

Odigo

Optimizing customer service
through the cloud

*A unique cloud solution which transforms customer experience,
reduces costs, and improves organizational efficiency.*



Give your customers an all-channel experience

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All-channel experience | Introducing Odigo | Key features | Cutting edge | Case studies



It's not enough for organizations to be accessible through multiple channels – they need to offer consistently excellent service across them all

Customer service is at the heart of every organization's brand. Providing good service increases customer satisfaction and loyalty, leading to a sustainable competitive advantage for businesses in all sectors.

But providing expert customer care in a large business implies organizational and technical challenges. In a highly competitive digital marketplace, it's not enough for organizations to be accessible through multiple channels – they need to offer consistently excellent service across them all.

To give customers the all-channel experience they desire, businesses must address:

- **Proliferation of channels and devices.** The number of channels through which businesses can interact with their customers has risen sharply thanks to the internet. Businesses now need to manage customer contact not only through telephony (fixed and mobile) mail and face to face channels, but also their websites, email, social media, apps for smartphones and other mobile devices, SMS and webchat.
- **Migration to digital.** More and more business and communication is being done via the internet, mobile, tablets and other new screens. The complexity of customers' online journeys is increasing. While people are taking advantage of online channels to self-serve, they also need to be able to get through to a human being who can help them when they get stuck. This implies greater convergence between voice, mobile and web channels.
- **Being agile and flexible.** In a digital world, companies have to adapt the systems they use and become more technologically agile, which can be complex and expensive. They need new experts. It's hard to maintain "time to market" know how, and adapt quickly enough to take advantage of new technologies and the data and insights they can generate.

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- **Raising expectations.** Customers have become more demanding and better-informed. They trust the advice and recommendations of their peers far more than top-down messaging from established brands. They can easily express their opinion on customer service they have received via online forums and social media.
- **Treating customers as individuals, not transactions.** Online communication by many businesses tends to turn customer interactions into transactions – making a purchase, filing a tax return, seeking technical support. However, businesses can improve the customer experience, as well as creating opportunities for further sales or customer loyalty, by adopting a more relational approach in which customer contact through multiple channels is managed in an integrated, joined-up way.
- **Optimizing costs.** Managing customer interaction becomes complicated when the number of channels and transactions rises. Resources can become siloed by channel types when their particular skills may be needed across multiple channels. Routing customer contact through a single multichannel hub, so that the right people deal with the request whatever the channel, allows organizations to be more efficient while also improving the customer experience.

Too often, businesses are constrained by inflexible IT architectures which are time-consuming and expensive to adapt. Implementing a new on-premise customer service system might take 12 months and require a major investment in infrastructure. Meanwhile, customers feel the service they receive is lagging behind that of competitors. The goal is to stay ahead of the game, and keep the service evolving in line with customers' expectations, so that they are always satisfied, and sometimes delighted with the support an organization provides.

Introducing Odigo



Introducing Odigo

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Odigo handles and distributes customer contact to the right parties within your organization, supporting your multichannel customer service strategy

Whatever the channel, give your customers service they will love using Odigo. Fully cloud-enabled and configurable, it makes it easy for you to manage multichannel interactions intelligently.

Odigo is not CRM, nor is it an outsourced contact center. It's a service which handles and distributes customer contact to the right parties within your organization, and which supports your chosen multichannel customer service strategy.

How Odigo works

Customers will contact an organization using a wide range of channels, from telephone to social media, smartphone apps and web forms. Odigo works across all of these channels to qualify the nature of the customer's need in each case. This information is enriched with data from CRM systems to establish the value of the customers and the level of urgency of their requests.

Odigo determines who is best placed to handle the customer's request, whatever the channel through which it was made, and routes the request to that resource, using the appropriate application for the channel. In some cases, customer requests might also be routed towards self-service functionality.

The resources which can be brought to bear on customer requests by Odigo do not have to be in one place. They might be working in a real or a virtual call center; in a shop, office, or at home. They might be customer service agents, sales people, technical experts or third parties. Odigo can support physical or virtual contact centers.

