



## Customer Journey Optimization: Connect The Dots

We help enterprises in sustaining a high level of engagement by keeping track of the overall journey of their customers as they move from one channel to another. Through Servion and Nice's Customer Journey Optimization (CJO) solutions, we can harness the power of data sciences, analyze customer touchpoints, and deliver simplified and seamless journeys that can create the best possible experience.

- Understand the journey
- Personalize the experience
- Drive customer loyalty



Consulting

Strategic operational and technology-related consulting services to enable real-time customer data integration, leverage advanced behavioral analytics and improve channel optimization



Implementation

Advanced implementation services - from developing applications to supporting various integration packages for journey mapping - with defined dashboard metrics and baselines



Post-Roll  
Out

End-to-end monitoring and support of daily operations to reduce process complexity, drive system performance, make expansion seamless, and ensure business continuity

# Harness Cross-Channel Insights In Real-Time

Powered by Servion's 22+ years of CX innovation and deep-dive analytics' prowess, and Nice's position as a worldwide technology leader, we design, build, deliver and support customized CJO solutions. No matter the domain or size, we ensure that enterprises do not have to waste precious time and effort in interpreting consumer behavior.

## What Servion & NICE Offer

### NICE Satmetrix

Self-Service Agility, Complete View of the Customer, and Analytics for Real-Time Insights

### Journey Voice of the Customer

Combined Insights - Mature VOC Programs and Customer Journey Mapping

### IVR Journey Analytics

Contextual IVR Optimization - Dynamic Visual Display, Identification of IVR bottlenecks, Custom Reports and Dashboards, and Alerts

### Scenario Analyzer

Customer Journey Analytics with Business Intelligence - Contact Reasoning, Customer Profiling, and Channel-Specific Analysis of Transfers

### Real-Time Web Engagement Analytics

Real-Time Personalization – Churn Reduction, Maximum Lifetime Value and Increased Conversions

### First Contact Resolution Analytics

Speech Analytics, Text Mining, NLP, and Statistical Algorithms – along with Correlation Capabilities of FCR Analytics

## Our Key Differentiator

Servion is a NICE global alliances partner. With a team of trained engineers in real-time voice authentication, we build solutions on top of the NICE suite. With over two decades of system integration experience, Servion understands legacy systems, and it has the ability to modernize customer experience by leveraging NICE technologies.

- A comprehensive Analytics and Artificial Intelligence-driven ecosystem
- Customizable seamless omni-channel customer journey experiences
- Hyper-segmentation intelligence that leverages human behavior
- NBO / NBA for better human-based decision-making
- Making every interaction authentic, relevant and personalized

Currently serving  
**10 billion**  
customer interactions

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