

# COCOS Customer Engagement Platform



## COCOS CEP - Introduction to Omnichannel Customer Communications

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# 1 Engage with Your Customers

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The nature of communications has been always dictated by the **ability to communicate**. From flaming bonfires and smoke signals to the previous generation, who suddenly had a communication terminal (mobile phone) always in his pocket, it was (almost) always accessible and who discovered chat via SMS messages, until today, when every user possesses a pocket terminal that enables **multimedia access** to content distributed over the Internet communicate every day through new in new increasingly attractive ways.

The term "**Millennial Generation**" defines a population that has brought youth and completely new communication habits - **intensive use of online services, sales via web** and **communications via social media channels** into the new millennium. Its members, more than ever, swear on user experience and require a unified approach to services regardless of the available channel and used communication device.

Marketing surveys show that:

- 71 % expect help in 5 minutes,
- 31 % expect help to be immediate,
- 48 % will abandon if they do not get help in expected time frame,
- 53 % would prefer to lose their sense of smell to technology they use,
- 57 % incoming calls are generated by customers that visited web page before the call,
- 25 % has a profile on Social Media,
- 22 % expects 10 minutes' response time on Social Media,
- 43 x daily they check their mobile phone,
- 9,5 hours per day they use different media,
- Etc.

**69 % companies are convinced that they are offering an excellent user experience only 31% of their customers feel the same.**

## 2 COCOS Omnichannel Customer Engagement Platform (COCOS CEP)

Today's user expects **seamless and unified experience** across **all communication channels and contact points**. On the other hand, the company - the service provider also wants to have a **complete insight into each customer's interaction**: from the moment they he enters the shop, a restaurant or office, tweets about offered products or contacts the Contact Center agent – consultant for help.

Why OMNICHANNEL is A MUST for today's customer engagement?

- You need to offer a consistent and seamless cross-channel experience when customers engage, inquire and request service via whichever channel suits them best.
- Businesses can connect capabilities to enterprise data sources and business processes to productively engage, enable, and empower consumers, resulting in more loyal and profitable customer relationships.
- Deliver personalized interactions in and across every channel by tailoring the customer experience using interaction, customer data and personal preferences - turning routine interactions into strong customer engagement.

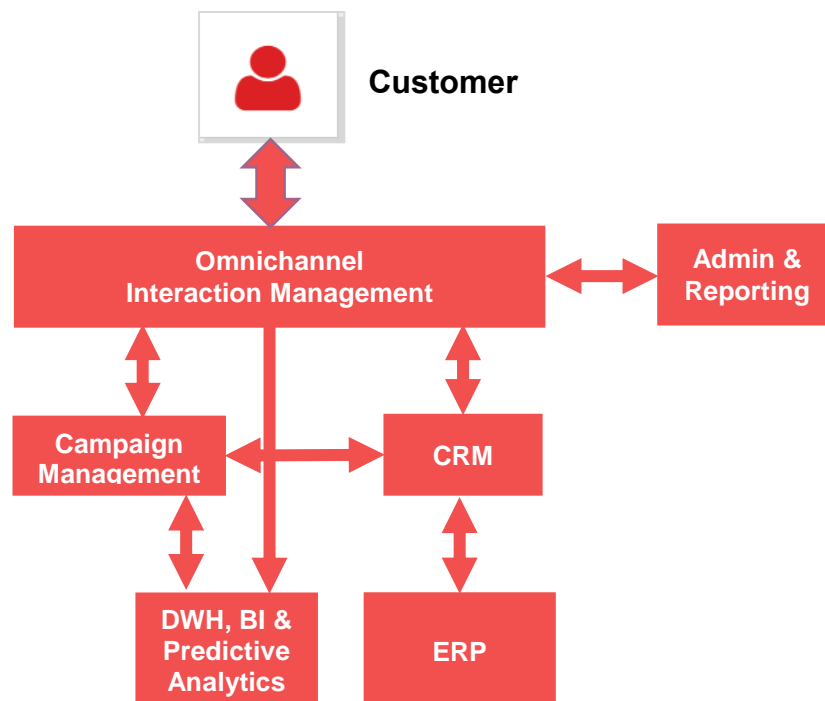


Figure 1: Advanced System for Customer Relationship Management

Establishing of a high level relation with the customer has turned from a traditional **CRM (Customer Relationship Management)** into a complex system where the successful company should integrate:

- **DWH (Data Warehouse)** – holding relational data about his customers, services, products, etc.,
- **BI (Business Intelligence)** – set of techniques and tools for visualization of historical data as well as **Predictive analytics** for more accurate planning,
- **ERP (Enterprise Resource Planning)** – system for analytics planning of resources (financial, human and technological),
- **Campaign Management** – system for providing automated management of CRM activities, which are invoked via **Omnichannel Interaction Management**,
- **Administration, maintenance** of the system and **reporting** about the system measurements as well as performance management of customer relationship processes.

Tracking, recording and storage of customer data together with analysis of key performance indicators deeply improves customer satisfaction, while also directing the service provider to improve marketing techniques. The purpose of CRM is to increase the average revenue per customer, reduce customer turnovers and the number of unproductive contacts with customers and this goal is achieved in **COCOS Omnichannel Customer Engagement Platform (COCOS CEP)**.

