

for retail



Deliver Superior Customer Experiences

For over a decade Callcredit Cosmos Interactive has helped leading retailers to deliver superior customer service. In that time the seismic shift in consumer choice and shopping preferences has created a highly complex retail environment. The explosive growth in multi-channel retailing shows no sign of slowing and retailers have to adapt or die. Consumers continue to demand value while expecting the shopping experience to evolve to meet their need for choice, personal service and multi-channel engagement. The goal is to provide exceptional customer experiences, without breaking the bank. The prize is customer loyalty in a world where the only constant is the indisputable link between customer service and customer value.

Single Customer View

The last decade of retailing is characterised by the growth of new channels (including online and mobile) and the inexorable rise in customer use of different channels to suit their needs. Most retailers have added channels incrementally overtime, creating silos of information and customer service that undermine the goal of providing a consistent brand experience. The challenge now is to bring everything together under a single customer view that enables a seamless and efficient retail experience to be delivered.



Retail Opportunity

With Callcredit Cosmos Interactive, retailers can embrace the complete omni-channel opportunity and influence shopping journeys across multiple channels. Armed with a deeper understanding of the customer and an appreciation of where they are in their shopping journey – including identification via the Callcredit Cosmos Interactive platform of consumers when in store – retailers are perfectly placed to provide personalised retail experiences that makes the customer feel recognised and valued. These exceptional experiences provide the foundation for improved customer loyalty, brand advocacy and overall success in the new retail world.

Key Features

- Customers can seamlessly switch between channels of communication during a single journey without compromising the experience.
- Customer records are enriched, enhanced and accessible from a single customer view that connects all communication channels.
- Customers are free to choose any channel of communication including email, telephone, web chat, SMS, document, social media, and mobile.
- Customers receive a consistent engaging experience no matter what the channel.
- Processes are simplified and streamlined, and costs reduced.
- Existing technology investment is protected.

Callcredit Cosmos Interactive

Callcredit Cosmos Interactive transforms multi-channel retailing into omni-channel retailing, creating vast potential and opportunity for retail operators of all size and specialism. Designed from the ground up as a specialist retail platform, Callcredit Cosmos Interactive underpins the provision of consistent, engaging and informed experiences at every customer touchpoint – whether instore, online or on the move. With Callcredit Cosmos Interactive in place, retailers have a single customer view spanning all channels of engagement – with insight on purchasing history, returns, marketing preferences, contact details and much more. The view of the customer builds over time with the addition of social media and customer interaction to enable the complete understanding of customer relationships.

Callcredit Cosmos Interactive solutions for retail



Email



Social Media



Voice



Call Log



Web Chat



White Mail

Callcredit Cosmos Interactive

Retail specific benefits

- Significant reduction in average email handling times with projected productivity in excess of 40 emails per hour per agent.
- Increased online revenues through better basket conversions and higher average order values via rules-based web chat.
- Greater customer choice with the introduction of new communication channels including Facebook, Twitter, smartphone apps and web chat.
- Reduced contact centre workloads through improved contact handling and automated workflow.
- Automatic multi-brand and multi-lingual recognition and response composition.
- Improved agent experience with the automation and simplification of information pushed to the desktop to handle each customer individually.
- Proactive communication, via multiple channels, to keep customers fully informed at each stage of their journey.
- Reduced contact volumes through improved first time resolution, dynamic FAQ and proactive event driven notifications via email and SMS.

About Intuate Group and Callcredit Cosmos Interactive

For over a decade Callcredit Cosmos Interactive has helped organisations to deliver exceptional customer experiences. Our solutions have been designed from the ground up to address the challenges of a omni-channel world where increasing complexity can all too easily be a barrier to great customer service.

By streamlining customer journeys, automating labour intensive processes and empowering employees to deliver great service, our customers:

- Improve Contact Centre efficiency and reduce operational costs
- Improve the customer experiences at every touch point
- Increase customer loyalty and create enthusiastic advocates for their brand
- Exceed requirements for statutory compliance
- Reduce risk and dependency on legacy systems
- Create competitive advantage and brand leadership
- Increase revenues and customer lifetime value