

# Varolii Customer Service

Proactively Reach Your Customers



## Overview

Varolii Customer Service is designed to meet service levels and increase customer satisfaction while also reducing the time and costs of customer communication.

It can be used as a stand-alone solution to manage all customer service communications or as a complement to existing contact center programs to increase efficiency and reduce agent strain and costs.

## Varolii Customer Service Helps You Increase Customer Satisfaction and Loyalty and Use Fewer Resources in the Process

Today's consumers have increased service expectations and more purchasing options than ever before.

In order to meet their expectations and create more valued and loyal customers, you need a communication strategy that not only reaches them with the right information at the right time, but also reduces the high costs and complexity of communication.

Varolii Customer Service is an automated communications solution that combines the expertise learned from ten years of working with the Fortune 500 with a technology capable of replicating the type of personalized interaction found only with one-on-one conversation.

### Proven Expertise Found Nowhere Else

With over 5.3 billion communications delivered on behalf of some of the nation's largest companies, we've developed a unique set of capabilities that are proven to help our clients achieve several objectives:

- Improve service levels
- Lower the cost to communicate
- Increase operational efficiency
- Improve customer reach

## WHY VAROLII?

### Access capabilities found nowhere else:

- **Varolii ID:** Automatically adjusts contact strategies based on a customer's prior response patterns to deliver a message that is relevant, personal and more likely to get results.
- **Message Mastering:** A team of media services experts fine-tune messaging based on research and best practices to create highly interactive communications that drive desired interactions with your customer.
- **True Cross-Channel Communications:** Varolii True Cross-Channel delivers email, SMS, or voice messages all within the same conversation.
- **Varolii Client Advantage:** A team of professionals who support your solution 24/7 and partner with you to ensure the best possible application performance.

## Varolii Customer Service: Two Ways to Get Results

There are two ways to take advantage of the solution: Varolii Customer Service and Enhanced Customer Service.

*Which Solution is Right for You?*

**Varolii Customer Service:** Varolii Customer Service improves ROI by replacing or complementing your current program with intelligent automated communications. With Varolii Customer Service & Loyalty, you can obtain results faster, while delivering communications that are **personally relevant to each customer, offer self-service options throughout the customer conversation, and integrate with the contact center for improved agent productivity and customer service.**

**Enhanced Varolii Customer Service:** Varolii's Enhanced solution is for companies who want to improve their current communication strategies. The Enhanced solution further improves ROI through additional ID rules that **make the conversation even more relevant and with more opportunities for customers to interact via cross channel communications.** The Enhanced Solution also provides **enhanced contact center features that allow you to proactively manage the customer experience.**

## SOLUTION HIGHLIGHTS

### Secure Data Integration



- Your data is protected at all times with Secure File Transfer Protocol and **managed by our 24/7 technical support group.**
- With our Enhanced solution: **Save additional costs** with the Varolii ID rule to stop calls to phone numbers identified as invalid or not working.

### Complete Channels & Contact Strategy Options



- **Leave a secure message on an answering machine** using our patented answering machine detection.
- **Reach customers when they want to be reached** using the Varolii ID rule to determine the best hour to contact a customer.
- Keep answering machine messages to a minimum with the Varolii ID rule and **stop calling customers after you leave a message.**

### Personalized Conversations



- **Maintain your brand** with customizable messaging (English or Spanish available)
- **Incite your customers to take action** with the Varolii ID rule by automatically changing message content based on whether or not a customer has previously interacted.
- Utilize Varolii's Message Mastering team and process to **develop the right script and persona.**
- **Add SMS & Email** channels to your communication strategy with Varolii's Enhanced solution.

### Flexible Contact Center Integration



- **Maximum** efficiency with seamless contact center integration, including contact pacing of outbound calls to match call contact center volumes. This feature **lets callers know expected hold times and provides your agents with customer information before they speak with them.**
- With Varolii's Enhanced solution you can **reconnect customers who hang up before speaking with agents.**

### Full Range of Reporting & Analysis Tools



- Varolii's Customer Service solutions include more than **40 detailed reports and an online dashboard to track numerous key performance indicators in real time.**
- Get maximum value by working with Varolii to **analyze your results, leverage best practices, and identify changes.**