



transversal  
connecting people to knowledge

For contact centre  
performance



# Who are we?

Transversal helps large-scale organisations reduce cost and pressure by driving efficiencies across the enterprise with knowledge. We help organisations minimise the way they create, find and share what they know.

“ *Knowledge is the source of wealth.  
Applied to tasks we already know, it becomes  
productivity. Applied to tasks that are new,  
it becomes innovation.* ”

**Peter Drucker**



# Contact centres transformed

We work with contact centre professionals to transform their operations into centres of excellence. By maximizing agent performance Transversal helps increase the value of CRM investments and empowers agents to deliver exceptional customer experience.

# The evolving customer service landscape

Customers are more sophisticated than ever. They demand a consistent experience across multiple channels – phone, email, chat, SMS and social.



**55%**

of customer service interactions begin online. (Forbes)



**50%**

of agent interactions will be influenced by real-time analytics. (Gartner)



More internet searches are carried out on mobile devices than desktops.

With the popularity of self-service on the rise, a reduced number of phone calls is to be expected. However, self-serve tools will occasionally fall short and incoming enquiries are set to be more complicated, requiring a more sophisticated agent-customer interaction.

# Why is good customer service so important?



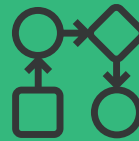
**60%**

of consumers have higher expectations for customer service than they did a year ago.



**76%**

say they view customer service as the true test of how much a company values them.



**97%**

say customer service is important in their choice of, and loyalty to, a brand.



**62%**

have stopped doing business with a brand because of a poor customer service experience.

# Prescience™ for Contact Centre

The intelligent answer for smart  
customer service

Built for today's contact centres, Transversal supercharges agent desktops with knowledge automation to eliminate time-consuming research. Our solution is a modern approach to the digital customer service workplace that leverages cognitive technologies to understand customer intent, dynamically anticipate next questions, and empower agents to deliver exceptional customer service.



# Gartner

“

*We have observed direct proof that the use of tools such as semantic search engines tied to well-curated knowledge repositories can accelerate time to answer queries by 80%. A more common change is 20%, and both response times are dramatic. One of the most profound reasons for enterprises to address KM is the impact of fast retrieval of the right information for customer satisfaction. Gartner has seen an average 12% increase in customer satisfaction on post engagement surveys.*”

**Knowledge Management Will Transform CRM Customer Service**



# Predictions

An entirely new way to interact with knowledge

Predictions anticipate what agents need from the moment they begin entering text into a service request form, or by contextually understanding information in a chat or email response. It is very similar to how the human mind works; we begin to process what people are asking us before they have even finished their sentence.

This simple but intuitive function eliminates unnecessary research, increases knowledge usage, and naturally reduces the effort for everyday agent tasks. Predictions can self-learn too, to anticipate search queries even faster for better results.



Up to  
**28%** increase in CSR  
productivity

# Smart Links

## Smart enough to predict the future

We realize customers ask more than one question. In fact, the majority of service experiences naturally require some type of interactive human dialogue and that is hard to imitate with technology. With Smart Links, we are able anticipate additional knowledge articles and closely mimic a person's 'train of thought'. In many cases these are questions that customers typically ask next. This provides a truly engaging service experience that dramatically improves first contact closures and minimizes call backs for follow-up questions.

Up to

**18%** increase in first  
contact closures



# Flexibility built in

In order to maximize the business value of knowledge these technologies must be accessible to your agents directly within their CRM desktops, chat tools, or specialty business applications that are used on a daily basis. The Prescience™ API provides direct, programmatic access to all of the Prescience™ capabilities.

This enables our built-in cognitive functions to be integrated directly into any desktop solution, mobile app or third-party application, to deliver mission critical intelligence when and where it is needed.



# Decision Trees

Ask the right questions. Deliver the right answers

Providing intuitive diagnostics to help your workforce consistently troubleshoot customer problems sounds too good to be true. Decision Trees are interactive, step-by-step wizards to guide agents through a series of questions and answers to help them diagnose difficult problems. Graphically design consistent troubleshooting procedures for your agents or model lines of questions to help staff pinpoint what they need. Now you can create the playbook for delivering amazing customer service.



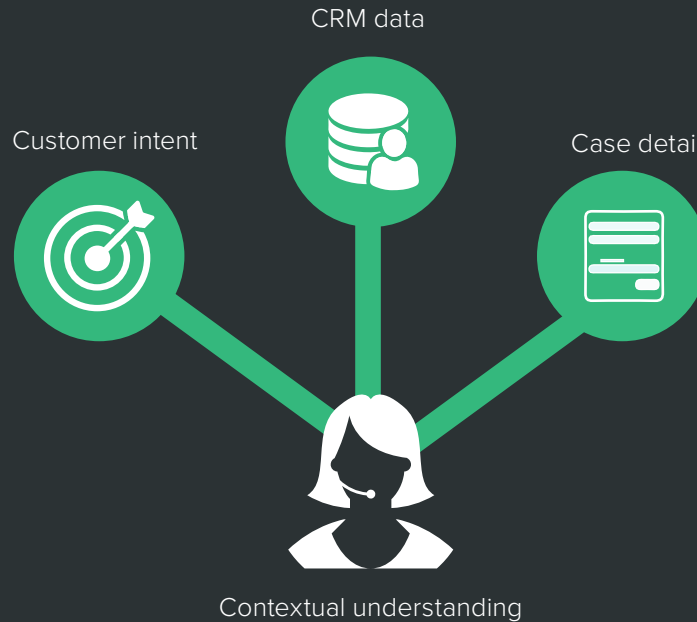
# Redefine agent performance without all the old school heavy lifting

Behind every exceptional service experience is a truly great technology enabling incredible things to come together. Prescience™ is Transversal's cognitive technology platform for next-generation knowledge solutions and it is changing the way companies ensure customer loyalty and drive significant revenue for their business.

## Unlock the potential of your contact centre

# Understand

Understand the intent and context of service inquiries to eliminate time consuming research.



# Anticipate

Anticipate the answers agents need and predict what questions customers might ask next.



## Predictions

Provide agents with intelligent suggestions as they are filling in case information.



## Smart Links

Automatically predict related content for what agents might be asked or need next.

# Improve

Improve knowledge through continued use. More intelligent customer service - less administration.



## Knowledge Feedback

Enable agents to rate the effectiveness and quality of important knowledge content.



## Knowledge Insight

Get real-time, actionable metrics on knowledge use, trending topics, and quality/content gaps.



## Knowledge Admin

Provide complete control from security to content curation to manage the entire knowledge life cycle.



# Achieve new levels of agent performance



**40%**

reduction in talk  
time for support  
centres



**18%**

increase in  
first contact  
resolutions



**28%**

increase  
in CSR  
productivity



**12%**

increase in  
customer  
satisfaction



**33%**

reduction in  
training for new  
CSR staff



“

*Now that we have the Transversal solution, it's much easier for our agents to find information for the customer. Quicker calls, quicker emails. We have taken something like 20% off of our contact ratios.*

”

**Head of Customer Service.**

# Transform your enterprise with knowledge automation

REQUEST A DEMO



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