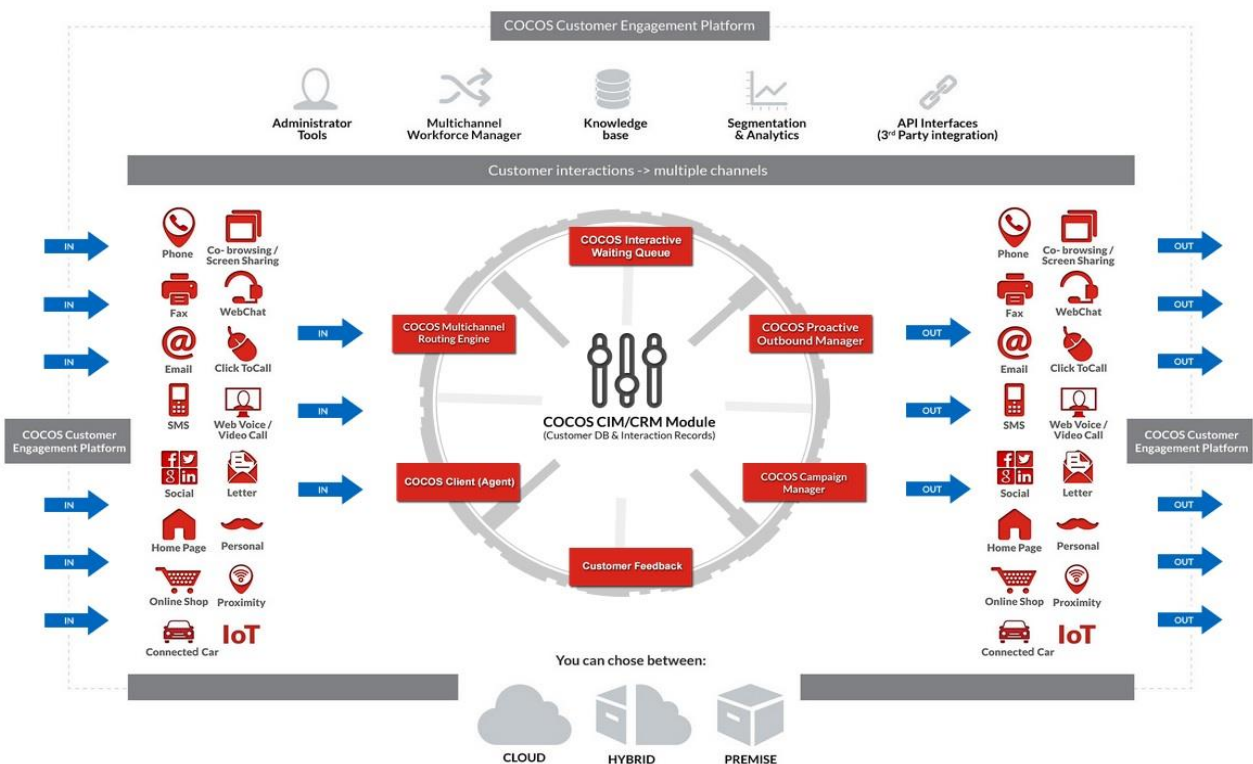


Figure 2: COCOS Customer Engagement Platform

When a customer gets in touch, it should be a seamless experience - a business should reply in one voice, regardless of the channel or department. Remember! Silos communication leads to disjointed, confusing, and frustrating customer's experience.

Implementation of contacts and interactions between the provider and the customer should be largely automated and designed to reduce repetitive and tedious consultants work. Channelling (routing) of the contacts with the anticipated customer's requirements, pre-information on the customer's requirements even before the actual reception of the call by the consultant, informing of consultant about the customer's history and editing reasons of the contact greatly improves the customer satisfaction.

**COCOS Omnichannel Customer Engagement Platform (COCOS CEP)** is a unified platform that integrates management of **all** communication channels in one place and support tools for integrated management of campaigns, advanced segmentation and targeted interaction management.

**COCOS Omnichannel CEP** is a unique platform that allows transition of the traditional contact center to the Customer Engagement Center as well as adding much more.

Introduction of CEP system has the purpose of achieving the following objectives:

- Creating long-term and profitable relationships with customers,
- Increasing profits and ROI to the client,
- Acquiring of new potential profitable customers and scaling-up their loyalty,
- Retaining existing customers and their moving-up the loyalty ladder,
- Creating added value for customers,
- Understanding customers,
- Introduction of a uniform database of existing and potential customers and business partners,
- Introduction of 360-degree view of the customers / partners at one site, with interconnected systems,
- Enabling the targeted direct marketing,
- Increasing the proportion of the customer's budget (Wallet share),
- Improving the quality management and customer satisfaction,
- Improving the efficiency and effectiveness of programs, marketing communications and direct marketing,
- Financial savings with unified IT support, increasing the company's revenues.

## 2.1 Omnichannel Communications

While customer in a traditional contact center is limited to traditional voice channels, fax, SMS, MMS and e-mail messages, COCOS CEP offers open options of **omnichannel communications**. The user - either the customer, or the consultant (contact center agent) is enabled to communicate over a plurality of channels and provide one-stop shopping and customer care across any combination of voice, SMS, mobile, web and social channels, allowing

customers to seamlessly move from one channel to another according to his preferences regardless which terminal is customer using.

The transition from traditional telecommunications to IP networks has enriched communication capabilities of the telecommunications services users. COCOS Omnichannel CEP offers solutions that keeps pace with technological development and on-going upgrades to its products with the latest communication solutions.

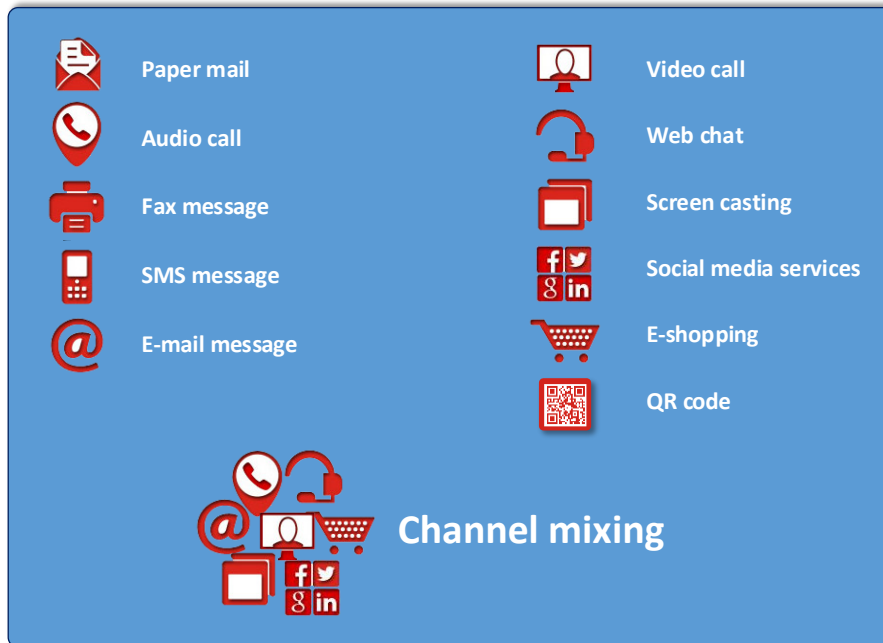


Figure 3: COCOS Omnichannel Contact Center Solution Interaction Channels

Beside communication via traditional channels e.g.:

- Voice – audio calls initiated by traditional and mobile phone devices,
- SMS / MMS messaging initiated by mobile phone devices,
- Fax messaging,
- E-mail messaging initiated from e-mail clients,
- Paper mail sent by traditional post.

