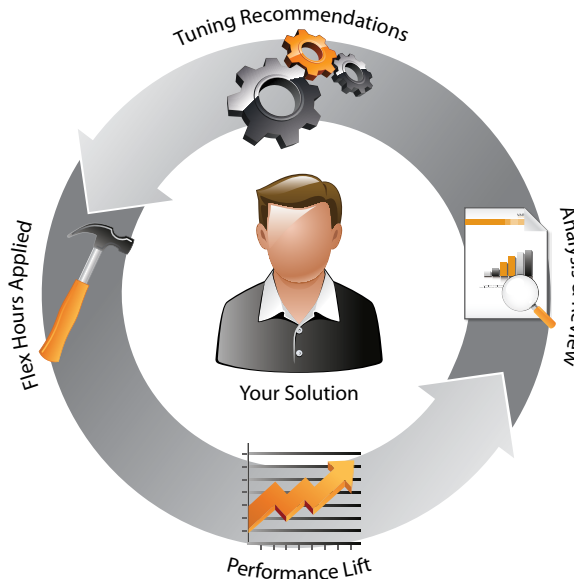
A Call Nobody Hears

Based on Peer Report analysis, your TAM believes you are not getting the highest level of response from your customers. Following Varolii best practices, she recommends changing the number of times you attempt to reach the customer along with a script change to improve your results.

Varolii Client Advantage

Helping you drive maximum results through:

- **Trend detection** — are there any patterns or anomalies that indicate a potential issue?
- **Modifications & tuning** — how can we tweak the script, tone, call flow, etc. to optimize performance?
- **Performance analysis** — how well is the solution performing now that we've made some changes?
- **Review and recommendations** — based on findings and best practices, let's adjust the strategy this way.



Varolii Client Advantage provides the full spectrum of service to maximize results.



About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. www.Varolii.com

Contact Us
800.206.2979 or
info@Varolii.com