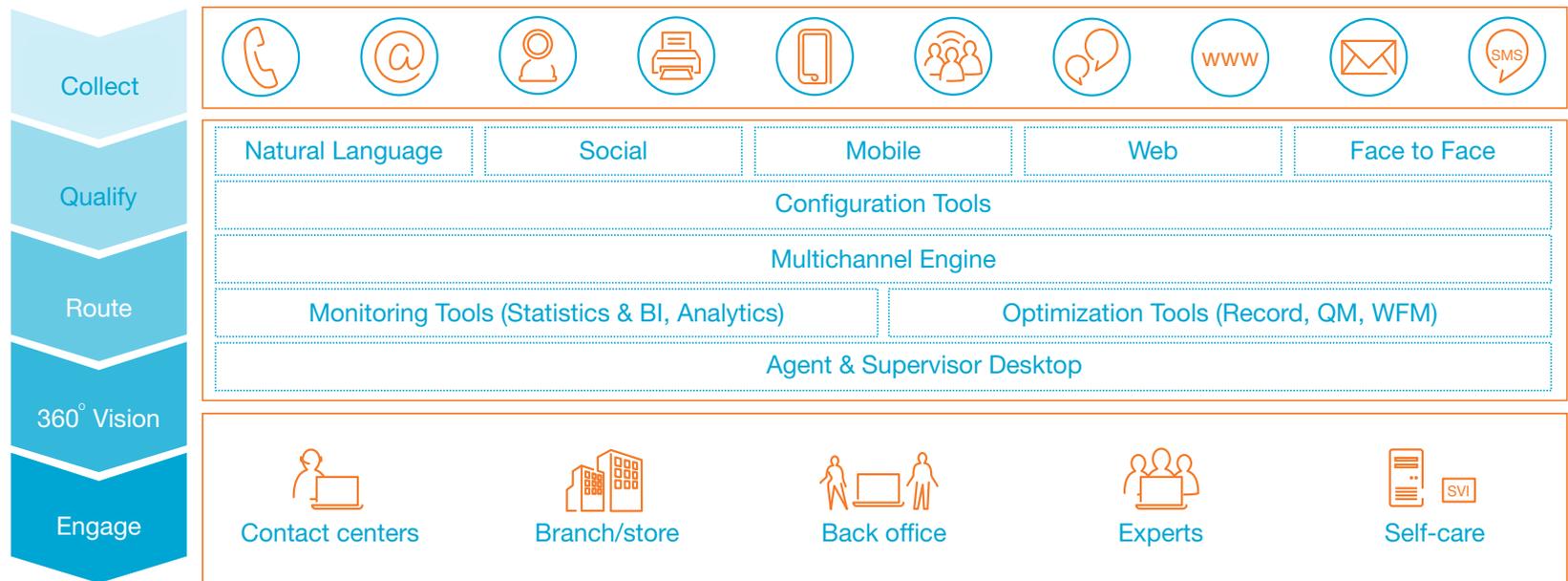
The business rules governing the routing of customer contacts are highly configurable. They can reflect the potential value of the customer, the urgency of his/her request, and the client's underlying strategy for handling different customer segments.

The customer contact flows handled by Odigo are measured and reported on centrally. They are represented in user-friendly visualizations on multiple interfaces, including smartphones.

Introducing Odigo

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Odigo allows for customer contact in any channel to be handled by the right person in your organization, first time.



As easy as going online

Because it's **provided from a shared cloud**, the only prerequisite for using Odigo is an internet connection. Users do not even have to install components to allow it to run. It makes minimal demands on your IT support, and it can be used in **any location** and on **any device**. We can deliver Odigo in **any country** and **any language**.

An open system, it can be **integrated easily with other technologies**, including CRM systems. Your agents can benefit from a complete view of a customer's details and activity on a single screen during each interaction.

Configuration of the cloud service is simple. Typically, it can be up and running in two to three months, bringing a **time-to-market** advantage.

Introducing Odigo

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Bringing you flexibility

Without any need for development, Odigo can be adapted in line with the **multichannel strategy** adopted by your organization. It can be set up to support any number of users, customers and communications channels in multiple locations internationally.

