

BMC Helix for Customer Service Management

Maximize the Value of Your Customer Interactions

OVERVIEW

Customer expectations are higher than ever, and it is critical that Customer Service Representatives have the capabilities, speed, and autonomy to ensure customer needs are met for greater satisfaction and improved brand loyalty.

To stay competitive and relevant, organizations are seeking agile, flexible, and mobile solutions to facilitate complaints, requests or inquiries from customers and gain a 360-degree view of the customer.

REQUIRED RESPONSE

To address these challenges, companies need to put customers at the heart of all interactions, bringing a complete view to agents, supervisors, and quality managers. They must improve service quality, deliver an amazing customer experience, and reach a broader audience rapidly. Acting on customer concerns, they can proactively sway customer sentiment favorably, enhance interpersonal communication, and reduce churn.

BMC SOLUTION

BMC Helix for Customer Service Management aggregates data from various customer touch points and systems of record including insights on customer status, segmentation, preferences, products and services, activities, sales history, payment history, profitability, contracts, case history, and NPS score. This enables different teams to work together, giving the customer a personalized experience. It is an end-to-end service management suite focused on external customer service excellence for B2B, B2C, and G2C.

BMC Helix for Customer Service Management supports omni-channel interactions for complaints, requests, suggestions, inquiries, and other interactions – while managing the fulfillment of these interactions in conjunction with other departments such as billing, legal, service quality, regulatory, marketing, collections, loans, cards, procurement, and operations teams.

KEY FEATURES

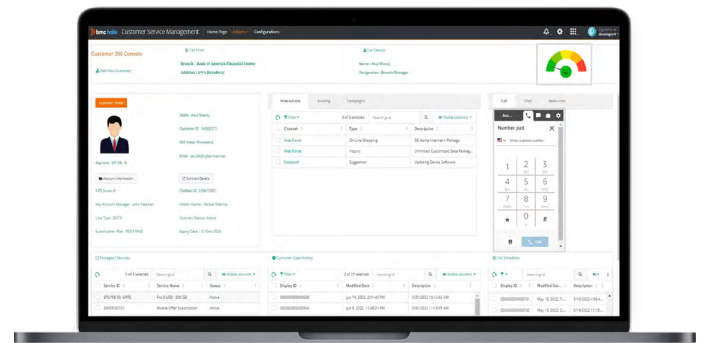
- **360-degree customer view:** Complete view of the customer from all systems of record to deliver an amazing, personalized experience.
- **Visibility into agent and team performance:** Gives supervisors metrics and insights into agent and team performance to proactively monitor cases and identify training and improvement opportunities.
- **Omni-channel support:** Engage your customers through multiple channels, such as self-service, chat, email, phone, and social media.
- **Easy integration for workflow automation:** Supports integrations with key customer support systems including CRMs, Amazon Connect, KCS Knowledge Management, AI, and more.

KEY BENEFITS

- Increased customer loyalty
- Improved customer experience
- Higher Service Quality
- Reduction in churn
- Increased revenue and market share

PRODUCT DETAILS

- **Customer 360:** A complete customer view through aggregation of data from various customer touch points and systems of record including, but not limited to, insights on customer status, segmentation, activities, sales history, payment history, profitability, contracts, case history, customer sentiment, multi-channel complaints and/or inquiries, NPS, CSAT, and other metrics, like a CES score.
- **Collaboration Console:** Brings together sales, marketing, billing, legal, service quality, operations, procurement, and support, among other cross-functional teams, to collaborate with customer care teams.
- **Continuous Service Improvements:** Metrics for agents and group performance, customer survey results, and more.
- **Agent 360:** Provides domain and soft skill indicators to support the development of both for a more holistic customer service approach through agent training and badges.
- **Intelligent Routing:** Assigns agents based on domain skills case categorization, customer segment, products, and services.
- **Omni-Channel Support:** Self-service, chat, email, phone, and social media.
- **Agent Assist and Playbooks:** Directs agents to ask the right questions, and to provide 'First Contact Resolution' (FCR) and additional enhanced service options – this includes sales promotions, discounts based on customer profile, refund processes, and others.
- **Knowledge Management:** Provide instant access to relevant knowledge for customers and agents.
- **Walk-up Experience for Customer Service:** provide an efficient in person service experience.
- **Integration:** Integrates with available CRM systems, telephony, social listening, billing, payment gateway, campaign management, SMS, GIS, and more.
- **Pre-Built Multi-Role Flows:** Supporting frontline, resolution, and service quality agents and supervisors.
- **Next Activity:** Offers a visual case progression timeline, Next Case queue, and guided possible next actions based on case status and group entitlements.
- **Service Quality Workflow:** Focus on understanding the customers' experience during the case journey as part of the overall engagement process.



Customer 360 Dashboard

FOR MORE INFORMATION

To learn more about BMC Helix for Customer Service Management, please visit bmc.com/bmc-helix-customer-service-management

About BMC

BMC works with 86% of the Forbes Global 50 and customers and partners around the world to create their future. With our history of innovation, industry-leading automation, operations, and service management solutions, combined with unmatched flexibility, we help organizations free up time and space to become an Autonomous Digital Enterprise that conquers the opportunities ahead.

BMC—Run and Reinvent

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