At the moment, COCOS Omnichannel CEP enables usage communication over new attractive multimedia channels initiated directly from web pages, such as:

- Voice – audio calls,
- Video calls,
- E-mail messaging,
- Web chat,
- Click-to-call call initiation,

- QR code call initiation,
- E-shopping,
- Co-browsing / Screen Sharing / Whiteboard Sharing,
- Proactive contact initiation at long term customer's presents on web portal,
- Social media services,
- Proximity services,
- Voice / Facial / ID card / Snapshot image / Fingerprint recognition,
- IoT (Internet of Things) services.

The number of communication channels is increasing constantly and CDE is following trends. Its clients can expect addition of channels like VR (Virtual Reality), Connected Car, Connected Appliances...

If multi-channel communication offers the user possibility to communicate over a number of different channels, the COCOS CEP omnichannel communication enables the user to **mix** them during the **one** connection. This means, that the user can start his communication on one particular channel (e.g. web chat from a web shop page) and later-on add audio or video call. During their web chat, audio or video call, the company consultant can offer the customer screen sharing or send him a file (e.g. contract, instructions...).



Until recently the only type of devices for communication with the company have been desktop or mobile telephones for placing calls and sending SMS messages, fax device and PC for sending email messages. Today's typical customer uses the completely different terminal equipment, which greatly expands communication skills – **PC computer, tablet, smartphone, embedded devices**, and more recently, **wearable devices**.

The newest web technologies used in COCOS Omnichannel CEP enable customer traditional way of communication, direct communication by clicking a **click-to-call button** on the website, or even by scanning a **QR code** on printed material.



## 2.2 Analytics

If in a traditional contact center monitoring of system activities resulted in information required for improving overall system characteristics, COCOS CEP introduces new attractive analytics methods. By adding new web and IP oriented services endless analytics options are opened, giving a chance to **directly address a customer and change interactions with outbound customer engagement**.

Understanding the performance data for all channels used, proper presentation of these as well real-time KPI calculation the contact center management can react timely in order to understand customer’s behaviour. Silos channels provide divided statistics and analytics data, where 360° view of the customer is not even possible, while COCOS Omnichannel CEP allows management to easily controls and measures all channels in single view.

By a **Visual IVR Evaluation Forms** or even voice **IVR Evaluation Menus** COCOS Omnichannel CEP offers service providers with a variety of methods on **direct evaluation** of the companies’ services and service quality control. After the customer contact with the consultant is concluded, the customer is offered a pop-up **Customer Satisfaction Survey** form for immediate evaluation of the contact (service) quality. Questions in the form (voice menu) can be customized by the service provider himself. Customers’ answers to enquiry can be further on evaluated by integrated analytic tools.

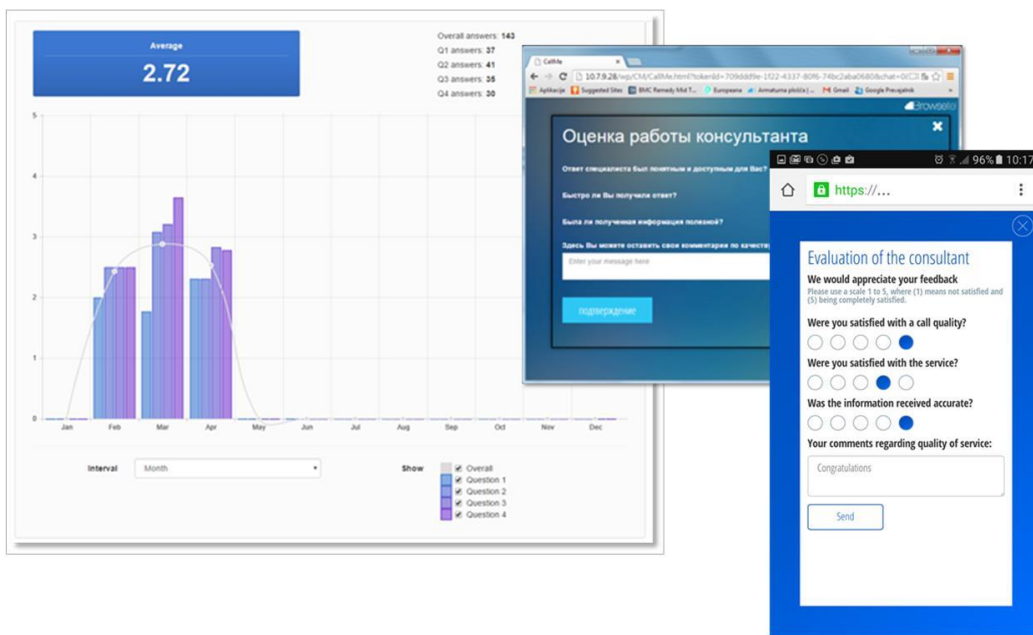


Figure 4: Metrics of the Customer Satisfaction and Customer Satisfaction Survey Form

Constant collecting of customer’s profile data, monitoring their presence on certain web pages and social media services, following proximity services data, gathering information about customers’ on-line purchases etc. the COCOS Omnichannel CEP is building and refreshing its customers’ data base.

While being interested for users (customers) from the perspective of the service content, Web, Social Media, Proximity and similar services are interested to their providers from the analyses perspective.



Figure 5: Example of COCOS Campaign Management Reports

Advanced measuring offered by COCOS Analytic Tools can give interesting results relating to company customers, for example:

- Who are the users (potential customers), where do they come from, what is their age or educational profile, etc.?
- How often are they present on web and social media?
- What is their main interest?
- Are they repeating their visits to certain products?
- Did visiting of a product page result in buying it or they are just browsing?
- Did they express any comments, posts, likes...?
- And much more;

All this results can be archived in the COCOS CEP data base and later on used for better segmentation of customers and even individual - personalized approach to the customer.