The platform gives you the ability to **manage and adapt business rules** without being dependent on external support. These rules determine how the organization handles different types of requests, or customer segments. For example, you might choose to give priority to calls from higher value customers, or to route them to a dedicated team of specialists. If resources are under pressure in one team or location, peak time calls could be routed elsewhere.

Odigo is provided on a software-as-a-service basis, with a largely **pay-per-use business model**. Since you pay per interaction (e.g. per minute of a call), your costs vary in line with the scale of your business, and you **minimise capital expenditure**. Depending on your volume of customer service activity, you might opt for fixed monthly fees for certain features.

Winning performance guaranteed

We don't just host Odigo – we are **customer service experts** who provide a **complete end-to-end service** to enhance your business. Our project directors and account managers support the implementation and running of your platform. We operate a **24/7 technical support desk** to resolve any issues you may experience.

The interfaces in Odigo are **rich but intuitive**. The system is easy to work with and only minimal training is required for users, saving time and cost. Agents have all the information available on a customer displayed on one screen.

Odigo offers a **high degree of availability as standard**, with **strong SLAs**. Thanks to the fact that we run the platform on our own state-of-the-art infrastructure, we are able to ensure that you'll avoid the occasional system downtime or unexpected interruptions to service which occur with some other technologies.

We also offer **free upgrades and new versions** as part of the service. As they are provided via the cloud, they are free from the downtime or implementation risks associated with system upgrades to on-premise infrastructure. If you have specific requirements which Odigo does not address, we'll be happy to discuss adding them to our roadmap.

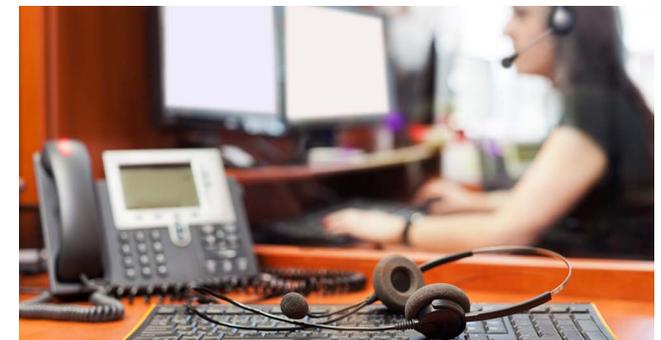


Key features

Key features

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Odigo offers a range of functionality depending on user roles. Here we summarize the key components.



1 Multichannel qualification and routing

Route customer contact to the right agent, whatever the channel

- Inbound and outbound calls / social media / mail / chat / virtual assistant / web call back / co-browsing / face to face
- Handle distribution rules, priorities, and overflow
- Multi-criteria distribution rules
- Use across any combination of contact centers, shops, branches, outsourcing and homeshoring

2 Configuration tools

Tailor Odigo to your strategy for each customer request or segment

- IVR configuration
- Call routing
- Management of queuing and priorities
- Agent skills types and levels
- Management of waiting time and agent calendars

3 Agent multichannel window

Handle contacts from multiple channels and request support

- Call transfers, 3-way conferencing, holding calls
- Chat with supervisor
- Call recording
- SMS with pre-defined templates
- Management of email and chat

Key features

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4 Manager's window

Monitor your teams and decide how to deploy agents

- Agent listening and recording
- Resource allocation
- Chat with one or more agents



5 Real-time graphic supervision

Assess performance in real time. Configure alerts when key metrics are reached

- Multichannel supervision of interactions
- Breakdowns by organization
- Automatic alerts to possible quality issues
- Customizable metrics



6 Statistics reports

Produce reports on any metrics for any period

- Customizable metrics and reports
- Breakdowns by organization

Key features

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10%

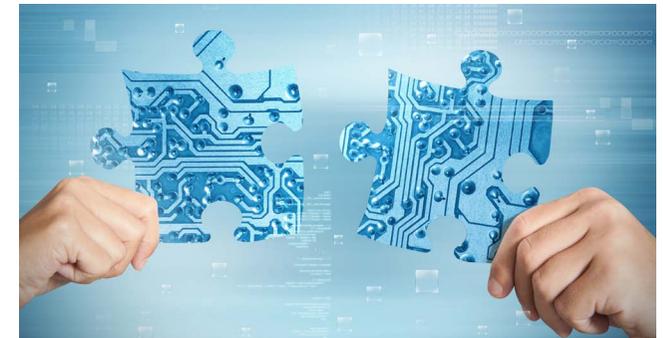
Improvement in accuracy of call routing to agents at SwissLife since switching to Odigo.



