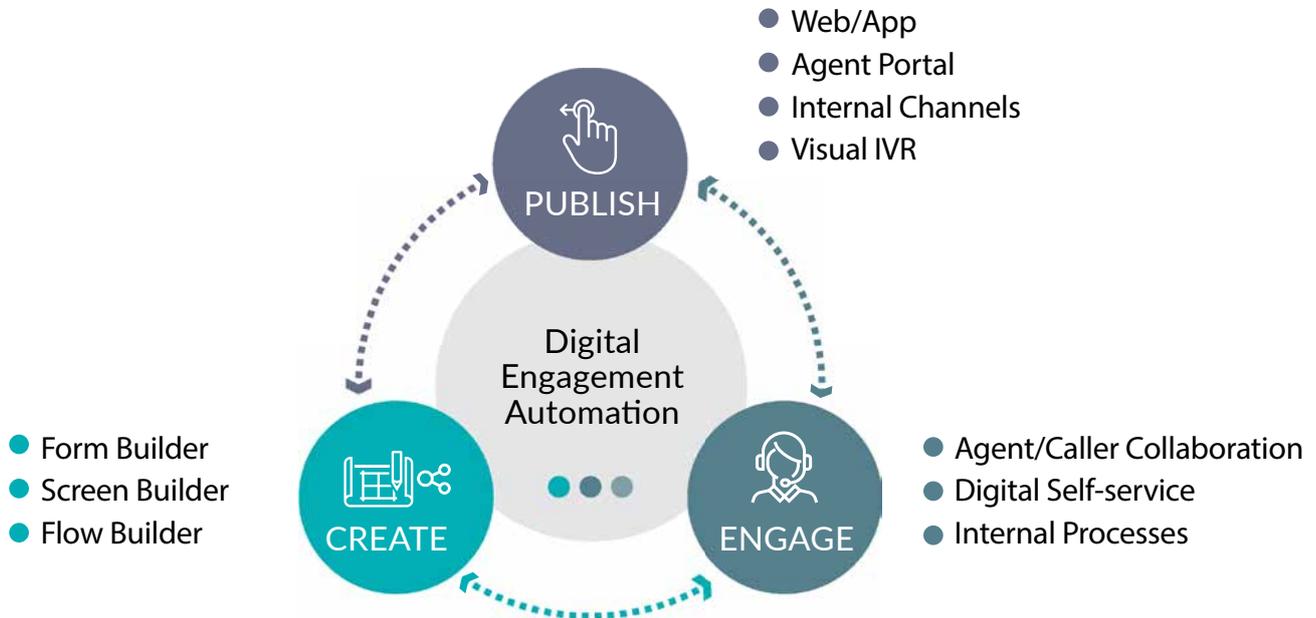# callvu

The CallVU Digital Engagement Platform

The CallVU Digital Engagement Platform automates business processes by maximizing digital usage in any interaction to reduce costs, improve service quality and increase sales conversion. The comprehensive platform ensures higher issue resolution, reduced call volumes, and enhanced customer experiences.

The platform makes an ideal solution for financial, telecommunication, insurance and other service industries that are dependant on call centers as the primary point of contact with their customers.

Create. Publish. Engage.

CallVU's Digital Engagement Platform unifies disparate organizational activities into a seamless comprehensive process. The result is a productive and appealing user experience at every point of engagement.

- Web/App
- Agent Portal
- Internal Channels
- Visual IVR

PUBLISH

Digital Engagement Automation

- Form Builder
- Screen Builder
- Flow Builder

CREATE

ENGAGE

- Agent/Caller Collaboration
- Digital Self-service
- Internal Processes

Create

Bestowing the platform with endless flexibility; communication flows, screens, and digital documents can be easily created and edited to address limitless process requirements.

CallVU's **Flow Builder** enables administrators to design automated process journeys. The **Screen Builder** provides the visual display, with menu options, that is to be presented on the customer's smartphone. Finally, the **Form Builder** is a powerful documents generator that offers user-friendly, drag-n-drop functionality.

These creative tools are all designed to be easy-to-use and offer a wide variety of editing capabilities for administrators to implement operational processes quickly and efficiently.

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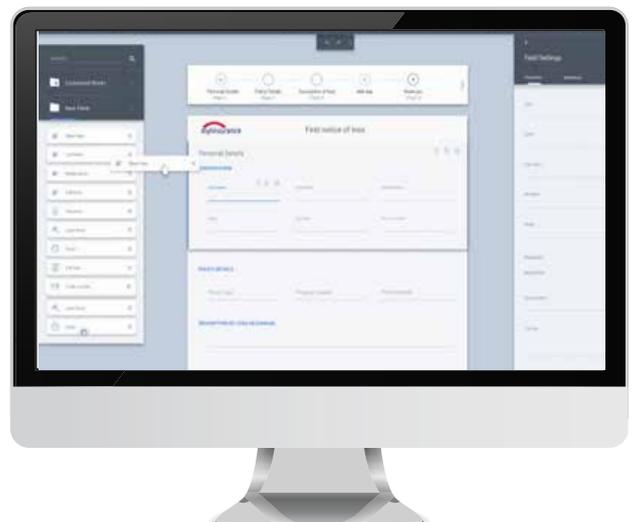
Publish

All material is published to an omnichannel environment that ensures customers consume a seamless and consistent customer experience, even if changing digital channels, or devices, mid-process.

Web/App - Incorporate forms and documents into existing digital channels to create a comprehensive omnichannel engagement platform.

