

## WL CONTACT

# DRIVE

# YOUR

# CUSTOMERS'

# EXPERIENCE

By 2025, organizations that integrate artificial intelligence into their multi-channel customer engagement platform will increase operational efficiency by

## 25%

Source: Gartner

## 96%

Of customers with a high-effort service interaction become more disloyal compared to 9% who have a low-effort experience

Source: The Effortless Experience by Matthew Dixon

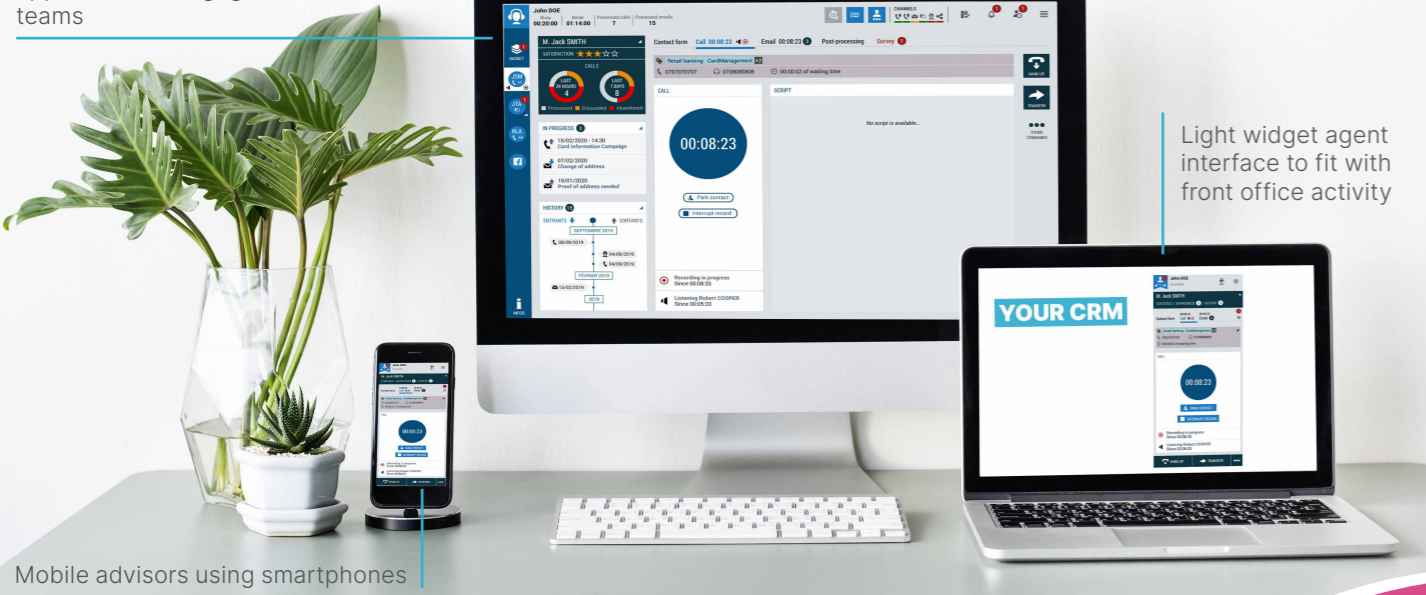
Companies with highly engaged employees outperform their competitors by

## 147%

Source: Gallup

Employee experience is key for Customers experience:  
they don't need to adapt to the solution: the solution needs to fit with their activity

Full screen, browser based, user-friendly application to engage Customer Service teams



Light widget agent interface to fit with front office activity

Mobile advisors using smartphones

**"OUR ABSOLUTE CONVICTION"**

Worldline believes that organizations must create strong relationships with their customers to stand out. We therefore help large companies to improve dialog with their customers through everyday support for managing their conversations. With this goal, Worldline provides omnichannel solutions which are easy to use, ergonomic and customizable. Our solutions, and experience, contribute to improving the overall customer experience.

**INNOVATION IS THE KEY WORD TO PROVIDE AN AMAZING PRODUCT**

Our **UX-driven Product development & customer approach** that involves feedback from our customers from site visits and workshops, allow us to better understand their needs. Thanks to close work with our **R&D department teams**, we are able to stay state of the art. The strong relationships with a network of **leading partners** and pure-players in their field help us to provide a 'best-of-breed' solution.