### 3 COCOS Omnichannel CEP Communication Channel Examples

#### 3.1 Social Media Services

In recent few years' presence of any company on **Social Media services** has become a must – Millennium generation simply demands bringing enterprise interactivity with the customer to a higher level. On the other hand, the overall population life still and great popularity of Social Media services brings a great opportunity to be visible without exposing yourself in unpopular ways.

By transferring its content (presentations, services, products...) to social media (e.g. Facebook, Twitter, LinkedIn...) the company exposes its face directly to the users, giving them a chance to directly express their opinion by **posts, likes, invoking communication** with the supporting contact center.

**Benefits** of the **COCOS CEP Social Media** services:

- Customer gets an instant information in a way that he is used to,
- Customer can be offered help of consultant and accept it by will,
- Customer gets an impression, that the company takes care of his needs,
- COCOS Omnichannel CEP collects information on anonymous users and can offer them possibility to register as a customer, etc.

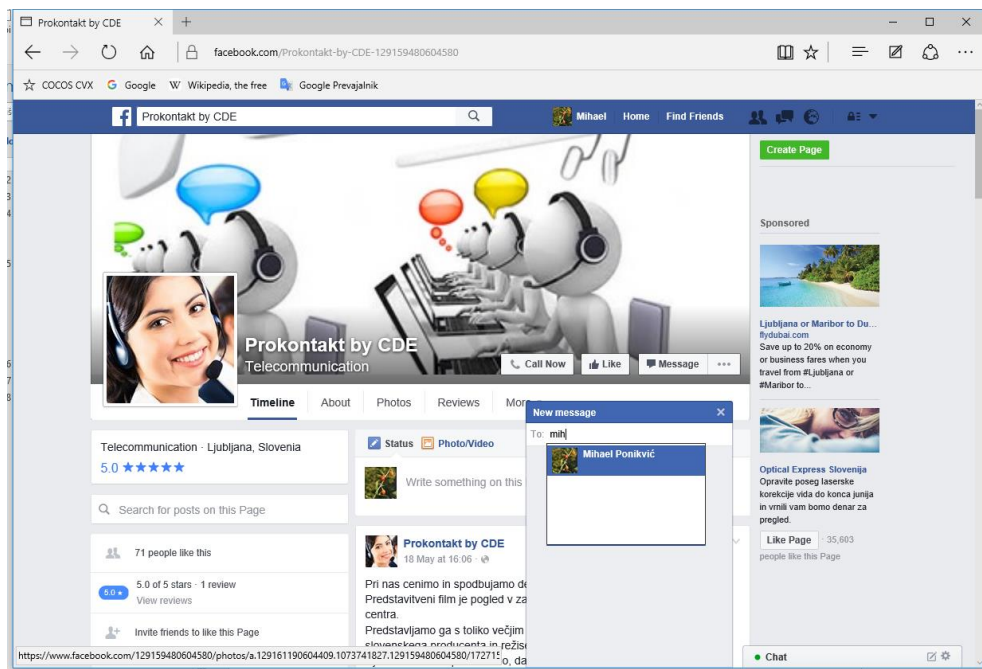


Figure 6: Example of Opened Web Chat Widget in Company Facebook Service

Initially CDE offers solution for Facebook and Twitter users, other Social Media services are being added to the COCOS CEP – in dependence on their actuality or on special client’s request.

## Benefits for the Customer

Customer is given:

- Information about the company’s services and products within the channel that suits his lifestyle.
- Possibility to:
  - Shop displayed products,
  - Make comments, posts to the service provider,
  - Express attitude to service provider, presented service or product,
  - Share posts among members of his community,
- Possibility to directly access service provider via any communication channel to get deeper information e.g. by screen sharing with consultant, discuss a product, etc.

## Benefits for the Company

Increased view to customers’ lifestyle:

- Customers’ given profile data can be used for building of the company customer DB and general customers’ segmentation when preparing further marketing activities.
- Gathering of information from the company social media sites visits provides 360° view on the customer’s interests. This information can be enriched by partner companies’ data about the customer, etc.
- Tracking the customers’ access to different posts, counting their “likes” etc., offers the company possibility to react quickly on customers’ opinion regarding a service or brand.

Increased possibilities to reach the customer:

- Company gets possibility of addressing the customer in an unforced way – the way that he prefers.
- Possibility to provide customer personalized social media service GUI (e.g. banners...) while he is accessing the company’s social media service – data based on his personal given profile, historically shown interests and recent shopping, etc.
- Tracking the customer’s presence on the company’s social media service web site and offering him on-like help in a form of web chat.
- While being in a chat, consultant can offer screen sharing.
- Building customer’s loyalty by offering him personalized benefits increases both way satisfaction.

### 3.2 Click-to-Call and QR Code Services

**COCOS CEP Click-to-Call services** enable establishing of a contact – regardless of the used communication channel. Services are implemented by simple integration of **click-to-call buttons** within the company **web page**.

