





## **Contact Center as a Service. Redefined.**

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## Customer service today requires a fresh, new approach

“73% of Customers rank CX as an important factor in their purchasing decisions and 59% of customers will walk away after several bad experiences.

- PwC



# La mejor manera de cuidar a nuestros clientes

1

Cuida a tus clientes  
sin que ellos te  
contacten,  
comunicándote  
proactivamente

2

Cuida a tus clientes  
dándoles las mejores  
herramientas de  
autoservicio

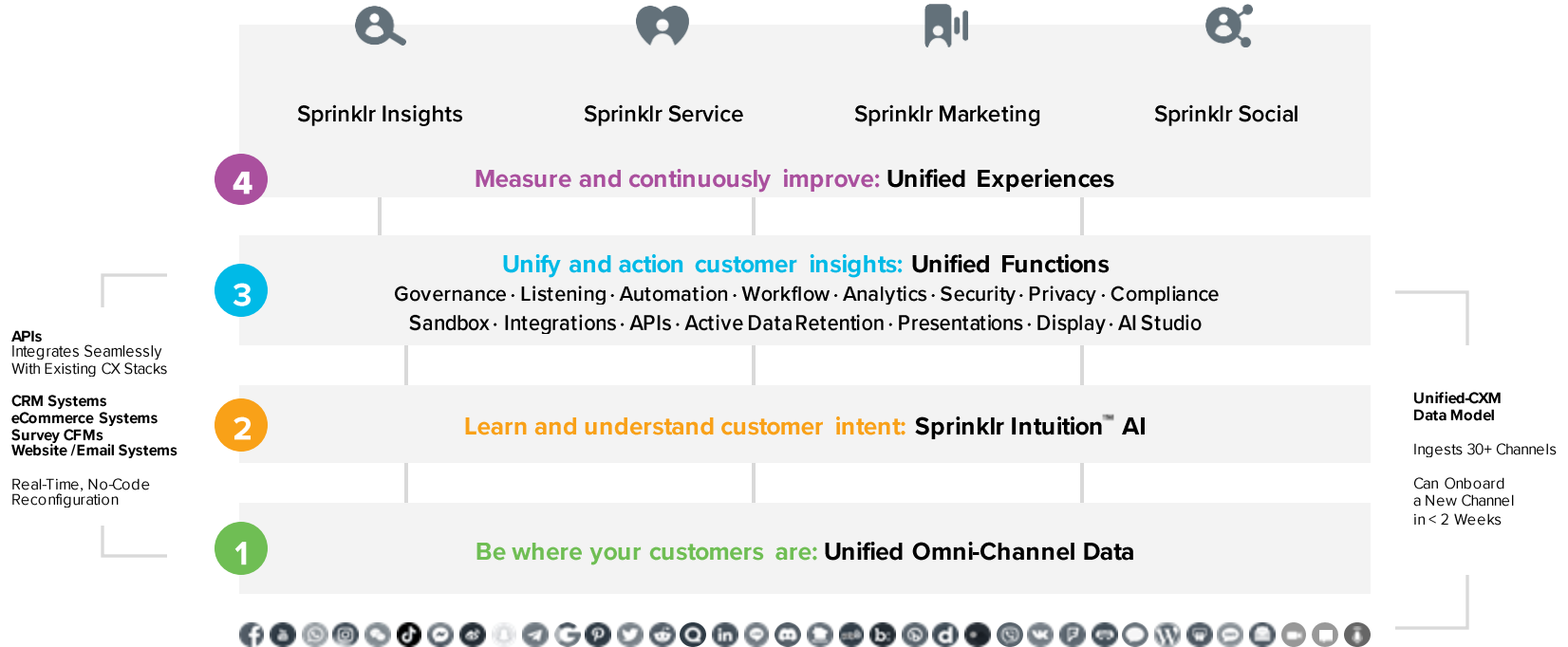
3

Cuida a tus clientes  
dándole  
"superpoderes"  
a los agentes, con  
recomendaciones a  
tiempo real