7 Optimization tools

Fine-tune performance and optimize internal processes beyond the contact center

- Record calls by type / agent / customer / random sampling
- Analyze voice and text conversations to improve internal processes
- Quality monitoring tool to evaluate agent performance
- Real-time connection with workforce management tools



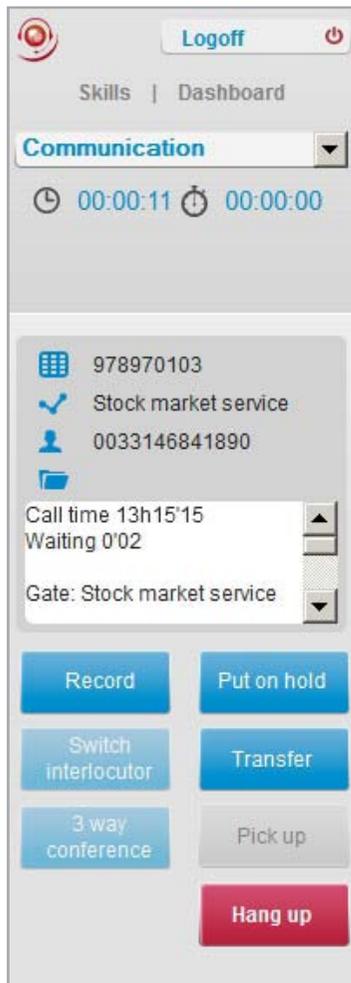
8 Third-party integration

Establish interfaces to access data from other technologies within the agent window

- Connections to CRM: Salesforce.com / Siebel / SAP and others
- Connections to other solutions, like workforce management: Invision / Nice, and others

Key features

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The connector makes it possible to embed Odigo call features in the Service Cloud interface in Salesforce CRM

