

The Personal Touch Pays Off

Defining StreamStudio Collector

StreamServe's StreamStudio™ Collector is designed for end users – such as call center personnel—who want to deliver a faster and more satisfying customer experience, while reducing the costs of serving customers by providing efficient and accurate responses to inquiries based on identical views of customer statements, bills, and invoices.

Creating a positive customer experience

With StreamStudio Collector, call centers can:

- Dynamically search and manage archived customer documents to provide immediate and accurate responses to customer inquiries
- Improve up-selling and cross-selling opportunities by leveraging phone calls as a key customer touch point for providing personalized service and offers
- Deliver a pleasing, relevant, and consistent customer experience based on knowledge of customer history and preferences

- Strengthen customer loyalty by collaborating with marketing, sales, and service functions to provide a rewarding customer experience through shared, accurate, and accessible customer data

To learn how StreamStudio Collector solves real world business problems, see back >>



“Our customer service representatives told us that StreamServe is one of the most valuable tools in their tool belt when addressing customer inquiries.”

Deborah Gavula, Supervisor, Special Services, Oklahoma Gas & Electric Company

Call Center Scenario

Situation

Customers across a broad range of industries – banking, insurance, utilities, telecommunications, retail, and manufacturing – demand and expect personalized attention. They expect to have their questions answered promptly and accurately; otherwise, you risk losing your customer to a company that *can* provide a more satisfying experience.

Problem

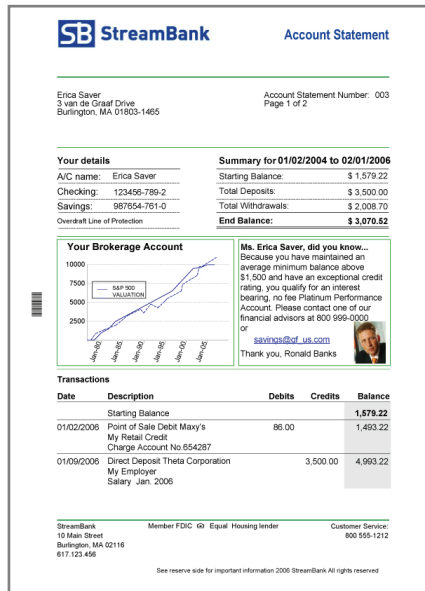
Poor service leads to angry customers, and angry customers lead to former customers. Nothing is more frustrating than calling a customer service representative and sitting on the line while they search for your history, and when they find it, what they are viewing doesn't match what you are viewing.....“See where the charge is at the bottom of page 7?” says the CSR. “I don't have a page 7!” says the customer before hanging up.

Goal

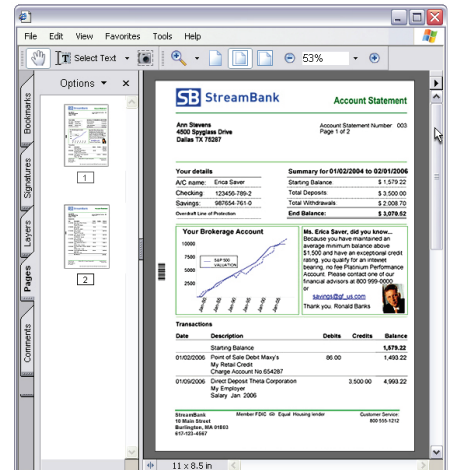
Provide customers with a relevant, consistent, and rewarding customer experience that translates into increased customer satisfaction and long term customer loyalty.

Solution

On demand access and management of customer correspondence to deliver proactive customer service based on a unified view of all communication (statements, bills, welcome letters, product offerings, etc). StreamStudio



Statement that customer receives in the mail



Both have the same information for easy cross referencing

Collector enables call centers to contribute to new revenue by matching client needs with personalized products and services.

Result

Increased customer satisfaction, strengthened customer loyalty, and reduced customer churn.

For more information on how you can use StreamStudio Collector to turn your call center from a cost center to a profit center, please contact us at one of our offices near you.



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