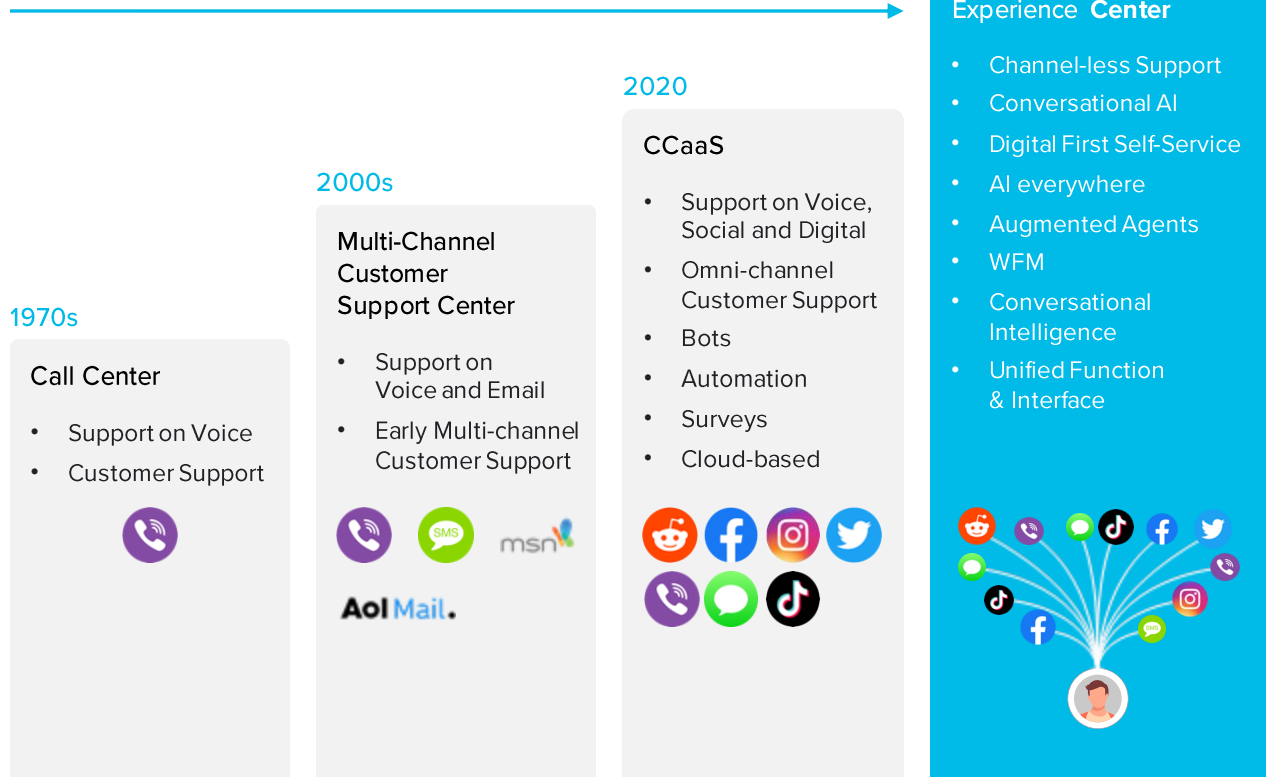
# Sprinklr: the platform purpose-built to unify CXM