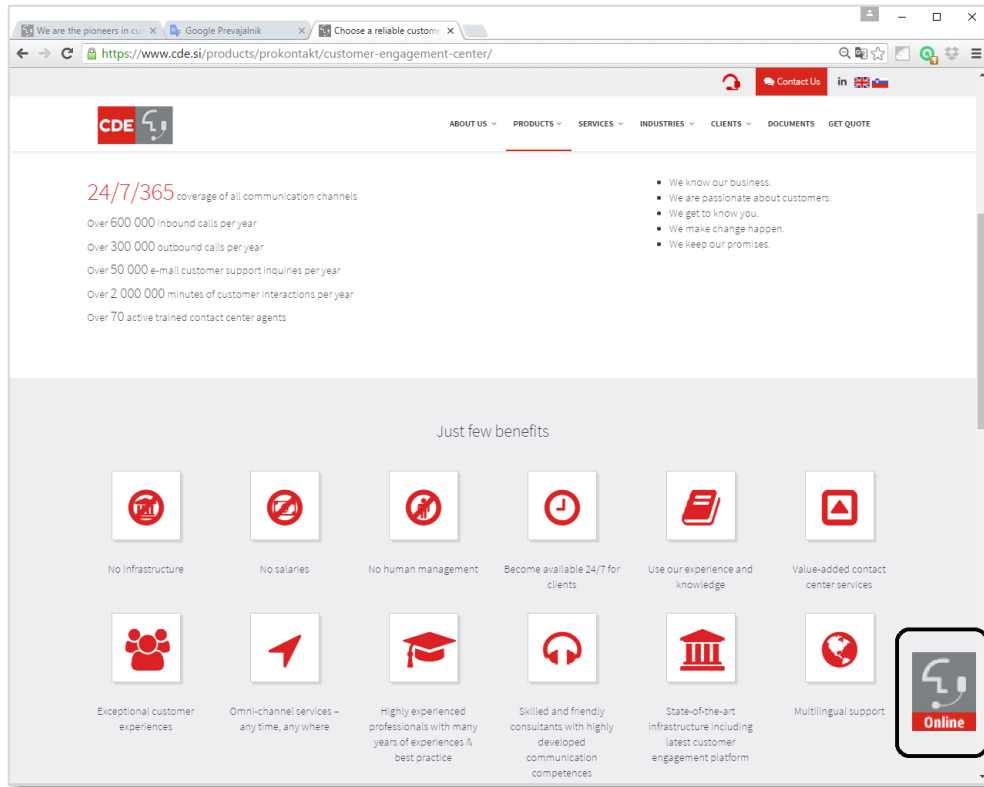


Figure 7: An Example of Click-to-Call Integration into a Company Web Page



Similar to click-to-call, the **QR code service** enable establishing of a contact by scanning a QR code element on a printed material (e.g. newspaper, poster, magazine, advertising material...).

Figure 8: Example of QR Code - Access to CDE Omnichannel Access Presentation

Scanning can be done by free accessible applications (e.g. for iOS and Android devices...).

Both, **click-to-call buttons** and **QR code** elements contain links to communication services which can be easily customized for the need of the service provider.

Examples of using Click-to-Call or QR code:

- Click-to-call button within a web shop page enables audio call to shopping consultant.

- By clicking click-to-call button within the insurance company web page the customer can start web chat with a consultant. During their chat, the consultant can also send customer additional documentation with using **file transfer** functionality within COCOS Omnichannel CEP.
- By clicking click-to-call button within a software producer's web page, the customer can establish video connection with the company support center engineer – in order to help him to install new program equipment. To make the explanation more understandable, the consultant can **share his screen** with the customer with using **co-browsing** functionality within COCOS Omnichannel CEP.
- Each exhibit in an art gallery or museum can be labelled by QR code. When scanning it, the visitor is linked to a web service offering audio or even video information.
- A table in restaurant can hold a QR code sticker. By scanning it, the visitor can call a waiter, access menu list or even directly complete his order by filling an on-line ordering form.
- When seeing an interesting product displayed on a leaflet or poster, the customer can scan the QR code and by doing this directly call consultant to order the product.

### Benefits for the Customer

- Customer is given an easy to understand way to establish contact directly from the web page or even directly from any printed paper – by simple clicking of click-to call button or scanning QR code.
- No special device is needed - customer is using his communication device (e.g. phone or tablet...) for invoke communication with a consultant.
- Standard (WebRTC compliant) browsers and / or free QR scanning applications are needed.
- Customer can – while browsing the company web page, establish connection with consultant – without need to use another device (e.g. phone).
- Call between customer and consultant is directly established – without invoking the Call Back service,
- Before connecting to the consultant, the customer can be offered different information and asked to prepare some necessary data for improving the service and preparing himself.

### Benefits for the Company

- Click-to-call includes simply customizable elements which can be integrated in any web page (e.g. web shop, company web home page, blog, etc.).
- QR codes are simple graphical elements, which can be generated, customized and read in an easy way. By placing them on a visible place on a leaflet, by an exhibit in a museum, within a menu list in a restaurant, on a poster of a market, etc., the company exposes it's establish integration of paperwork with its web pages or enables invoking of a call to the consultant.
- By receiving customer information before establishing connection the system can determine consultant – specialist.
- Consultant is aware of the call topics even before establishing connection with the customer and can offer the customer better service.
- Simplifying services for the customer means greater customers' satisfaction and increase of their loyalty.
- Measuring of establishing connection by using click-to-call or QR code gives the company additional information about customer lifestyle – what can be reused in planning of following campaigns.

### 3.3 Web Chat Services

**COCOS CEP Web chat services** enable establishing of textual (chat) dialog between two parties - e.g. customer and consultant or multi-party chat (conference chat). Dialog can be initiated by any side, manually (on user request) or automated by COCOS Omnichannel CEP service. During web chat dialog, any party can change communication channel (e.g. add video call, add screen sharing, etc.).

If using COCOS Web Phone, the users which are being active in an audio or video call can in addition to basic communication channel add also web chat.

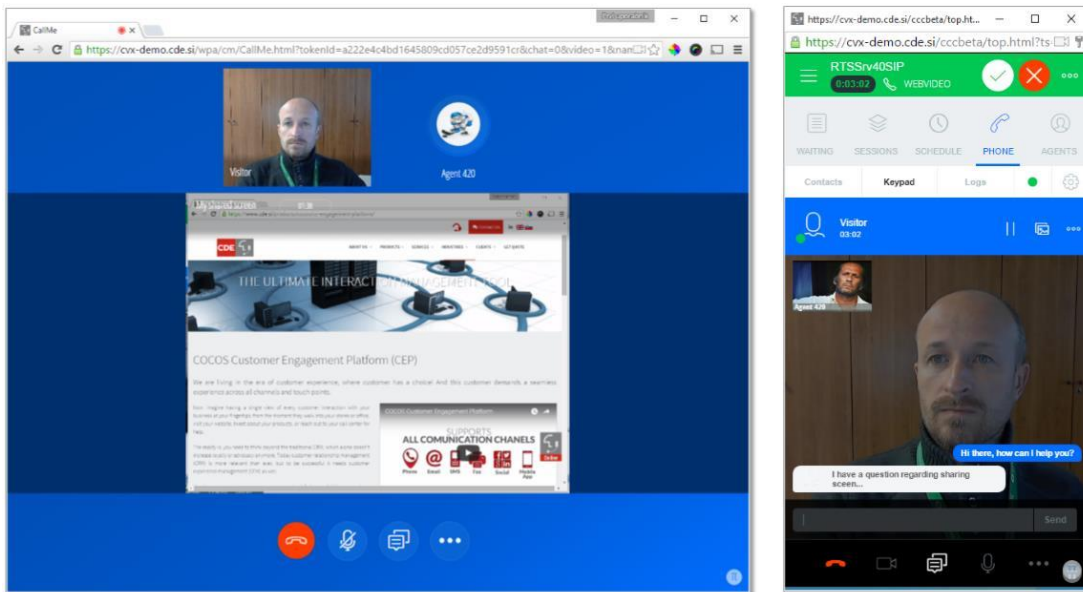


Figure 9: Example of Screen Casting and Web Chat Within the Active Video Call

Manually the web chat is initiated from a dedicated application or widget, by click-to-call button clicking or by QR code scanning. Automatically the chat can be initiated in case that certain criteria is being fulfilled (e.g. if a user accesses certain web page or is being present on it for more than defined time...).

