



## **Advantages for Customer Service**

### **When your customers really need you, they'll reach for the phone**

*Be there to answer the call and experience the customer care advantage of voice*

Companies create online FAQs and searchable databases in an attempt to improve customer service. Many customers, in need of answers to simple questions, turn to the web and serve themselves. However, when customers really need you – when problems are complex or mission critical – the first thing they do is pick up the phone and call.

Voice provides intimacy and immediacy and is a critical element when it comes to keeping customers satisfied. For instance, customers can explain issues in detail and immediately be given the right information. On the other hand, customer service representatives can ask questions and clarify issues to ensure they understand problems before recommending solutions.

It costs more to obtain a new customer than it does to retain an existing one. However, to retain existing customers, you have to keep them satisfied. If you don't answer calls immediately, or within a reasonable timeframe, you can lose customers and the repeat business they represent. Enter the Aizan Voice Assurance Suite and the advantages of voice. The Aizan Voice Assurance Suite presents a one-two punch: it helps you improve customer service and it lowers telecom costs.

Using elements of the Aizan Voice Assurance Suite, companies balance inbound call loads and dynamically route calls across multiple contact centres, in accordance with business rules. Calls reach the person with the right language skill and technical knowledge, no matter where that person is located – in a contact centre, a home office or on the road.

Companies use Aizan's automated outbound call solutions to take a proactive approach to customer service. They send voice messages to remind customers of appointments or service dates or to conduct post-purchase follow-ups. Once customers listen to messages, they can transfer to a live agent who can answer any other questions. Messages can be delivered in a variety of languages from which the call recipient can choose.

Companies also use Aizan to help live agents make calls. However, unlike many automated dialers, Aizan solutions eliminate the predictive lag – the pause before the agent comes on the line. This minimizes hang-ups and boost contact results.

The Aizan Voice Assurance Suite keeps customer service campaigns current, without the cost of direct mail. Since no paper is required to conduct voice-based customer service campaigns, Aizan products can help “green” companies.

Aizan products are hosted, providing independence from carrier and onsite telecom infrastructure. If your telecom provider or onsite network goes down, Aizan keep on humming – providing business continuity. You can quickly redirect incoming calls to cell phones, home phones or remote offices; outgoing voice message calls continue to be made.

It costs you far less than you might imagine to use the advantage of voice to boost your customer service. With the Aizan’s hosted services, you pay only for what you use, not for fixed assets. In addition, you retain full control over your communication messages and processes. In short, you ensure business continuity, improve customer relationships and retention, boost sales and cut telecom costs. All with the Aizan Voice Assurance Suite. Now that makes business sense.

- **Read more about the Aizan Voice Assurance Suite.**
- **Read more about how Aizan assists specific vertical markets.**