Agent Portal - Publish automated process flows, documents and forms to the agent's portal, so that all material is accessible to agents as they support customers through any service issue. The agent portal seamlessly integrates with back-end organizational systems so that information previously provided by the customer is automatically populated to any type of new form.

Visual and Conversational IVR - Replacing the standard telephone IVR, a visual IVR provides augmented visual display menus while a Conversational IVR uses AI and NLP technology to enable callers to immediately arrive at the relevant service destination. Automated process flows, visual screens and digital forms can all be published to the Visual and Conversational IVR interface. Visual depictions include display text, images and videos, all of which provide clarity and enhance the user experience. Service providers can add branding, and product promotions to enrich communication.

Internal Channels - Guide administrative and service staff through organizational processes by supplying them with information on policies and process, organizational updates or any other resource material.

Engage

The digital customer engagement platform is designed to support quality customer experiences through superior engagements that foster strong customer loyalties.

Agent Caller Collaboration - Enable agents to work collaboratively with customers by being able to have live video chats and share rich media, such as videos, forms, and images. This ensures a fast resolution of issues and more efficient conversations for both inbound and outbound customer sales interactions.

Smart Digital Forms - Created forms can be embedded in web pages, apps or provided as PDFs, mobile wizards etc.

Digital Self Service over the phone - Equip customers with clear and coherent pathways that enable them to complete activities and resolve any number of issues in self-service.
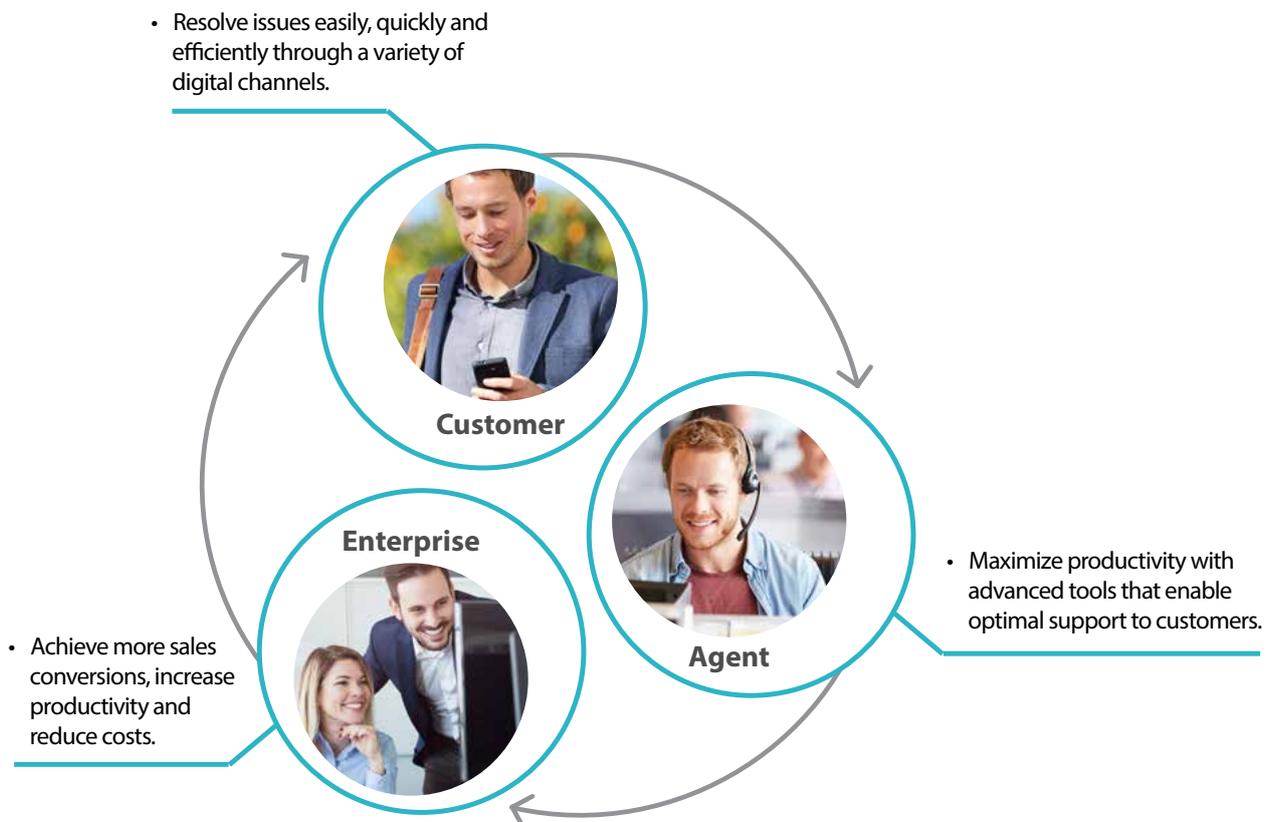
Internal Processes - Ensure reliable and accurate communication between organizational staff, across international branches and departments.

The Business Case

- Minimize hurdles to onboarding new customers
- Achieve sales targets by supporting customer purchase decisions
- Increase customer engagement and improve the customer experience
- Increase operational efficiency by upgrading all customer interactions to digital
- Provide a seamless omnichannel experience for customers as they switch between channels

- Reduce the number of calls reaching contact center agents
- Reduce the Average Handling Time (AHT) of live agents
- Improve First Call Resolution (FCR) rates
- Ensure ongoing compliance with industry standards and regulations
- Generate higher response rates to feedback requests and surveys

- Resolve issues easily, quickly and efficiently through a variety of digital channels.

Customer

Enterprise

- Maximize productivity with advanced tools that enable optimal support to customers.

Agent

- Achieve more sales conversions, increase productivity and reduce costs.