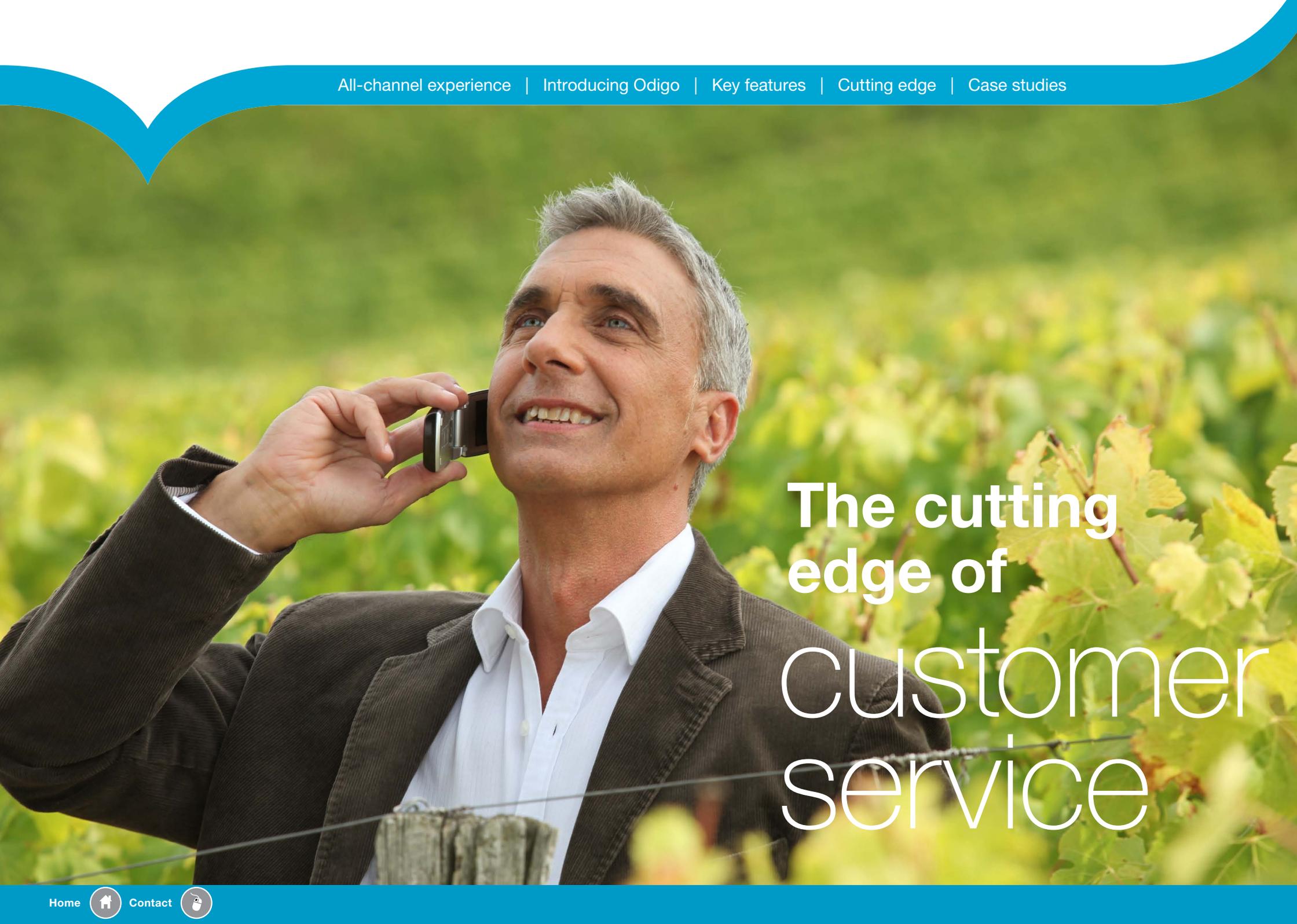
Integration with Salesforce

The fewer interfaces a contact center agent has to use when serving the customer, the easier it will be for them to provide an efficient service.

Thanks to Prosodie-Capgemini's partnership with Salesforce, Odigo's call features can be embedded directly into the Service Cloud interface in the fully cloud-based Salesforce CRM, using Salesforce's Open CTI. A Salesforce contact center agent will be able to make and take interactions with the softphone including click to dial, pickup, disconnect, hold, transfer, conference and record without any need to switch to another interface, while Odigo handles the distribution of your calls and other incoming customer contact to the right agents.

This integration is part of a roadmap defined by the partnership of Prosodie-Capgemini and Salesforce. Further innovative features which exploit the synergies between both cloud platforms are also in development. The Smart Call feature (mobile and web) too will be available via Salesforce.

The Odigo user interface for Salesforce can be found on the Salesforce AppExchange platform.

A middle-aged man with grey hair, wearing a brown corduroy jacket over a white shirt, is smiling and talking on a mobile phone. He is standing in a vineyard with green grapevines in the background. The scene is brightly lit, suggesting a sunny day.

The cutting edge of customer service

The cutting edge of customer service

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95%

Success rate from Natural Language at Swiss Life. 19 in 20 calls reach the correct agent first time through speech recognition.

Natural Language allows the dialogue with the customer to begin before an agent is involved, and saves the customer time and potential frustration

For over 170 organizations, Odigo is at the heart of a multichannel customer contact operation which enhances customer experience while making operations more efficient and cost-effective. But Odigo can be combined with other solutions which bring further innovation into customer relationships.

Natural Language

We all know how it feels to make a phone call and listen to a series of options on a traditional IVR system. When we have more than one menu of options to select from before speaking to an agent, the experience can be even more frustrating.

Natural Language is an innovative alternative. Instead of being presented with a series of menu options, customers are asked to state the reason for their call. Using a complex series of algorithms, the call is qualified and routed to the right resource first time.

Natural Language brings a human touch to an automated system. It allows the dialogue with the customer to begin before an agent is involved, and saves the customer time and potential frustration.

Speech Analytics

Traditional IVR systems may establish what a customer wants when they call, but not how that customer is feeling, and what it might be like to interact with them. If that information was also known to a business, the customer service they receive could be made more intelligent. This is where speech analytics come in.

