

# Interaction Automation

Empowering Agents to deliver more personalised and effortless customer experiences

**“With data and insight through Interaction Automation, you can walk into any contact centre and find 10 things that will save money, fast.”**

Head of Insight and Reporting, UK Telco

**Delivering exceptional customer service has never been more challenging. Channels are proliferating and consumers want more choice as well as an instant response and a dynamic, personalised experience.**

**Yet contact centres are finding it hard to keep up with these rapid changes in customer behaviour.**

**Manual processes are too slow, action is retrospective and costly and you don't have the right tools for the job.**

**It leads to a disconnect between customer expectation and what your customer service teams can deliver. And it's your agents who take on the strain of this disconnect.**

Interaction Automation gives your agents the power to deliver more personalised and effortless customer journeys, arming them with smarter tools, sharper insights... and all in real time. Interaction Automation creates the connection between your customers and you. It makes sure your customer service delivery becomes as dynamic and responsive as your digital services.

## CONNECT

**The technology to see the whole story**

Interaction Automation gives you the technology to see the whole customer journey. It makes sure your customer service delivery becomes as dynamic and responsive as your digital services. The unique data supplies the granularity to ask 'why' and 'how': why this customer contacted you; how you can make their journey better.

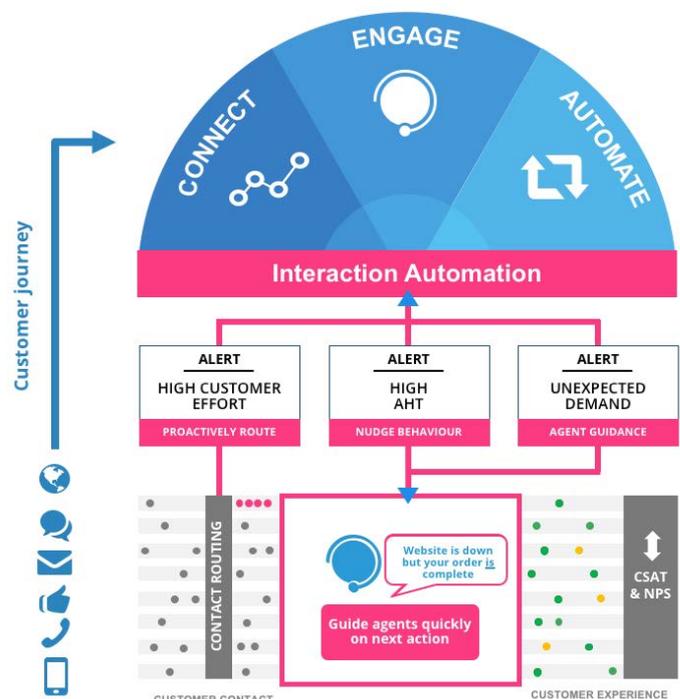
It's an intelligent platform that can digest thousands of events and behaviours, simultaneously, across all channels and every customer interaction. It delivers the insights that matter, in real time, as each interaction unfolds. With it you can improve customer journeys as they actually happen.

## ENGAGE

**The power to put your agents at the heart of the experience**

Agents are your most important asset as they know your customers better than anyone else so Interaction Automation puts them at the heart of your business. Agents frequently say they don't have the right tools or data to deliver the experience they know customers want. We give them the insights that tell them – instantly – how each customer journey came about, what that customer wants, and the best way to help.

Interaction Automation empowers them to be more effective. And with a 360 feedback loop, it also gives them a stronger voice within your own organisation to shape ever-better customer experiences.



## AUOTMATE

### Saving you time and money by providing a platform to enable agile change

Creating a dynamic way of delivering customer service will allow you to build automation and scale that connects your digital and customer service like no other solution. It allows you to make agile, incremental changes to your service in real-time rather than rely on long and costly transformation projects - saving you time, resource and money. Interaction Automation will help you simultaneously target your specific business problems such as unexpected demand or high AHT and can reduce effort in the customer's journey before it even reaches the agent.

### Your contact centres will be more dynamic and responsive to every customer challenge that arises.

- We believe Interaction Automation is the market's most effective and powerful route to effortless, more personalised customer journeys.
- Your agents are put front and centre to act - delivering happier customers, more business, extra sales...and at a lower cost.

QPC's Interaction Automation has already delivered huge ROI for its customers: +16% NPS; +34% Employee Satisfaction and repeat call costs -22%.

To find out how we can make your contact centre more dynamic and deliver ROI today, then go to [www.interaction-automation.com](http://www.interaction-automation.com)

+16% 

# NPS

+34% 

# Employee Satisfaction

-22% 

# Repeat Calls

*“ Interaction Automation was the only solution that gave us all the customer journey data across the entire contact ecosystem in a standardised, normalised format that was reliable enough to use to improve our operations. ”*

**Head of Insight and Reporting, Leading UK Telecoms company**

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better data, better decisions