Examples of web chat services:

- When a customer enters a company support center web page, he can beside read the web page given information also click the click-to-call button to initiate web chat with the support center employee. The consultant can share his screen in order to offer better instructions to the customer.
- A tourist can from his smart phone establish web chat with an airplane company to check his flight information. This can be done from the airplane company web page or from the company's smart phone application.
- While checking actual holiday offers of a tourist operator on its web page, a pop-up web chat widget is opened, inviting him for get more information directly from an available consultant. Pop-up web chat widget can be opened immediately after entering the web page, or after a certain time presence of the

customer on the web page. If the customer accepts the invitation and start chatting, the consultant can transfer him commercial materials (e.g. PDF leaflets, contracts, price lists...), etc..

### Benefits for the Customer

- Web chat offers a quiet way of communication and can be used even on a place where other types of communications are disturbing and not welcomed.
- Customer can get info on his own initiative or even by detecting his presence on a certain web page, location (proximity).
- Help can be offered to the customer in case of detected hesitation (long time presence on web page).
- Customer is enabled to share his documents and share his screen with the consultant.
- Customer can add additional channel to communication session (e.g. real time video or sending a picture, etc.).

### Benefits for the Company

- When detecting customer his presence on a certain web page or location (proximity), the company can attract the customer, by offering instant help in a form of consultation of an expert, thus increasing his loyalty.
- COCOS CEP agent can simultaneously handle one audio / video call and a number of textual messaging communications (e.g. web chat, e-mail...). By using web chat instead of audio call, efficiency of the agent is increased.

## 3.4 Proximity Services

**COCOS CEP Proximity Services** are integrating the most recent IP and information technologies with the benefits of COCOS Omnichannel CEP. Proximity services support geofencing, WiFi as well as Bluetooth based location targeting. Depending on the accuracy demanded, different technology is used. Also a combination of the technologies is possible. As an example, if high accuracy is needed, Bluetooth low energy is used with implementation of **beacons**, devices which detects proximity of the user, possessing a mobile device (e.g. iOS or Android phone or tablet), on a certain location (e.g. within a shop, museum or restaurant...) or micro location (e.g. by a certain product or group of products exposed in a shop, by certain exhibits within museum, by a certain chair in a restaurant...). Beacons communicate with users' devices by using standard **iBeacon** or Eddystone protocol, which is recognized by iOS and Android devices, thus making a large base of potential customers.



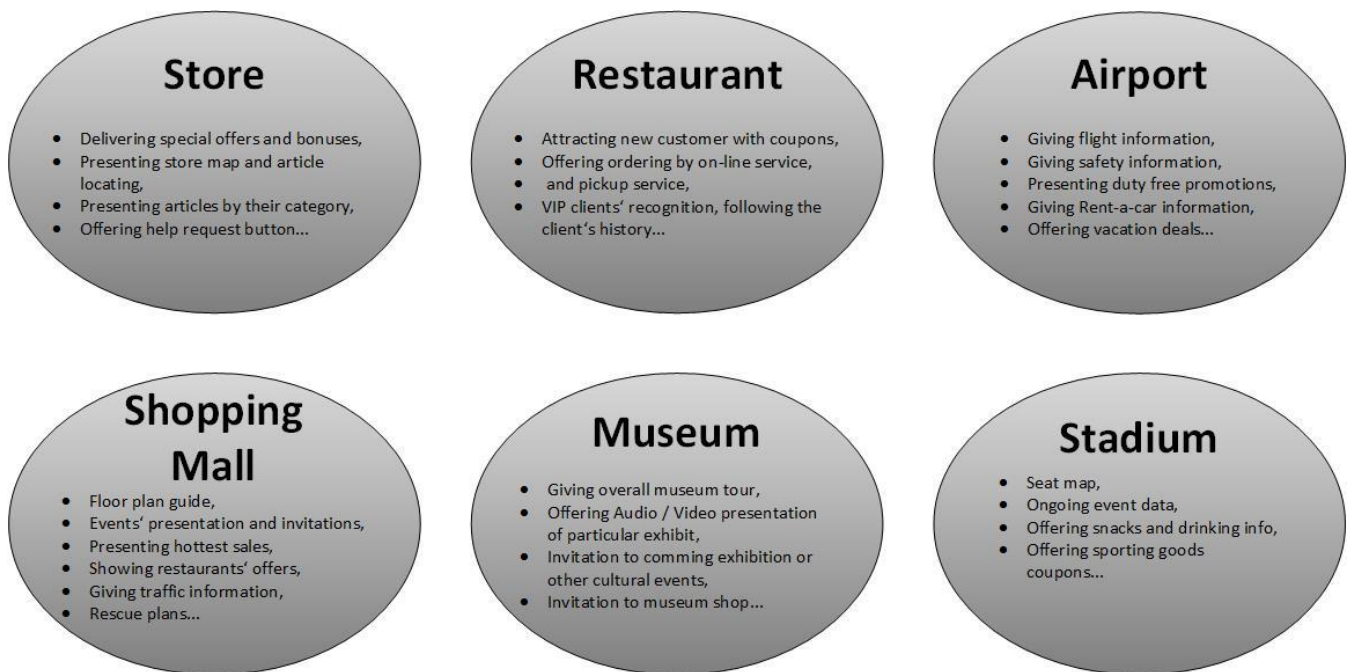


Figure 10: Examples of Proximity Services Content

By performing deep analytics of:

- information gathered about the detected user and his location,
- already registered user's profile and lifestyle data,
- enterprise services and products data,

proximity service can be used in different applications – see following examples.