Odigo and its recording module are linked to a speech analytics solution which helps you interpret the voice of the customer. By analyzing their tone of voice, the words they use, the way that they speak, it can establish their mood, whether they are receptive, relaxed, angry or frustrated. This allows you to tailor your customer service accordingly. Some customers might be open to cross-promotion of products or services, while some might be served as quickly as possible, effectively jumping the queue. Your agents might use different scripts or tactics, and alternative music or messages might be played to each waiting customer. The customer service strategy is yours to define, ours to implement.

The cutting edge of customer service

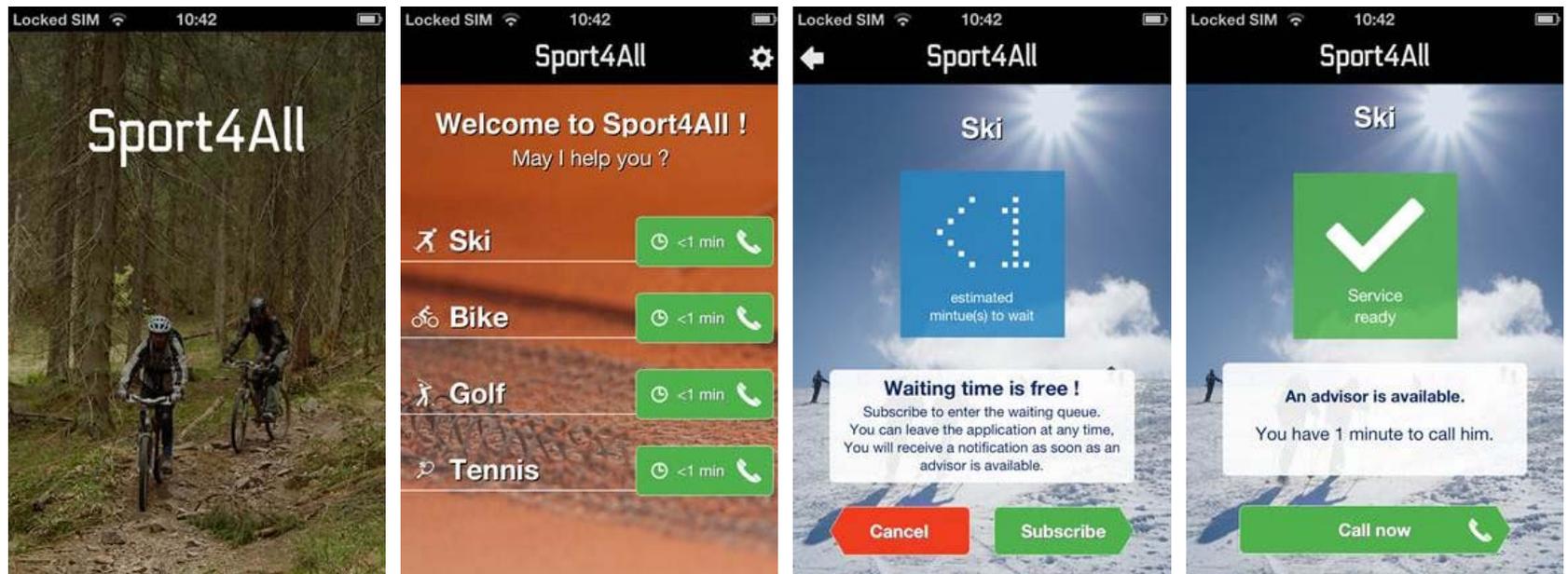
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Smart Call

Smartphone apps show us so much in real time, from live train departures to the weather forecast. Why not call waiting times as well?

Using Smart Call, organizations can allow their customers to see the current waiting times to speak to an agent within a smartphone app, and join the queue without having to wait on the phone. While waiting, the customer incurs no cost and is free to use other apps on the phone. An alert is generated when the customer's turn has come, inviting them to place a call and speak to an agent immediately.

Smart Call is an intelligent function which brings value to businesses and their customers through greater convergence of voice and smartphone app channels.