**MONITOR**

**MONITOR, CONTROL AND ENHANCE PERFORMANCE AND ACTIVITY VIA A USER-FRIENDLY INTERFACE**

**PROACTIVE SUPERVISION**

Provide users with a flexible UI to fit with different types of CX managers (team, site managers...)

Take advantage of proactive alerts and actions suggestions for a smarter activity management.

Consult SLA-driven indicators to enhance quality on every channel.

- CUSTOMIZABLE DASHBOARD
- RECORDING STRATEGIES
- CHAT WITH AGENTS
- SMART ALERT NOTIFICATIONS
- ACTIONS ON ACTIVITY (ACTIVATION / DEACTIVATION OF AGENTS, SKILLS, ETC)

**DESIGN**

**ADAPT THE SOLUTION TO YOUR BUSINESS NEEDS THANKS TO FLEXIBLE ADMINISTRATION**

**CUSTOMER JOURNEY DESIGN TO TAILOR INTERACTIONS MANAGEMENT**

Add smart language and bot conversations design for AI-powered customer journeys using a single, common User Interface

**PREDICTIVE ROUTING**

Find the best match between agents and customers through algorithms based on agents scoring and behavior

- VISUAL TOOL FOR IVR DESIGN
- MODELING OF THE ORGANIZATION THROUGH USERS PROFILES, SKILLS, DOMAINS, TEAMS ...
- ROUTING STRATEGIES
- BOTS CUSTOMER JOURNEYS AND LANGUAGE CONCEPTION



**ATTEND**

**IMPROVE THE PROCESSING OF INTERACTIONS ON THE DIFFERENT CHANNELS FOR YOUR ADVISORS VIA THIS UNIQUE UI**

**THE "VIRTUAL" AGENT IS THE NEXT FEATURE TO ENHANCE CX**

Provide Conversational call bots on IVR for customers with recurring calls and enhance automation with smart suggestions based on the client context.

**THE "AUGMENTED" AGENT**

Implement real time text to speech transcription & analysis to understand better what your customers want. Integrate RPA software to provide agents with next best action suggestions based on your customers' context. Set up task management to optimize internal processes.

- USER-FRIENDLY USER INTERFACE (UI)
- WALLBOARDS & INDICATORS
- CHAT WITH SUPERVISORS
- KNOWLEDGE BASE
- INTERACTIONS HISTORY

**ENGAGE**

**ENHANCE YOUR CUSTOMERS ENGAGEMENT WITH CAMPAIGN & SURVEY TOOLS**

**CUSTOMER ENGAGEMENT EVOLUTIONS: MULTICHANNEL WEB ENGAGEMENT**

Dynamically suggest different channels to engage your visitors according to their web navigation (Chat, video, callbacks, Messenger)

- OUTBOUND CALLS SCENARIOS
- CAMPAIGN MANAGEMENT FOR VOICE AND VIDEO APPOINTMENTS
- CUSTOMER SATISFACTION SURVEY DESIGN AND FOLLOW UP
- ENGAGEMENT STRATEGIES FOR CHAT

To better **personalize your customer experience** you first need to be able to identify WHO your customer really is! Our latest innovative authentication methods include:

- **Voice biometrics:** the voice of your customer is their password,
- Multi-device and cross channel trusted authentication on **mobile and browsers:** just send a mobile notification to your customer's smartphone, allowing them to authenticate themselves.

## WL CONTACT

## KEY FIGURES\*

**300+**  
PEOPLE DEDICATED  
TO SUPPORTING  
OUR CUSTOMERS

**800+**  
MILLIONS  
SMS SENT YEARLY

**2.2B**  
CALLS MANAGED  
PER YEAR

**27**  
YEARS  
OF EXPERIENCE

## ABOUT WORLDLINE

Worldline [Euronext: WLN] is the European leader in the payment and transactional services industry. With innovation at the core of its DNA, Worldline's core offerings include pan-European and domestic Commercial Acquiring for physical or online businesses, secured payment transaction processing for banks and financial institutions, as well as transactional services in e-Ticketing and for local and central public agencies. Thanks to a presence in 30+ countries, Worldline is the payment partner of choice for merchants, banks, public transport operators, government agencies and industrial companies, delivering cutting-edge digital services. Worldline's activities are organized around three axes: Merchant Services, Financial Services including equensWorldline and Mobility & e-Transactional Services. Worldline employs circa 11,000 people worldwide, with estimated pro forma revenue of circa 2.3 billion euros on a yearly basis. [worldline.com](http://worldline.com)

\* 2019

For further information  
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