

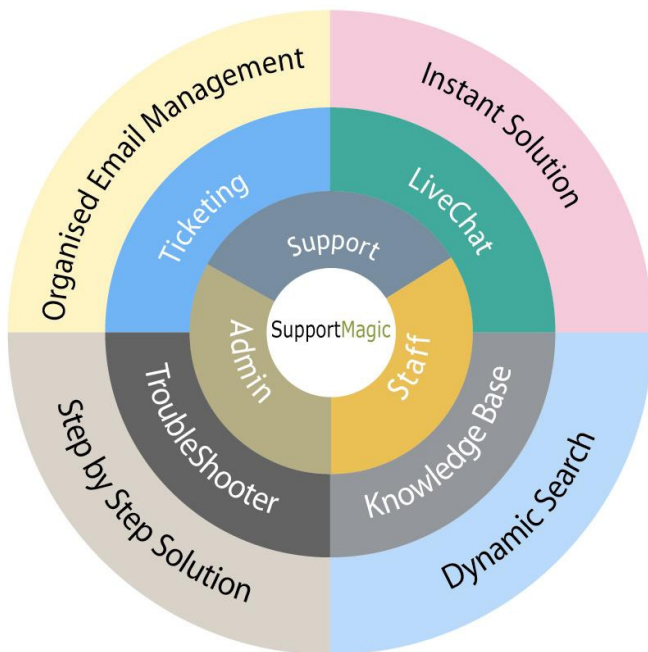
SupportMagic®

20% satisfied customers contribute to company's 80% revenue.

“SupportMagic helps you to increase the base of your satisfied customers”

Consumers who retrieve information from companies online, almost 50% of them sent an email, and 44% searched for immediate answers by turning to the FAQs section of a website or using live chat, less than 30% of the consumers picked up the phone to call the service desk for a voice based human contact. Given the choice, users actually preferred FAQs, email, live chat or any other online customer service channel to a call to the service centre. (*Forrester Research*)

Today's competitive world market dynamics are changing quite frequently and it's tedious for an individual to keep track of customer interests/ issues. SupportMagic enforces the company to keep abreast with customer preferences. It facilitates customer (internal and external) to connect with company round the clock to find the solutions either through online knowledge Bank or through live chat.



SupportMagic

How it exceeds customers' expectations

- SupportMagic can be linked with your website or any other enterprise solution to extend seamless support to your customer (internal and external).
- SupportMagic optimizes organizations' operations that help them to utilize their resources effectively and efficiently through its various features.
- SupportMagic improves customer satisfaction by providing them various options to resolve the issues that include instant solution through Knowledgebase, Troubleshooting and Live chat. Ticketing intimates them that their complaints/issues have been registered.
- SupportMagic provides different kinds of reports that proves the status of your effectiveness and indicates you about the room for improvements.

SupportMagic - On demand solution equipped with flexible secured infrastructure that provide improved services to your customers that helps you to grow your satisfied customer-base. Few of its traits are as follows:

- Improves efficiency and Decrease response time
- Improve the customer support experience throughout the organization.
- Manages and Share two-way communication between you and your customers.
- Maintains record of all your transactions
- Assists you to analyze your customers- base to serve them better.
- Helps you to allocate your resources more effectively and efficiently to deliver ROI.
- Total Cost of ownership (TCO) - eliminates the need for costly administration and programmers.
- First call resolution rates ensures faster Return on Investment (ROI)
- Keep track of your satisfied customers along with their transaction history.
- Assist you to prioritize the work as per its criticality.

Key Features of SupportMagic (Centralized multi-channel issue Tracking and Management)

- On demand Solution
- Web based live support
- Web Self-Service
- Two-way Email Management
- Knowledge Management
- Real-time Analytics
- Multi-channel Platform
- Service Level management

Live Chat/ Ticketing/ Knowledgebase/Troubleshooting

Customer with issue - Timely effective response - Satisfied customer
“Disappointment” “SupportMagic” “Retention”

Live Chat - An effective tool to handle multiple clients at a single time and also saves time to authenticate their name and various numbers. All the tested solutions can be uploaded to Knowledgebase or trouble shooting after refinement to cut down the response time and serve customer effectively.

Ticketing - Two-way email management system that helps you to provide indication to the client of their request and assist you to prioritize it to resolve it. You can generate different kinds of reports to have overall or an individual’s statistics to plan out activities to serve your customer in better fashion or to identify grey areas, if any.

Knowledgebase - Dynamic and searchable FAQ section is a collection of various topics that facilitates customers to relate themselves with the product or to find solutions with an impeccable method that saves time at both the ends in result you get satisfied customer and time of your resource to concentrate on other queries, if any.

Trouble Shooting - It enforces your customer with a tried and tested sequential procedure to resolve generic issues on their own that saves their time and your online support executive time to devote his time to resolve other queries.



Live Chat



Ticketing



Knowledgebase



Trouble Shooting



SupportMagic- Customer Interaction Management (CIS)

Live Chat/ Ticketing/ Knowledgebase/ Troubleshooting

- SupportMagic enables companies to deliver a truly exceptional customer experience.
- SupportMagic enhances customer satisfaction through self-service, assisted service, and proactive service offerings.
- With SupportMagic, it’s simple. Customers choose the communication channel they prefer.
- Agent productivity and response quality increases through automated functions, knowledge-enhanced solutions, and an organized, single window view.
- Management gains access to both in-depth tactical dashboards and big-picture strategic reports, driving consistent improvements.

An integrated service desk should improve the customer support experience throughout the organization. ” Of customers who registers a complaint, between 54% and 70% will do business again with the organization if their complaint is resolved. That figure grows to an impressive 95% if customer feels that the complaint was resolved quickly.” - (John T. Shelf, a lecturer at the Collins School of Hospitality Management at California Poly Pomona)