NexJ Solution Overview

Streamline Your Contact Center

Key Benefits

Engage Clients in Their Channel of Choice

- Leverage consistent, up-to-date customer information with every interaction
- Deliver seamless, personalized service in every channel
- Enable smooth transfers between channels to pick up where previous interactions left off

Provide Efficient and Effective Service

- Integrate applications and data into a unified, context-aware view of the customer
- Optimize and streamline contact center processes
- Eliminate redundant information requests to improve transfers and follow ups

Deliver a Superior and Consistent Experience

- Tailor service in accordance with historical interactions
- Better understand overall customer needs to personalize recommendations and service
- Increase first call resolution rates
- Reduce call durations

Increase Upsell and Cross Sell Rates

- Take advantage of shorter call times to introduce personalized offers
- Leverage analytics to deliver targeted next best offers and product recommendations

Modern contact centers have evolved to become one of the most significant points of customer interaction in the insurance industry. Contact center agents ("agents") interact with customers in multiple channels, including telephone, email, chat, the web, and social media. While customer expectations of personalized, efficient and rewarding service have not changed, they now expect to receive this service in the channel(s) of their choice.

In this new contact center paradigm, agents are tasked with efficiently resolving customer requests, positively impacting the customer experience, further improving the company's bottom line in every interaction. Agents have their work cut out to meet these goals. Disconnected channels, information siloes, and multiple applications on the agent`s desktop conspire to increase call durations, make it difficult to adopt a holistic view of the customer, and service customers quickly and effectively.

This lack of integration is the enemy of a multi-channel approach. When agents lack customer insight that spans all lines of business and interactions, call durations increase, first call resolutions decrease, and the customer experience suffers. Ultimately, these firms will have simply created more channels in which to deliver poor service and disappoint their customers.

Agents have a short span of time in which to resolve issues and present relevant upsell and cross-sell opportunities. Success in multiple channels requires that agents have a unified view of up-to-date, comprehensive customer data and best-of-breed tools to engage and service customers. Multi-channel contact center success requires:

- A shared view of the customer across channels and lines of business
- Contact center-specific functionality
- Customer experience best practices

Enable a shared customer view across channels and lines of business

Agents require access to all customer data to provide efficient and personalized service. Toggling through a variety of applications to find information needed to respond to questions is slow and inefficient. Training is also a concern. To be fully effective, agents must be knowledgeable about all the applications on their desktop, which requires costly and time-consuming training.

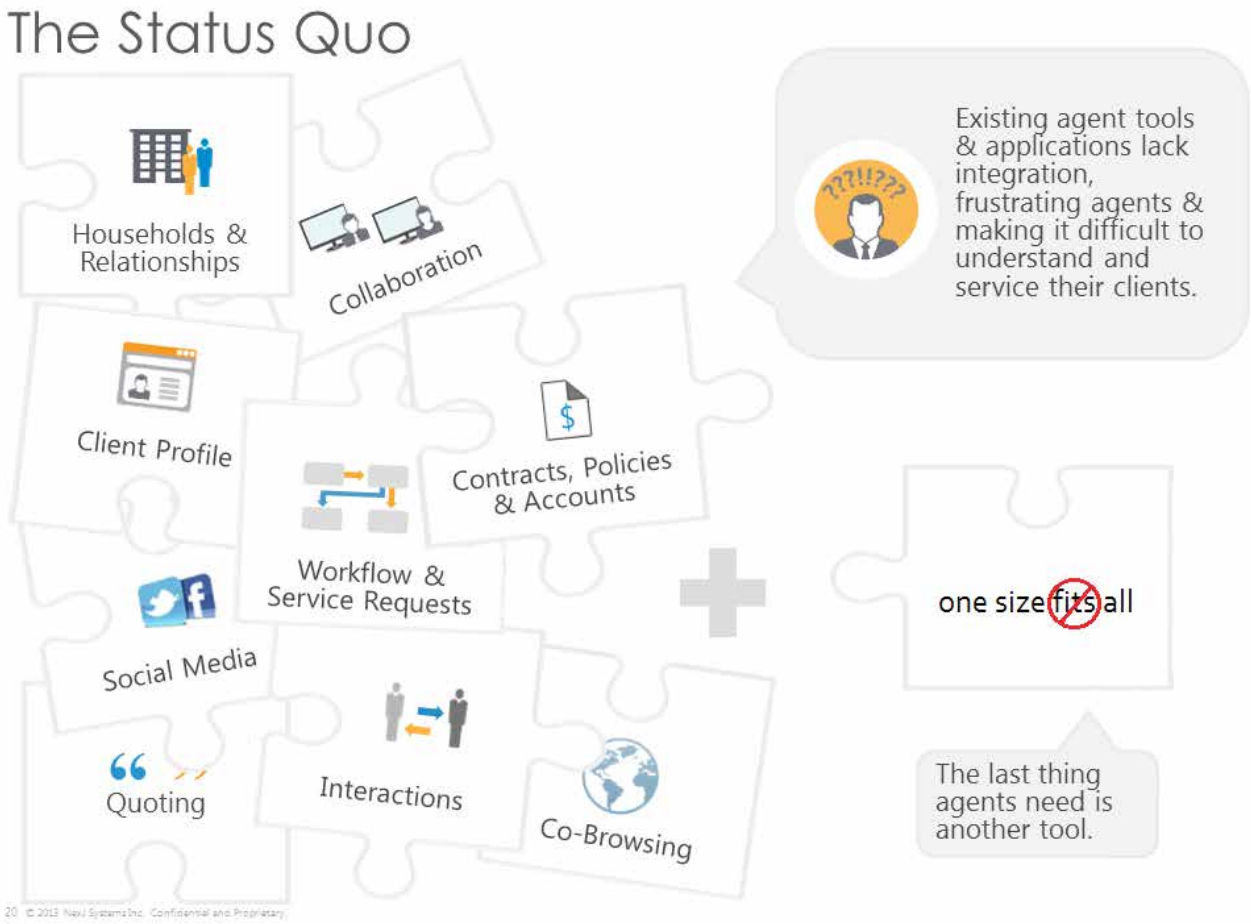
NexJ Contact Center is the ideal solution to streamline the contact center. NexJ Contact Center integrates back office data sources, legacy solutions, and third party applications from multiple lines of business and channel siloes into a single, customer-centric view. A single solution on the desktop is easy for agents to learn, and simplifies sales and service processes.

