



Eptica Self-service™

Improve online customer experience. Dramatically reduce inbound calls and emails.



“Due to Eptica we’ve reduced inbound emails by half. Our agents are consequently able to spend more time helping customers pick the best holiday option for them which in turn has increased our sales conversion rates by 5%.”

Sean Power
Sales Manager
Haven Holidays

Online Help and ‘Contact Us’ is fast becoming a crucial differentiator for online businesses wanting to improve customer experience, reduce service costs and increase sales.

Valuable margin and goodwill is eroded if customers are forced to other channels to find information. And if customers can’t find the answers they want on your website, you risk losing their interest.

When customers are browsing the Internet, gathering information about their available choices, Eptica Self-service will give your website the customer service advantage so they can stop searching and find the answers they need.

Using powerful meaning based search and knowledge base technology, Eptica Self-service allows your customers to answer their customer service questions on your website.

With Eptica you will improve customer satisfaction and your call and email volumes will immediately decline – with around 90% of online questions answered automatically.

Every customer interaction with Eptica Self-service improves the quality and relevance of your Self-service system – ensuring it delivers the information that customers actually want. You’ll also find it the easiest self-service system to manage and maintain.

Importantly, Eptica enables your Website and customer service channels to work together to improve customer engagement, give customers better information, resolve enquiries faster and maximize every sales opportunity.

Results

Companies using Eptica Self-service to improve online customer experience typically reduce email volumes by half and inbound calls by:

30%

Benefits

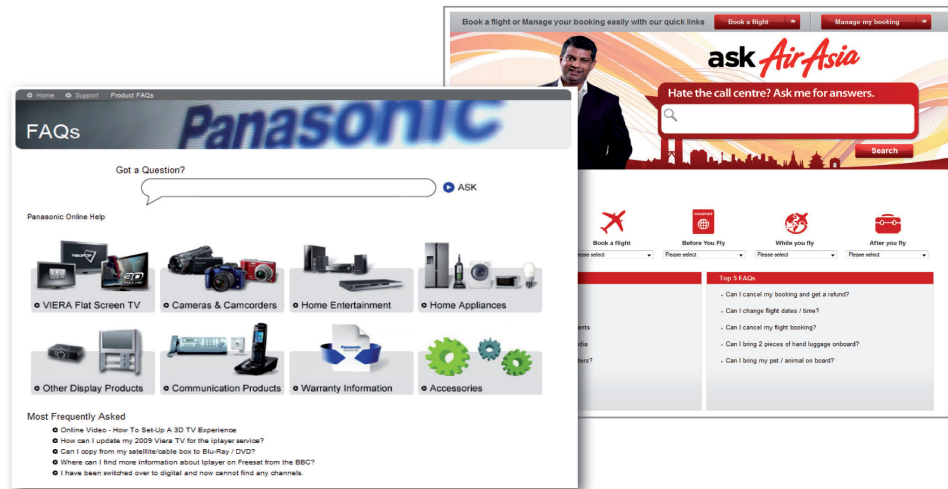
- Reduce routine and repeat enquiries
- Increase sales and customer satisfaction
- Increase brand engagement and the length of time customers spend on your site
- Tap into the huge volume of customer insight within your Self-service system
- Extend your Self-service knowledge base across your email and telephone channels with ease
- Gain the customer service advantage: providing customers with instant online answers combined with a seamless, fully integrated route to customer service staff by email, chat or phone

“Great websites don’t make their customers leave to find answers to their questions”



Accessible help for everyone

Customers find the answers they want by typing natural language questions, phrases or keywords – or browsing through FAQ entries organised by topics and sub topics.



Improve customer satisfaction. Cut call and email volumes with around 90% of routine questions answered automatically.

Other Products:

Eptica Social Media Interaction Management™
Complete end-to-end conversation tracking and social media interaction management.

Eptica Email Management™
Improves the quality of email replies. Typically cuts email handling time and cost by 50%.

Eptica Enterprise Agent™
Extends customer service email response management into your enterprise and sales channel.

Eptica Contact Assistant™
A self-learning customer service knowledge base for customer service agents which improves first contact resolution, AHT and the quality and consistency of agents' answers.

Eptica Live Chat™
Live Chat intelligently managed to reduce chat costs and increase sales.

Eptica Fax-Letter-SMS™
Automatically dispatches letters and fax to agents as inbound emails. Various media can be leveraged for responses: e.g. urgent fax received by email, respond by SMS.

Eptica Analytics™
Track the performance of your customer service operation in real time.

Powerful meaning based search

Eptica Self-service understands the deeper meaning of your customers' questions in order to deliver the most accurate answer from a dynamic customer service knowledge base.

Self-learning knowledge base

The Eptica knowledge base learns, from the way it is used, which content is best for answering a specific question. Every interaction with the knowledge base fine tunes the link between questions and relevant answers. Using your customers' search histories, content is automatically and dynamically prioritised, constantly pushing the most popular information to the top based on how often it is viewed and searched for.

Easy to keep content up-to-date

Information can be published in a click and requires no content tagging or programming of concepts. Add new content in response to new searches and enquiries initiated by customers, or by adding new information at any time – such as for new products and promotions.

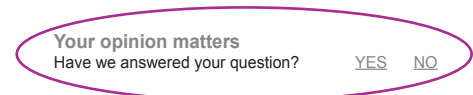
Comprehensive reporting

Eptica Self-service provides a vital source of customer insight, enabling you to identify the issues that drive customer demand and where website content is missing or unclear.

Multiple languages

Available in 26 languages. Organisations with pan-European and global locations can deliver consistent, high-quality service across their entire Web and customer contact operations.

Easy escalation to customer service



For customers who need more help, Eptica Self-service can offer easy escalation to customer service by email or chat.

Painless Implementation

- Fast and easy to deploy
- Secure, hosted service
- No additional hardware or software
- No disruption to existing systems set-up