### 3.4.1 Proximity Service in a Shop - Example

When a (potential) customer approaches the shop COCOS Omnichannel CEP Proximity Service is activated:

- When customer is approaching a shop, he receives a welcome message with notification about new products, sales, personal bonuses, etc..
- When customer is standing for a defined period of time on a certain micro location, he is notified about the group of products exhibited on that location.
- If historically he appreciates an expert's personal help, the assistant is sent towards him.
- If he decides to buy a product, he is invited to pay remotely.
- After leaving the shop he is notified about his status, coming (promotional) events, sales, etc.. He is also offered a Customer Satisfaction Survey Form.

All these activities reflect in the background proximity services:

- When a potential customer, not already being registered customer, is approaching a shop, he is invited with a welcome message with notification about new products, sales, personal bonuses, etc. and offered to register, to receive personal bonuses. After registration his profile is started in COCOS CEP data base.
- If the customer is already registered, he is invited with a welcome message with notification about new products, sales, personal bonuses, etc.
- Customer's profile analyses are started to enable optimal treatment of the customer.
- Customer's interest in products is constantly followed by tracing his moving in a shop and elongation of staying on micro locations. If being on a certain micro location for a defined period of time, he is notified – by automated service or by assistant personal data (depending on customer's profile) about the products which take place on that location.
- After leaving the location his profile is updated to be used in following activities with the customer.
- Customer's answers to customer satisfaction survey are taken in consideration for further use.

### **Benefits for the Customer**

- The customer gets right information on right place and in the most proper moment – while being on a certain location.
- Received information is highly personalized - in compliance with customer's lifestyle. The service provider already carries the customer's profile and is constantly complementing it.
- Integration of proximity service with web services, smart phone applications, systems for safe payment... enables highly automation of services. Services are handled quickly in a friendly, safe way, without waiting for e.g. in a queue before the cashier in a shop, waiter in a restaurant or a guide in museum.

### **Benefits for the Company**

- The company is notified of a (potential) customer proximity and frequency of his visiting of a certain macro- and micro-location.
- By following proximity of a great number of iOS and Android device users, the company gets an opportunity to increase the number of its customers – by discretely inviting them to a shop, restaurant, cultural institution.
- By combining proximity data with customer's already existing COCOS Omnichannel CEP profile the company can address the customer with potentially best offer, serve him best information via messaging over his smart device or by live assistance of an expert, who speaks customer's language and already knows his wishes.
- Integration with other COCOS Omnichannel CEP services can automate the contact with the customer and / or company service e.g.:
  - offering info about exhibits in museum,
  - ordering menu in a restaurant,
  - getting info about a product and even remotely paying a bill in a shop,thus, improving and making the service cheaper and more accurate.

### 3.4.2 Proximity Service in a Cultural Organization - Example

When a tourist approaches a museum COCOS CEP Proximity service is activated:

- In cooperation with the hotel, where the tourist is located, the city's tourist organization can initiate notification about cultural events in neighbourhood by offering a complete service to the customer the company earns more loyalty.
- When tourist is approaching a museum, he receives a welcome message with notification about new and permanent exhibitions.
- If the tourist enters the museum, he is offered to pay on-line or at the cashier. On-line exposition plan is given to him. The tourist is asked about his preferred language.
- When being present on a particular micro location, the tourist is offered audio information about the exhibits on that location – in his chosen language.
- Additional video information is offered to him.
- After leaving the exhibits, the tourist is invited to visit museum shop, given additional audio / video information about other cultural events it the near and remote location (museum exhibitions, art galleries, concerts, art and historical landmarks...).

All these activities reflect in the background proximity services:

- Data about the tourist interests are being collected by the Satisfaction Survey.
- During his stay in the town his interests (detection by Proximity services) are constantly tracked.
- Tourist's profile analyses are started to enable their optimal treatment.
- After leaving the city, the tourist is given further invitations in a form of information about coming events.
- Customers' (tourists') lifestyle data are used for further planning of interesting events, building of a tourist community in larger tourist area to gain more visits.

#### Benefits for the Customer - Tourist

- The tourist finds events and locations which are not described in any tourist guide book.
- Information is given to him discretely. He can always ignore or refuse it.
- If interested, the tourist can get audio information in his preferred language.
- Information can be given in video form as well.
- Information is given via tourists' private devices, etc.

## Benefits for the Company – City Tourism Organizations

- By giving centralized information, more of them reach the tourist's interest.
- Using of tourists' own devices (e.g. smart phones, tablets) reduces cost for special "audio guide" equipment in the museum – even improve the tourists experience by adding possibility to add video content.
- By tracking tourists' moving their interests are analyzed what increases the chance to improve the overall tourist interest in city and the whole region – by careful planning of future activities.
- Individual tourist can be re-invited by remembering him about his good memories.
- Deep analyze of tourists' interests enables interdisciplinary integration of different economical organizations.

## 4 COCOS Campaign Manager

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Automation of marketing campaign while targeting the most appropriate customer is one of the most important goals of a customer and customer relationship focused company. Being familiar with its (potential) clients' access data, their home address, phone number and e-mail address is far away from providing successful addressing of the customer – in the time when the competition does not sleep.

**COCOS Campaign Manager** enables:

- Planning,
- Organizing,
- Managing,
- Budgeting,
- Monitoring of different campaigns,
- Introducing of different communication channels (voice calls, email, SMS, MMS, IVR, fax, social networks feeds, etc.),

all based on a conglomerate of customer profile data, deriving from different sources and enabling intelligent customer segmentation.