NexJ`s shared view of the customer provides a blended view of historical service requests and relevant information from all channels, making it easy for agents to tailor service to the customer's interaction history. Appropriate information is delivered at each stage of the interaction handling process to increase efficiency and understanding. Users are provided the complete context for each interaction, including the reason for the call/chat, a filtered list of important interactions relevant to the contact (e.g. recent service requests and accepted offers), and suggested next steps tailored to the contact, such as open offers and recommended products). The content, look, and feel of the solution are dynamic, presenting the appropriate view for the task, channel, or user's role and privileges.

Industry-Specific Contact Center Capabilities

Easy access to customer information must be supported by insurance contact center-specific functionality to deliver the efficiency and personalized service customers expect. Best-of-breed functionality can help agents leverage the unified customer view to increase first call resolutions, reduce call durations, eliminate redundant information requests, and improve call transfers/cross-over points.

NexJ Contact Center is designed specifically for the insurance contact center. Out-of-the-box functionality includes integration with telephony systems to provide seamless call pop ups, automatic filtering of possible customers, integrated call transfer, and call queuing. Call flow capabilities support branching and decision trees and provide dynamic call scripts that are prepopulated with customer information. Firms can configure business rules to adapt call routing, flows, and scripts to interaction and customer service trends. Embedded business intelligence and analytics play an integral role in determining relevant next best actions and product offers for each interaction, customer, and product type.



Automate Customer Experience Best Practices to Streamline and Standardize Interactions

The standard set-up in most contact centers requires agents to toggle through multiple applications and re-key data to search for information and launch processes. This is not only time consuming and frustrating but it also opens the door to inconsistencies in customer service and issue resolution processes. A single source of data and automation of common processes enables agents to increase the efficiency and effectiveness of each interaction, deliver a superior customer experience that is consistent across channels and agents, and spend more time selling products and services that are tailored to the customer's needs.

A `one size fits all` approach is not effective, however. Firms need an integrated solution that does more than provide single sign-on and links to other applications – they need a solution that orchestrates all systems in a client-centric fashion to give agents a seamless tool to better understand, service, and sell to their clients.

NexJ Contact Center is a deeply integrated and highly configurable solution that automates common processes to standardize and streamline customer service. Automated workflows and time-saving features are embedded throughout the solution to improve contact center efficiency and effectiveness. The dynamic nature of the NexJ solution enables workflow steps and processes to change during interactions in response to specific data inputs, and to evolve in the long-term with market trends and new best practice processes.

Best-of-breed features such as configurable workflows and smart forms with data pre-population and approval processes enable agents to deliver consistent service to customers across lines of business and channels. The Integrated Lead Management feature automatically routes leads and opportunities to the appropriate individual or work queue. Microsoft Outlook email integration enables agents to send emails directly from the solution and automatically saves a copy with the contact's profile for future reference.

