

CIODIGITAL Review

The Navigator for Enterprise Solutions

DIGITAL EXPERIENCE SPECIAL

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20 Most Promising Digital Experience Solution Providers - 2017

Customers are the backbone of every business. In this digital age, an exceptional digital experience is the only way to attract as well as retain customers. Though the benefits of digital transformation are clear, the road to success may not be. This is where the role of Digital Experience Solutions comes in, by offering a great digital experience for customers and tackling the challenges and benefits associated with providing an exceptional customer experience.

With the growing demand for customer experience solutions, there are several organizations in the industry offering innovative solutions for organizations to provide their customers with a consistently engaging, personalized and relevant digital experience across multiple channels and touchpoints. Delivering rich, integrated capabilities

for managing web and digital content, real-time social communications, business analytics and mobile device delivery has become the core of most solutions in the industry today.

With that in mind, in this edition of CIODIGITAL Review Magazine, we bring to you “20 Most Promising Digital Experience Solution Providers 2017,” featuring leading solution providers offering ground-breaking digital experience solutions. The companies featured in this issue exhibit profound industry knowledge, and in-depth expertise in delivering superior digital experience solutions while offering flexible, appealing, and consistent user experiences across every channel of an organization.

We hope this edition will be a valuable addition to your Digital Experience Solution endeavors.



Company:
CallIVU

Description:
CallIVU enables organizations to deliver efficient and engaging digital customer-agent experiences while improving operational efficiency

Key Person:
Ori Faran, Founder and CEO; Tuval Lava, President and Executive Chairman

Website:
www.callvu.com

CallIVU Empowering Customers with Digital Self-Service

Dealing with a vendor or service-supplier via an Interactive Voice Response (IVR) system for any simple query or service request should be straightforward and easy. Instead, it is often a big time-waster and frustration-builder for customers. But not for companies that use CallIVU’s Digital Engagement platform.

CallIVU provides a visual presentation of information and process in place of, or in addition to, IVR - improving and evolving beyond the current voice-only experience for customers and driving digital transformation and adoption.

CallIVU redefines customer engagement by serving digital, self-service content over non-digital channels such as voice (phone). Employing its advanced Visual IVR technology, CallIVU allows organizations to engage customers in their channel of choice, matching the right channel to intent, carrying context between channels and integrating digital and voice interactions.

CallIVU’s innovative and easy-to-adopt Digital Engagement platform augments Visual IVR with Collaboration tools and Service BOTs, blending rich digital and interactive media with the web, app, voice and social channels, all according to customer preferences. In doing so, the company provides a seamless and satisfying omnichannel customer experience and a fully collaborative—fully digital-agent-customer environment.

CallIVU cooperatively diverts customers to efficient digital self-service



Ori Faran

with a progression of helpful content from multiple channels. By enabling customers to switch at will among service channels, CallIVU can deliver customer experiences that are far more engaging. Customers and organizations both benefit from a rich and pleasing experience delivered via visual IVR, enhanced collaboration tools, and customer-service bots regardless of whether a client is interacting via a phone call, FB messenger, mobile device or any other convenient channel of choice.

CallIVU provides a self-service journey to customers in their channels of choice, by overlaying existing digital channels with social and messaging channels. Diverting simple information requests to a self-service process through engaging media boosts customer acquisition and retention.

Employing a collaborative approach, CallIVU identifies the pain points in digital engagement and provides the means to overcome the hiccups of the typical customer journey. The company’s Visual IVR blends interactive media with voice to provide a rich omnichannel customer experience

through a visual interface that extends from a standard IVR menu, directing the customer toward self-service options or to an agent as necessary or desired by the consumer. CallIVU provides a real-time, co-browsing interface between an agent and the caller, giving them the ability to share documents and online screens, co-sign forms, upload images and even can create an on-the-spot video call to resolve the most complex issues. The result is a full 360 degrees interaction between customers and agents, faster call resolutions and significantly improved customer satisfaction.

“**CallIVU improves the customer experience by providing pleasing and efficient engagement seamlessly across traditional and innovative digital communication channels**”

Using a traditional IVR system, a CallIVU customer in the US, a major financial institution, experienced very high latency in customer service, where the mean time for resolution was almost 30 minutes. By implementing CallIVU, the organization boosted its service level, reducing customer wait time to a mere 3 minutes while slashing the number of steps of the average contact from 17 to 5.

CallIVU is on a mission to deliver superior digital engagement in every customer’s communication channel of choice. Serving major institutions from telcos, banks, retail companies and other heavily customer-oriented service organizations, CallIVU continues to innovate industry-specific customer engagement solutions. **CR**



Tuval Lava