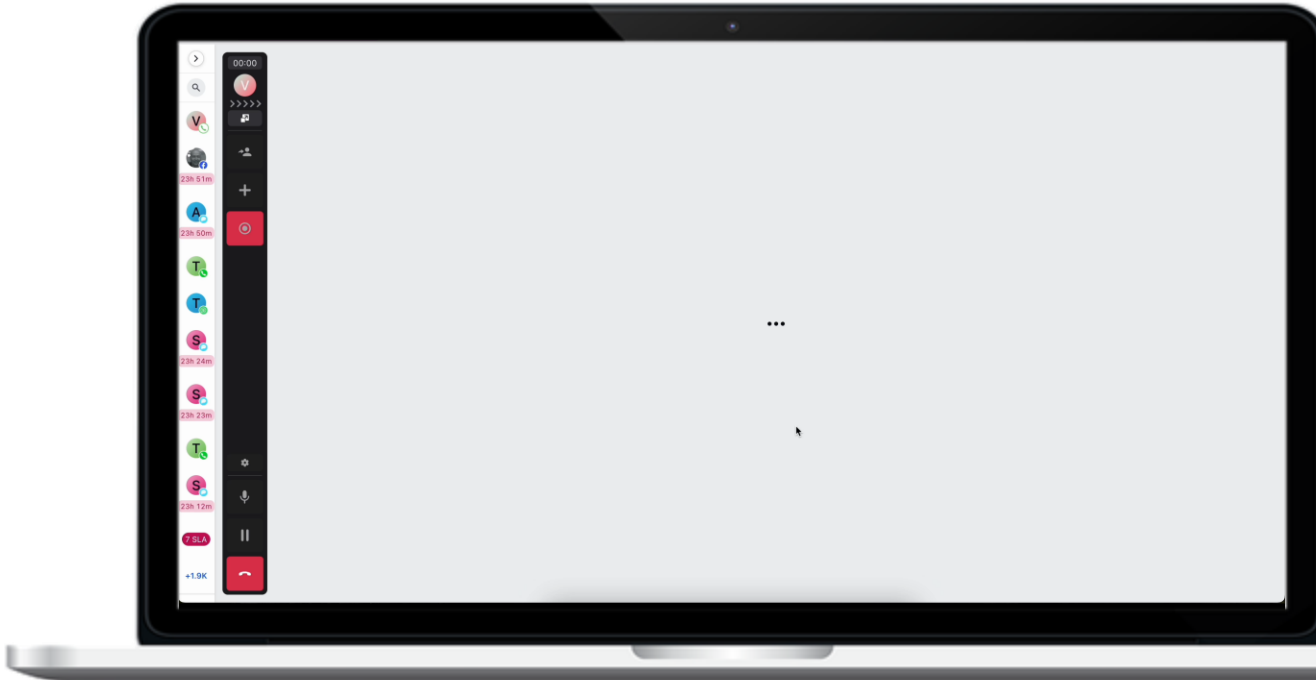
# Contact centers need to evolve into Experience Centers

