**Multichannel Engagement**

As customers are taking advantage of convenient new methods to interact with businesses, contact centers everywhere are engaging with customers through touchpoints beyond the traditional phone. Customers are requesting service (directly, indirectly, and inferred) via surveys, chats, emails, mobile, and web visits along with social media platforms such as Twitter, Facebook, and blog posts. The expectation is that the vendor will always be “there” to service the customer directly from each of those channels, with the same high quality service they expect to receive in the store or the contact center. Cutting through the noise to the interactions that really matter while evaluating and mentoring agents through these new multichannel interactions is critical to delivering a satisfying customer experience.

**Customers Are Everywhere**

Ten years ago, customers delivered feedback and requested service through two primary channels - store fronts and contact centers. The proliferation of technology-enabled customer touchpoints has created a new, far more complex environment for customer service leaders to navigate. Finding simplicity in this growingly complex environment is the primary goal of all customer service leaders.

In order to provide superior service, businesses must address the following areas:

- **Multichannel engagement.** Customers expect the same level of personalized service and high quality of content no matter the communication channel. In order to keep up with these escalating expectations, companies must evolve the contact center to handle multichannel customer interactions.
- **Understanding.** Customer behavior and preferences should be recorded, analyzed, and understood across different systems so that the most personalized, relevant service is delivered. Analysis from one channel should be used to deliver an optimized experience with another, ensuring more cohesive and meaningful customer interactions.
- **Real-time response.** Agents must respond quickly to customer requests across all channels. This requires technology that can automatically understand the nature of the request and route it to the most qualified personnel in real time.
- **Evaluation and management.** Surveying the quality of customer service should extend beyond customer service calls to include interactions from all touchpoints. Agent performance optimization is not complete without assessing the entire scope.

In response to changes in customer behavior, businesses are looking to adjust their service paradigm to become multichannel in nature. Servicing customers—wherever and whenever they want to interact—will be key to establishing a profitable long-term relationship. Possessing the ability to monitor, capture, evaluate, and optimize performance across channels will drive success.

“By 2013, at least 50% of customer service centers will integrate some form of community/social capabilities.”

—Johan Jacobs, Gartner, Sep ’11
Meet Rising Customer Expectations With Effective, Centralized Quality Management

Autonomy Multichannel Engagement offers the industry’s most comprehensive solution to address the challenge of quality management in today’s multichannel, unstructured, and social media-centric world. It uniquely takes an automated and intelligent approach to monitoring all digital communication that relates to an organization.

Autonomy’s architecture is built upon the meaning-based technology of the Autonomy Intelligent Data Operating Layer (IDOL) platform. IDOL uses advanced probabilistic modelling and pattern detection technology to uniquely empower businesses to understand the meaning behind, and immediately take action on, all forms of information.

IDOL’s concept-based technology allows the processes within the Multichannel Engagement solution to become inherently more intelligent. For instance, the solution empowers the call center to easily manage multichannel customer interactions by automatically categorizing all tweets, posts, chats, calls, or emails according to concept and enabling the routing of each complaint, question, or issue to the most appropriate agent for quick resolution to the problem.

Multichannel Engagement is a hybrid solution that creates a centralized repository for all compliance and quality-related information while allowing for information to be managed in place for all analytics and knowledge management uses. This centralized data source supports sophisticated reporting and analysis of all interactions, with drill-down capabilities providing a view of behavioral, agent, group, and customer trends so that managers can easily identify emerging issues or training opportunities.

- **Multichannel Interaction Recording** facilitates quality control by recording customer behavior for review and evaluation by agents and supervisors across all channels, including: web searches; social interactions via Twitter, Facebook, and YouTube; email exchanges; chat sessions; browsing history; and SMS interactions via mobile.

- **Multichannel Feedback Management** conducts surveys across all channels following interactions to improve agent performance and leverages IDOL to detect sentiment and tone of the customer in each interaction, whether performed in text, video, or audio, to assist the agent.

- **Multichannel Analytics** understands customer interactions across all channels of communication and performs conceptual analysis on content, such as detecting emerging patterns in customer pain points, regardless of repository.

- **Knowledgebase for Self-Service** offers multiple search capabilities such as intent-based search, conceptual and keyword search, and advanced functions such as dynamic clustering and automatic hyperlinking to related content.

- **Email Response Management** provides automatic categorization, escalation, sentiment analysis, email routing, and virtual email agents.

- **Governance** ensures that interaction recording across all customer channels comply with governance policies.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit [www.autonomy.com](http://www.autonomy.com) to find out more.