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The screenshot shows the pole-emploi.fr website interface. At the top, there is a navigation bar with the logo, a search bar, and a date indicator (March 20, 2013). Below the navigation bar, there are several tabs for user roles: Candidat, Employeur, Actualités, Réglementation, and En région. A secondary navigation bar includes links like 'Pôle emploi et moi', 'Mon projet, ma recherche', 'Mes conseils', and 'Les métiers et moi'. The main content area is titled 'Assistance technique' and contains text about technical assistance, including contact information and a list of common issues. On the right side, there are utility links such as 'Version imprimable', 'Envoyer cet article par e-mail', and 'Ajouter cette page à mes favoris'. A red-bordered chat window is overlaid on the bottom right, featuring a virtual assistant character and a text input field with the placeholder 'Posez votre question ici...' and a 'Demander' button.

Virtual Assistant

As we do more and more online, our transactions and user journeys are becoming more complicated. Being online gives us independence, but sometimes we need help. Virtual assistants provide a human touch where it is most needed: at the points in an online process where customers are most likely to experience problems or give up, costing the business a sale and the loyalty of the customer.

Though fully automated, virtual assistants can be programmed to interpret a customer's needs through intelligent analysis of web chat, and to offer a response that is most likely to help. Otherwise, the virtual agent can offer a call back or other form of support to the customer, again demonstrating convergence between web and voice.

The cutting edge of customer service

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Mobile Private Messaging

By combining computing power with telephony, smartphones have emerged as important gateways to customer service. Businesses can offer a choice of voice and online contact options through the common portal of a mobile app or a mobile website, all of which can be routed appropriately through the multichannel engine in Odigo.

For high-value customers, it's often appropriate to provide one dedicated advisor to handle any kind of request as part of a personalized service. Mobile Private Messaging makes it easy for a customer to interact with their dedicated advisor through a mobile device. On opening the mobile app, the customer can place a call directly to the advisor or to others in the business, send a message, or use the chat function. Documents and images can also be exchanged using messaging and chat, and where necessary the agent can share his / her calendar with a customer and invite them to select a time for a face to face meeting.

Mobile Private Messaging offers customers the convenience of anytime, anywhere customer service, and helps a business build intimacy with high-value customers. By personalizing messaging and chat functions which could otherwise seem anonymous, it encourages a channel shift from voice to lower-cost web-enabled options which make peaks of demand easier to manage.



The cutting edge of customer service

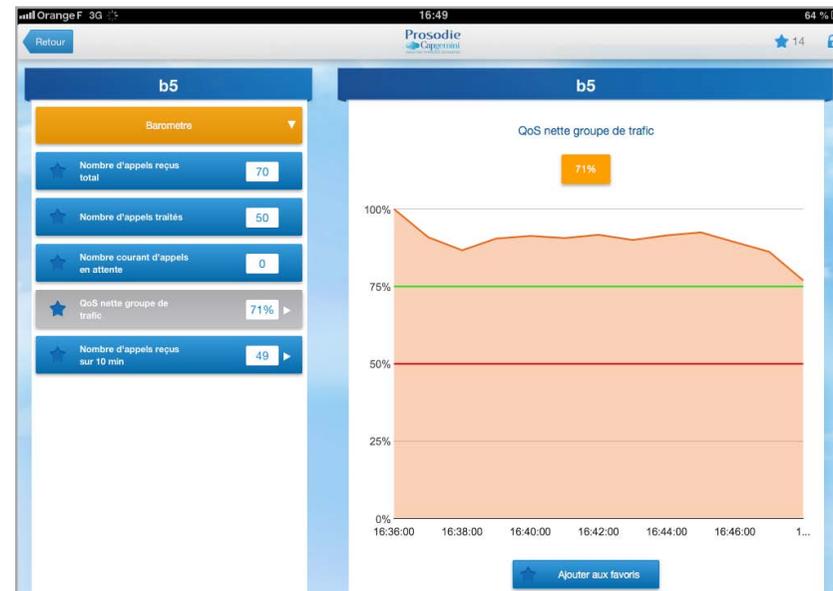
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Touch Screen Monitoring

Managers need to be able to monitor the performance of their contact centers in real time and react quickly to capacity or performance issues before they cause problems for more customers.