Change fueled by the need to provide better customer support





# Channel-les Customer Experiences

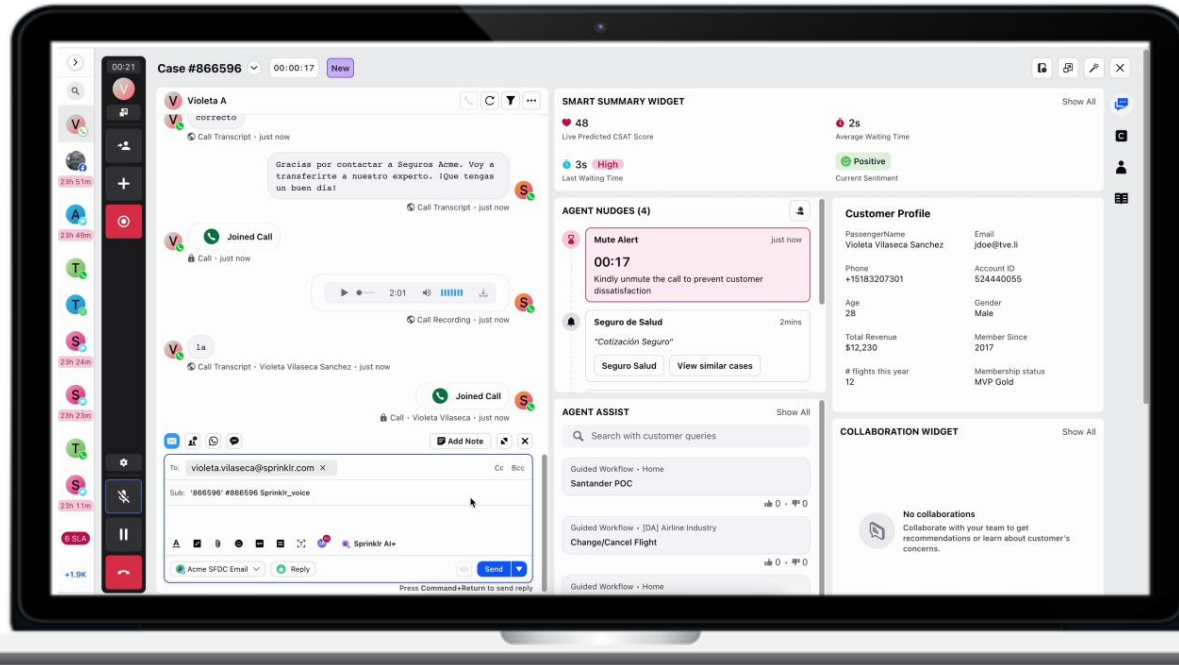


Real-time transcription of the omnichannel conversation with the customer and identification of Next Best Actions based on the detection of key moments of the call / interaction.

- Average operating time
- Reduced bounce rate
- Increase customer satisfaction



# Augmented Agents

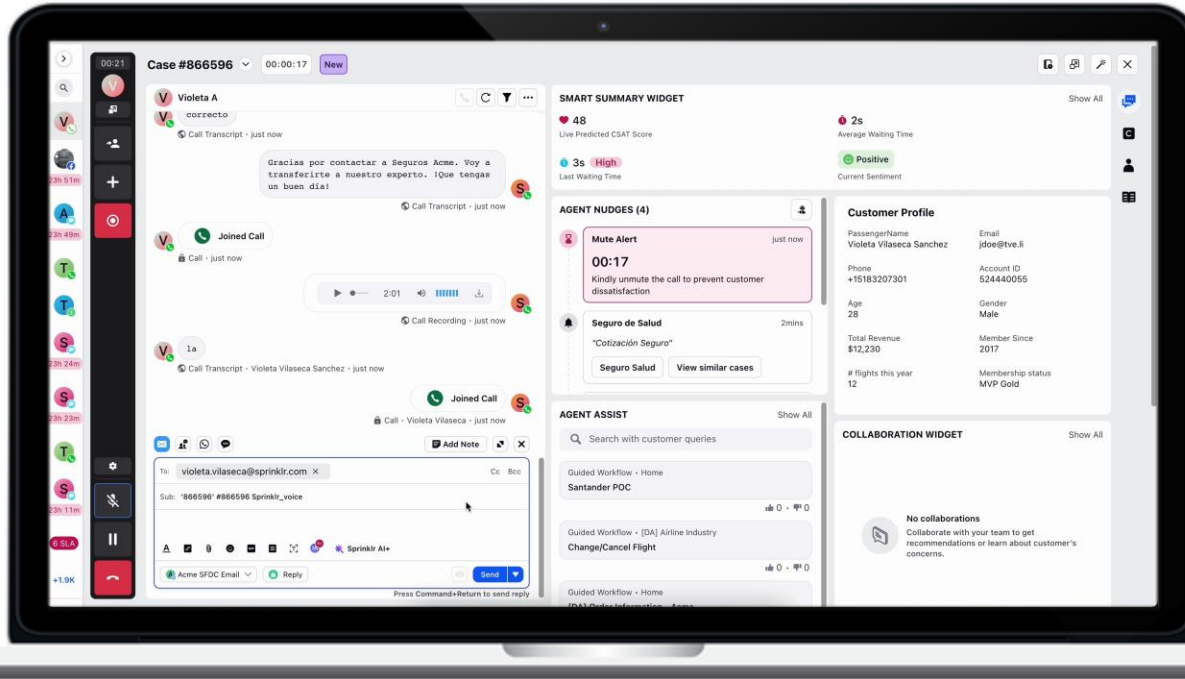


Assisted guided workflows for the agent based on automatic identification of the next best actions, integration of automations with the core systems of the entity.

