Top 10 CEM Solution Providers - 2019

Enterprises have leveraged AI to reduce the response time and personalize the customer experience. It has allowed companies to reduce the time to answer customer inquiries in real-time. AI is used to give the customers a first quick answer, to make them feel they are listened to and thus more patient before the second answer arrives. As AI can analyze behaviors, it offers a more personalized response the second time around. Chatbots have put companies in a much better position to get valuable consumer insights. AI is redefining the service center experience for the customers through bots having the ability to validate and understand unstructured data in the form of conversational-style speech. Speech bots are used as an intermediary channel for the AI back-end, as AI improves the accuracy and spontaneity of the response by the bot.

Integrating different business data silos enables businesses to fully understand how other business metrics could impact customer satisfaction and loyalty. Businesses gain customer insights primarily by analyzing customer feedback data with little or no regard for different data sources. By linking siloed and disparate data sources to their customer feedback data, companies gain insight through data analytics about their customers that they could not achieve by looking at their customer feedback data alone.

Speculating on the menaces associated with finding the right CEM solution, CIO Applications Europe's editorial board has conducted a profound assessment of CEM solution providers in the market and shortlisted the prominent ones. Based on market expertise and business prowess, the resultant list comprises the names of some of the best CEM solution providers such as OnePIN, Spectos, and Netigate. We present to you – "Top 10 CEM Solution Providers – 2019".

CDE Nove Tehnologije

recognized by **CIOApplications** *magazine as*

CIOApplications TOP 10
CEM
SOLUTION PROVIDERS - 2019

The annual listing of companies providing CEM Solutions helping clients builds competitive advantage and transforming their businesses

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Managing Editor

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CDE Nove Tehnologije

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Key Person:
Matej Žvan,
Founder, CEO and CTO
Ivan Posavec,
CEO

Description:
Focuses on the development of advanced information and telecommunication technologies, with an emphasis on solutions for customer support and engagement management

CDE nove tehnologije

Seamless Customer Experience: The Key to Digital Transformation

The early 2010s witnessed a new era of digital communication where businesses had multiple digital channels to interact with their customers. However, at that time, telephony was a part of the infrastructure and chats, e-mail channels, and social media was part of digital departments. While new channels were introduced, there was not a single company providing multi-channel platforms. Fast forward to today, the market is filled with numerous multi-channel platforms, yet there are several instances where CIOs struggle to overcome siloed solutions. At the same time, pure call centers are not integrated into digital communication channels, making it difficult to get a 360-degree communication view of the customer. CIOs with an existing CRM system have a huge challenge to cover new communication channels on the same platform. "In our opinion, digital transformation starts with moving the focus of all company activities back to end customer. And in order to facilitate customer-centric approach all communication channels should provide seamless customer experience," says Matej Žvan, founder, CEO and CTO of CDE nove tehnologije. The company, with its applications and services, can help realize the goal. Honoured with WebRTC Pioneer Award in 2014, CDE focuses on the development of advanced information and telecommunication technologies, with an emphasis on solutions for customer support and engagement management.

CDE's COCOS is a unique customer engagement platform that enables clients to evolve a traditional contact centre into a customer engagement centre. CDE divides COCOS platform into three parts, communication tools, customer interactionship management (CIM), and workflow management. COCOS communication tools cover pure communication for both end customer and contact centre, combining voice, video, chat, social media, e-mail, and "yellow" post. On the other hand, the CIM component supports a client's business processes with a dynamic combination of standard and custom widgets using APIs for data sources within the enterprise. Finally, the workflow management (BPM) aspect offers a flow of tasks between different departments and levels of support. "We have

Matej Žvan
Founder, CEO and CTO

added administration and reporting tools to the COCOS platform to create a unique tool for CIOs to manage customer interactions in all kind of channels," says Žvan.

In an instance, a regional retailer switch from its CRM system and started developing process-based customer interactionship solution based on CDE's COCOS. Starting with five processes and voice-only communication channel, the retailer implemented over 300 processes with over ten communication channels in eight years.

CDE enables fast and easy deployment of supported business processes on new communication channels. With industry-specific widgets and process know-how, the company provides compelling sharing experiences and fast implementation cycles. CDE's customers usually begin deployment with two or three communication channels and up to ten business processes and can end up with eight or more communication channels implemented and 250 plus business processes. "We also provide all needed API interfaces and libraries to integrate communications channels to customer web pages or mobile apps," explains Žvan. What is more, CDE's COCOS can be used by companies with as low as five users to up to more than several 1000 users. If teams are geographically separated, CDE's solution can manage different time zones in one implementation. In fact, one of CDE's COCOS clients operates within 12 time zones.

Another example of COCOS being used in financial institutions is Video identification process implementation for different markets. Combining Video chat (communication tool), live Video identification process (CIM) and putting this into digital onboarding process (Workflow), COCOS VideoID is a perfect example of usage of platform.

Being flexible and working closely with customers gives CDE insights into industry-specific challenges. The company's experts can address the challenges of different generation demands from the market. Currently, CDE is working on adding new communication channels into the COCOS platform supporting new social media platforms while integrating the features of IoT. "In next steps, we will add support AI and BI tools to facilitate predictive analytics and automated services in multiple languages," mentions Žvan. CA