Odigo – the Cloud-based Contact Center Solution

odi9o for Salesforce

odi9o

> "
>
> *Odigo and Salesforce make possible the 360° view of our customers. Odigo is seamlessly integrated into the Salesforce Service Cloud. We are now deploying Odigo in the sales department."*

Dominique Vergnolle
Customer Experience Director,
SoLocal Group (Yellow Pages)

Balancing customer loyalty and contact center costs

Your customer service function is your front line – and getting it right can open up an incredible shop window for your business. Knowledgeable contact center agents delivering a top class service to your customers ensures loyalty, enhances your reputation and, importantly, saves costs. But get it wrong and you risk losing your customers, control and revenue.

Many businesses recognize the need to maintain a single, standard contact center that is seamlessly integrated to its CRM – but few businesses are able to undertake this in a controlled and cost-effective manner.

A comprehensive, one-stop contact center solution

Capgemini's Odigo is a comprehensive, one-stop shop, providing a Cloud contact center solution and carrier, telephony and integration services that deliver outstanding business value. Odigo enables your business to benefit from:

People matter, results count.

salesforce

global strategic consulting partner

Capgemini is a Global Strategic Consulting Partner of Salesforce.

Our Odigo solution empowers your agents to manage their calls and SMSs from their desktop. Key features of Odigo include:

- Visual IVR
- Natural language and speech recognition
- Screen pop with caller's details
- SMS and Web Call Back
- Inbound, outbound, blended
- Access to a customer's call history
- Real time supervision
- IVR designer
- KPI dashboards
- Dynamic call routing
- Automatic or manual recording

- Decreased overall total cost of ownership (TCO) by moving to a simplified operational cost model and productivity gains.
- Improved sales and marketing decision-making via comprehensive, real-time analytics and a 360o view of the customer.
- Reduced client retention costs through an improved Net Promoter Score (NPS).
- Improved customer satisfaction and loyalty and enhanced brand reputation.

Odigo for Salesforce

Odigo's rich functionality is easy to deploy both locally and globally. It is fully integrated with the Salesforce platform – the market leading Cloud-based CRM provider – improving the contact experience for both the customer and the contact center agent.

What you get with Odigo

Odigo's added value is based on three key components:

- Proven voice technology expertise with the ability to deliver unmatched user experience.
- The performance and reliability of a telecom operator and carrier.
- Capgemini's global footprint to deliver global contact center solutions around the world.

Enhancing the Voice Experience

Engaging the caller

No more "press 1, 2 or 3" – voice is the new interface, and Odigo's Natural Language technology delivers human-like conversations. Your customers can also reach you through a visual IVR in a mobile application or via the web. Odigo's Smart Call enables your customers to register themselves in the queue without actually calling and displays their waiting time.

Finding the best available agent

Part of the voice experience is being to talk to the best available agent. Odigo offers a wide-range of routing strategies, including skills-based, multi-site, last agent, preferred agent and schedule-based (for outsourcers) routing.

A unique UI for the agent

Your agents and business users manage your customers' enquiries through a unified interface, which delivers a single, comprehensive view of your customer relationships. They can pick up, record or transfer a call straight from the Cloud.

A case study: Pages Jaunes

Page Jaunes, the French Yellow Pages, is part of the Solocal Group which ranks #1 within local communication in France. Solocal reported revenues of €1.07 billion in 2012. It employs 4,900 people in France, Spain, Luxembourg and Austria, including 2,300 sales advisers to support its 677,000 local and national advertising customers.

Pages Jaunes enables local businesses to list and advertise in its annual directory, published in both print and digital formats (videos, website, click-to-call).

The Challenge

Pages Jaunes is going through a global transformation from a product centred company selling printed directories to a customer-centric company selling digital services.

A major transformation driver for Pages Jaunes is its customer services, which can be contacted by customers regarding their business contracts with Pages Jaunes.

However, the Solocal Group needed to boost its local presence and develop customer intimacy, and therefore Pages Jaunes needed a solution that would be:

- Easy to deploy
- Integrated with the service console
- Scalable
- Have a rich functional scope

The result

Competing with a dominant French telecoms provider, Capgemini was able to demonstrate a comprehensive commercial, technical and integrated solution that was scalable.

With more than 300 internal employees spread across 30 different locations, our virtualization of the contact center served to localize interaction with Pages Jaunes' customers. Pages Jaunes also reinforced its local touch by keeping its local phone numbers instead of providing a national phone number.

Overall, Pages Jaunes liked our time-to-market solution, our business-supporting service level agreements and, technically, our pen CTI connector.

About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.
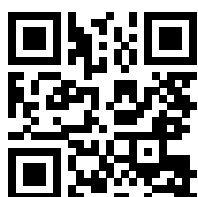
For more information visit:

www.capgemini.com

For more details contact:

Capgemini Business Services
businessservices.global@capgemini.com

Scan here to find out more about Capgemini's Odigo.

People matter, results count.