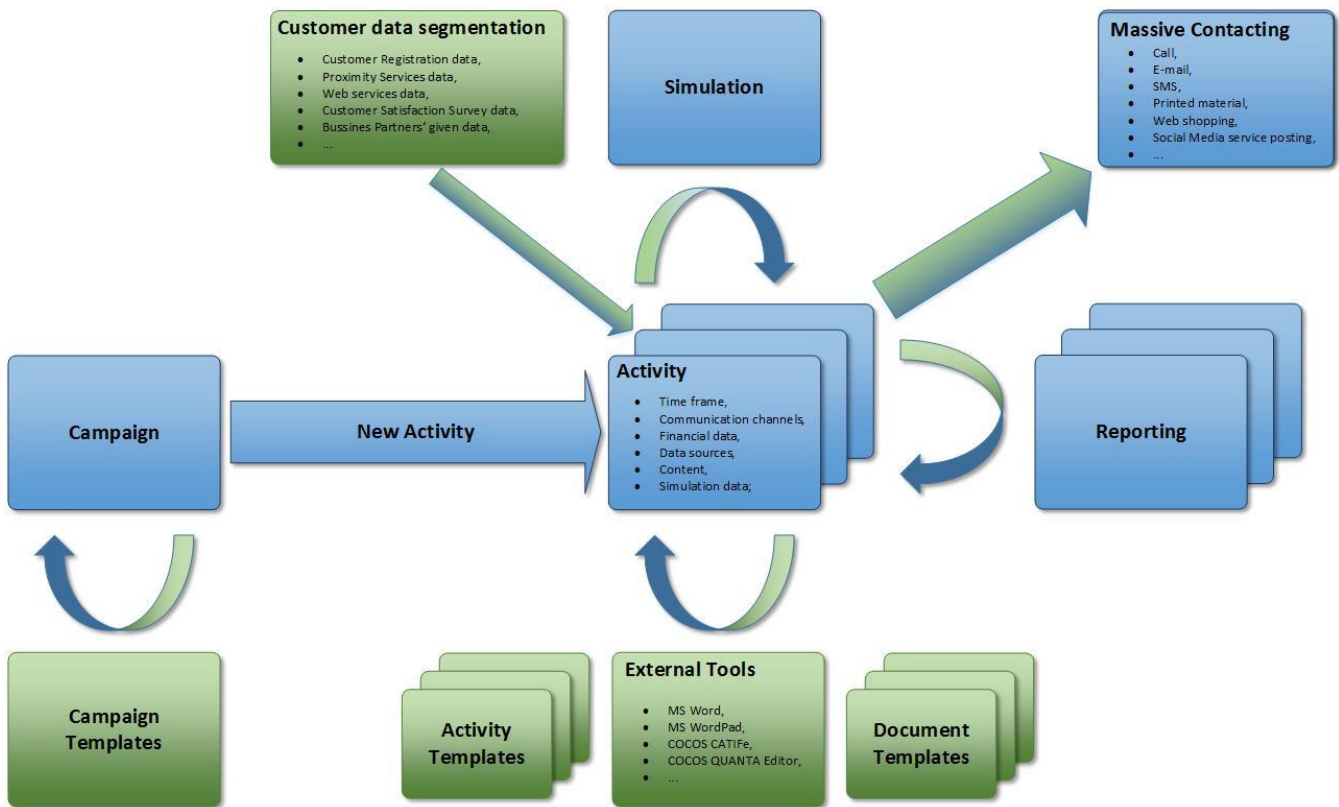


Figure 11: COCOS Campaign Management Workflow

Complete Campaign Management workflow is carefully being supervised by providing cost and efficiency simulations, measuring real time and historical reporting results of the campaign execution – giving the retro visual information for improving the future campaign initiations.

### Examples of Customer Segmentation Usage in Campaign Management

- Addressing of customers which have their birthday in the following weekend (data given by the user e.g. during his call to contact center agent, by the user himself at his registration to a web shop service, Facebook...).
- Addressing different customer segments with the same campaign (e.g. new product promotion, upsell campaign, etc.) through different channels (email, SMS, voice, mail, etc.) at the same time. Based on customer responses different follow up activities can be scheduled.
- Addressing a frequent user of a service detected by e.g. web shop service, proximity service in a shop, restaurant or visitors of cultural events.
- Addressing registered members of certain organizations, customers with declared common interests.
- Addressing members with registered bonuses, e.g. holders of company's commercial cards with a reached limit purchases.

## 5 How to Start?

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Like any customer service or marketing campaign approaching the customer via new popular communication channels requests a careful analyze and planning. Why do not leave it to a group of CDE consulting team experts?

Examples:

- If you are already present on the social media services or web pages, they will help to integrate communication with consultants and help you by suggesting useful surveys, otherwise they can suggest you how to efficiently set yourself on new communication channels,
- If you already conduct your internet shop, they will advise you how to implement click-to-call or web chat service to bring your clients to you. If you are building one, they will advise how to automate your business in a glance.
- If you want to attract your customer, tourist or sport event visitor they will advise you what to offer them when your beacons detect their proximity.
- Etc.

CDE offers a large scale of customization to their products and services, regardless on their implementation for its' client – premise, hybrid or cloud.

Experienced client with his own management team is supported by:

- scripting architecture, which enables customization of COCOS Omnichannel CEP services without interfacing the core system,
- integration of click-to-call buttons and other web page and social media services components by standard web page construction tools,
- using of MS Excel for preparing own Customer Satisfaction Survey questionnaires,
- templates for web forms used for designing of COCOS CEP services GUIs,
- etc.

COCOS Omnichannel CEP system offers standard user GUI for communication widgets (Web Phone, Web Chat...). Any change of GUI is the matter of a special request.

On a special request integration of external applications and systems is enabled by COCOS Omnichannel CEP integrated APIs.

## 6 About CDE

CDE nove tehnologije d.o.o. is an entrepreneur that always strives to be one step ahead. Innovation is the core of our business approach, since 1994.

Our operations are focused in improving and development of advanced information and telecommunication technologies, with an emphasis on solutions for customer support, customer relationship management (CRM/CIM) and engagement management. Company's own contact center is a firm guaranty that the latest development achievements are verified in real time environment and ready to be used.



The company's vision is to always follow the newest trends in technology and at the same time remain true to its basic values - reliability, expertise, quality, development and flexibility.. International awards received for integration of actual technologies such as WebRTC, within their products, moving telecommunication and custom relationship services to the internet, reflects the recognition of CDE' desire to offer it's clients the cream of technological products, keen support and openness to future technologies.

Logistically CDE comprises of three brands:

- COCOS brand presenting research, development, marketing and maintenance of CDE COCOS products and solutions portfolio, including: COCOS Customer Engagement Platform (CEP), COCOS VoIP products and COCOS Custom Projects,
- PROKONTAKT brand offering Customer Center Outsourcing services and hosting of COCOS Customer Engagement Platform services;
- BROWSETEL brand presenting cloud-based communication ecosystem.



## Disclaimer

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