

Individual Decisioning

Communicate With the Individual

Overview

Varolii ID lets you communicate with each customer according to prior behavior, delivering a message that resonates with the individual and more effectively gets the desired response.

Benefits

- Reduces Contact Center Costs and Improves Agent Efficiency
- Improves Interaction Rates
- Leads to an Optimal Experience and Higher Customer Satisfaction
- Eliminates Overlap in Communications



Deliver mass personalized communications relevant to the individual

Your customers are tuning out. People are bombarded with direct mail, email, text messages, online material and more. The only way to get them to respond and engage is to communicate with the individual and interact with your customers on their own terms.

Varolii Individual Decisioning, or ID, enables companies to interact with large volumes of customers on a personal level, delivering a message that is relevant to the individual. It also allows you to streamline company-wide communications so your customer gets all the information they need with fewer messages. This drives a better experience for the customer and better results for you.

Why it Matters

Live agents are not always cost effective and generic automated “blast messaging” often results in low customer satisfaction and high inbound call volume. Varolii ID blends the scalability and cost efficiency of automation with the type of personalization gained from one-to-one live interaction.

What is Varolii ID and What Does it Do?

Varolii ID is a rules-based decisioning feature of the Varolii Unified Interact Platform that automatically captures and stores the outcomes of each individual interaction based on business rules, providing you with a history for each customer over time. This history may include data on when your customers made payments, times of day they normally answer calls, their preferred language preferences, and much more.

The Benefits

Reduces Contact Center Costs and Improves Agent Efficiency

Varolii ID weeds out invalid contact information and delivers communications only when customers are most likely to respond. This allows for fewer attempts to generate the optimum response rate.

Benefit: *You spend less to get better results.*

Improves Interaction Rates

Varolii ID adjusts message variables, such as message tone, wording, content and language based on customer preferences as indicated by past behavior.

Benefit: *You capture your customers’ attention and entice them into a meaningful dialogue.*

Leads to an Optimal Experience and Higher Customer Satisfaction

Varolii ID adjusts contact strategies based on prior communications activity and response patterns. This delivers a message that is relevant, personal, and more likely to get results.

Benefit: *Customers value your messages and will be more receptive to future communications.*

Eliminates Overlap in Communications

Varolii ID captures data at an account level across multiple interactions and lines of business.

Benefit: *You streamline communication with customers, reducing costs and improving the customer experience.*

Outcomes for Individual Interactions

Varolii ID automatically looks at every customer interaction and captures three essential elements:

1. Account

Varolii ID consistently identifies and remembers the individual account across all interactions for the business.

2. Outcome History

Varolii ID captures the result or “outcome” of individual interactions based on business rules and dynamically adds that interaction to the history.

3. Patterns

Varolii ID identifies patterns in individual behaviors over time. This is done in real-time, without the need for any offline analysis.

Patterns of Behavior

Based on the patterns it detects, Varolii ID automatically implements the best contact strategy for the individual by incorporating elements such as:

- **Preferred Language** — If a customer selects Spanish as their preferred language, Varolii ID will send all subsequent messages in Spanish until another language option is selected.
- **Best Hour to Contact** — If a customer consistently answers in the evening, for example, ID will automatically begin delivery of communications at that time.
- **Appropriate Message and Tone** — If certain customers typically pay late or do not respond, ID can deliver more “urgent” notifications to persuade them to take immediate action.

Varolii Individual Decisioning

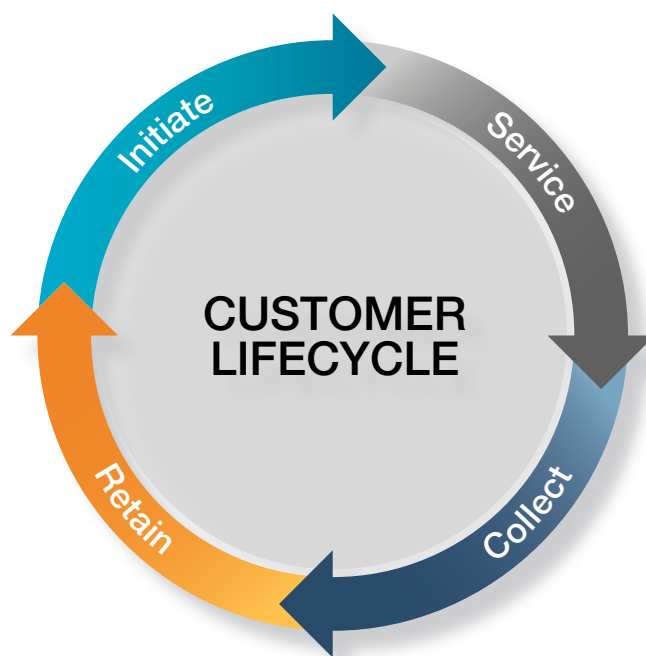
Why Use It?

By communicating with each customer according to prior behavior, Varolii ID delivers a message that resonates with the individual and more effectively gets the desired response.

Outcomes — Only Varolii ID uses prior individual interactions to improve future results without requiring 3rd party software or burdening IT and Business Analysts.

Integrated — Varolii ID makes it easy to reduce costs, ensure a positive customer experience, and drive better results because it is seamlessly integrated into Varolii’s hosted platform and products.

Integrated — The more Varolii ID is used, the smarter it becomes in automatically choosing the best individual treatment strategy.



Varolii ID enables targeted communications that generate the best outcome with every interaction — across the customer lifecycle.

Fully Integrated

Because Varolii ID is integrated into our hosted platform and products, it drives decisions with each interaction to optimize results for all of your automated customer communications. Also, because it is fully integrated and hosted, you can easily take advantage of advanced decisioning technology without incurring the overhead and expense of building or licensing custom, offline decisioning models. We manage it, integrate it into your automated communication strategy, and provide you with reporting to track the results.

Self-Improving

Every interaction creates an opportunity to learn more about your customers' behaviors and preferences. Because Varolii ID stores the outcomes of each interaction and continuously analyzes those outcomes to identify the best treatment strategy, it builds an increasingly refined picture of the individual over time. Each interaction makes the subsequent ones smarter and more effective.

So with each interaction you have the best opportunity to elicit the desired outcome, i.e., reaching your customer on the first attempt, getting a payment, scheduling an appointment, etc.

Fewer Attempts, Reduced Costs, Better Results

When you contact your customers in the right way, you're more likely to reach them on the first attempt and get the desired response early on without having to send multiple (and costly) messages that drain your resources and add to communication overload.

It also helps establish a better relationship with your customers because you're communicating with them on their own terms. They're not only more likely to hear your message, they'll respond more frequently and engage in a real dialogue because they'll value and anticipate the importance of your message.



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

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