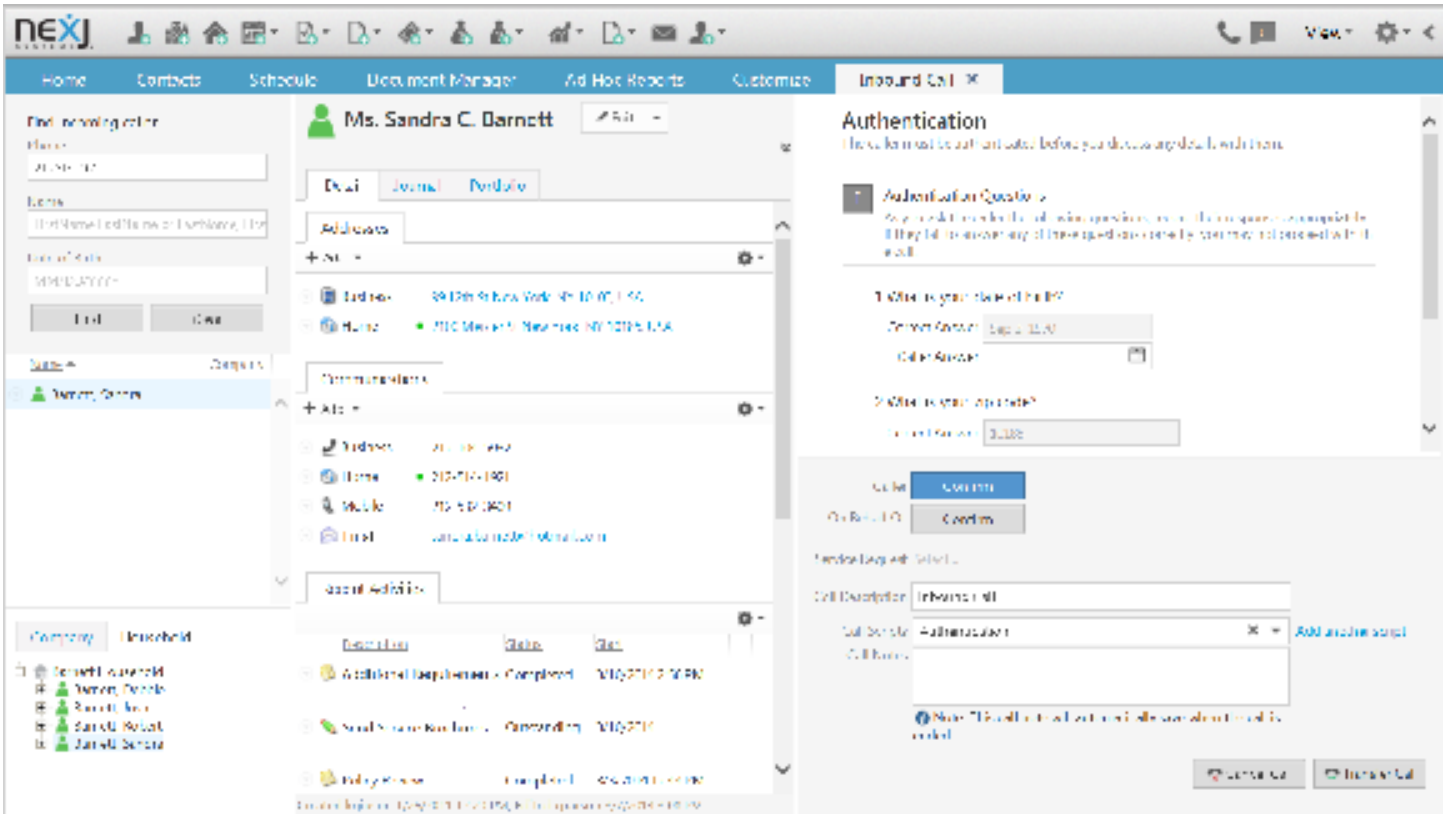
NexJ Contact Center for insurance

NexJ Contact Center can help organizations improve the efficiency of calls, deliver a consistent customer experience and turn service calls into opportunities for upsell. NexJ orchestrates all systems in a client-centric fashion, giving agents a seamless tool to better understand, service, and sell to their clients. The solution integrates seamlessly with telephony, legacy, and back-office systems and data sources, in addition to external applications, data sources, and social media. This provides agents with an optimized view of profile, interaction and customer relationship data, as well as quotes, contracts, policies, and accounts, and previous service requests. This comprehensive source of data and functionality enables agents to access all required customer information and complete business processes from a single integrated desktop.

Agents are provided with the complete context for each interaction, a filtered list of important interactions relevant to this contact, and suggested next steps. Call scripts are auto-populated with relevant customer information and links to required tasks to streamline and standardize each interaction. This unified, customer-centric view and contact center-specific functionality enables firms to:

- Personalize and Improve Service
- Increase First Call Resolution Rates
- Reduce Call Durations
- Optimize and Streamline Contact Center Processes

NexJ`s robust integration technology enables firms to access critical data and functionality immediately and adopt an evolutionary approach to migration. This eliminates the need to rip and replace existing solutions, making it a fast, low risk option for contact center technology.



For more information about how NexJ Contact Center can optimize your contact center, visit www.nexj.com or email info@nexj.com.

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About NexJ Systems

NexJ provides enterprise customer management solutions to the financial services and insurance industries. Our solutions, which integrate information from multiple systems into a unified view, include industry-specific customer relationship management (CRM) for multi-channel engagement and collaboration; customer process management for client onboarding and KYC; and customer data management to better understand customers across line of business and regional data silos.