- Impact on CSAT
- Operational Cost,
- Average Operation Time
- Impact on IT Infrastructure Maintenance



# AI Everywhere

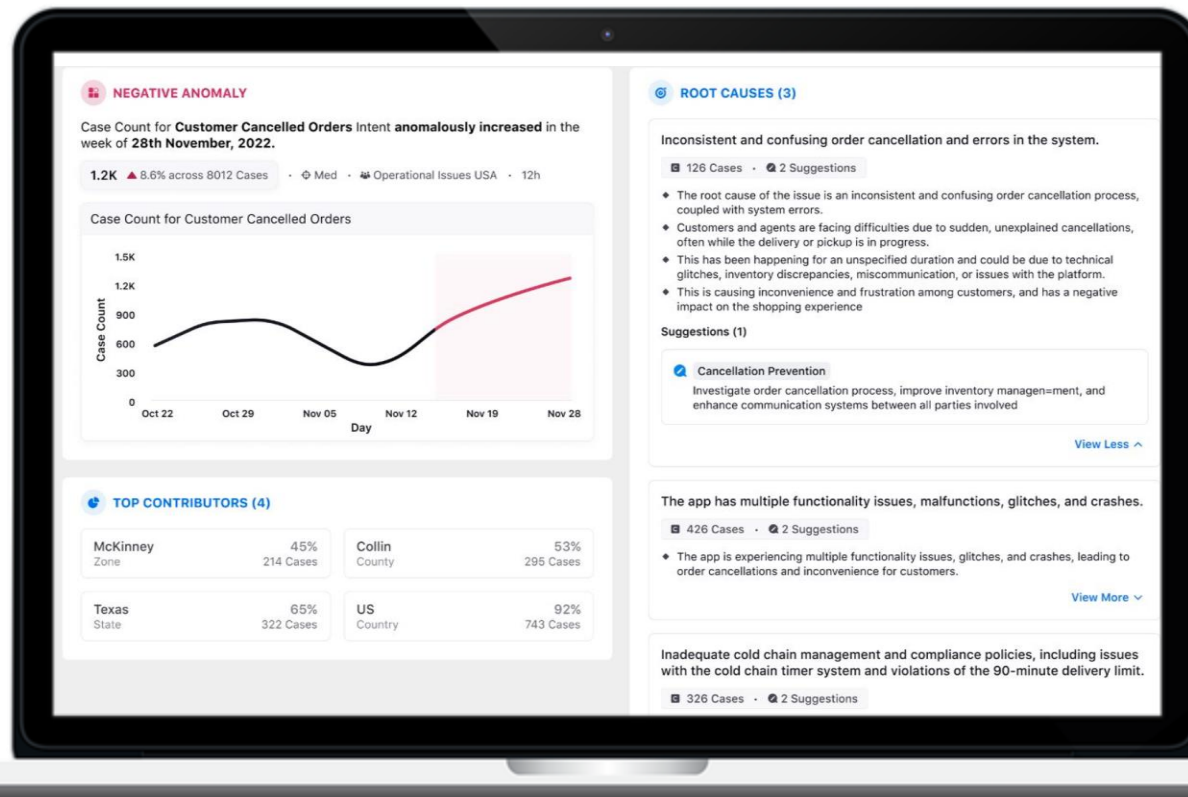


Customer satisfaction is identified in real time and the supervisor is alerted to intervene by whispering or reading an AI-generated summary.

- Impact on CSAT
- Churn Reduction
- Average Operation Time
- Agent Satisfaction
- Supervisor Satisfaction



# Conversational Intelligence



# Thank you

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