Touch Screen Monitoring allows them to do this remotely using their smartphone or tablet, in a user-friendly and interactive format. Delivered through a mobile website which is compatible with all operating systems and devices, it displays the key metrics for customer contact handling across channels in real time, or for any past period you select, to enable you to track performance. Users can customize the scope of the monitoring to suit their business priorities. A summary view with graphics shows the current status at a glance.

Use Touch Screen Monitoring to check how many calls you've received so far that day, how many were abandoned, and what the average handling time is; or to compare and contrast the numbers of calls, average handling time and total capacity across any number of contact centers in your business.





Case studies

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We began using Odigo three years ago for part of our activity. The high quality of customer service and other benefits which Odigo brings, especially customer satisfaction and technical performance, led to our decision to extend it across all of our service lines.”

Christophe Orban

Head of Customer Service

Energy

Antargaz

Antargaz is a leading distributor of gas for individuals and businesses in France, Belgium, the Netherlands and Luxembourg, accounting for approximately a quarter of the French market with a turnover of around €700 million. Since 2004 it has been part of the UGI Corporation, whose subsidiaries provide energy products and services worldwide.

Antargaz chose Odigo because of its flexibility. The cloud service platform was easy to adapt to Antargaz’s business model, and allowed calls to be distributed between different contact centers, outsourced or internal, while providing a global overview of call volumes and activity in real time. Every year Odigo supports 2.7 million minutes of calls for Antargaz, including 250,000 outbound calls and 50,000 text messages.

Using Odigo has allowed Antargaz to manage call flows more smartly, both for potential and existing customers. The use of outbound voice and SMS channels has allowed the business to become more responsive to customer requests, and customer satisfaction has improved significantly, in part thanks to the information on supply dates which is now delivered proactively to customers.

Currently Antargaz is working with Prosodie-Capgemini to make its customer services easier to access from any device, and to further increase customer satisfaction.



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pôle emploi



As a public service we had to simplify our customer journey and engage every employee to serve the unemployed on a daily basis. We selected Odigo, as it offers an omni-channel interface, enabling our 45,000 employees to be part of our new customer journey.”

Gilles Collet

Head of IT Purchases

The Public Sector

Pôle Emploi

Pôle Emploi is the French public agency which helps people to compete effectively in the labor market and to find a new job. It also pays social welfare benefits to unemployed people. Pôle Emploi aimed to provide a unique and seamless service to citizens and companies by unifying different voice portals and enabling employees in all contact centers and agencies to interact with customers. Due to the high volume of calls Pôle Emploi receives, it needed a scalable solution capable of managing a heavy peak of traffic with a high quality of service.

Pôle Emploi chose Prosodie-Capgemini as telecom operator, host, integrator and software provider for its contact center solution. Prosodie-Capgemini provides call numbers, collects calls on its infrastructure, qualifies them through an IVR and distributes them through Odigo. Agents have a full desktop tool to manage calls from their computers and managers can use Odigo to monitor flows or produce reports. The solution also includes self-service features on the IVR, callbacks, and mobile apps. SMS confirmation messages are sent once changes have been made to a customer's account.

Managers now have a 360° real-time view of the quality of service. They can act on flows and chat with their agents to reach their business objectives. The customer journey has been greatly simplified, and call waiting time and self-service are free. This has significantly improved customer satisfaction. The number of abandoned calls has been significantly reduced. The implementation of more self-service and new digital services (chat and video on the website, mobile apps) is contributing to a decrease in the number of calls to agents and physical visits to agencies.



Case Studies

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We did not want a classic IVR but a solution able to understand the caller's intent; no matter how they express their request. With natural language call steering linked to the distribution engine in Odigo, our challenge was to distribute calls precisely for the most effective support."

Regis Arvaron

Customer Service Manager

Insurance

Swiss Life

With 7,000 employees, Swiss Life is a leading European provider of insurance and innovative financial services, and is the second largest private provider of health insurance in France. Swiss Life needed a better solution for managing calls from its customers across multiple sites – one that would route calls intelligently, provide real-time reporting, and allow for supervision of agents. It was particularly important to be able to qualify calls accurately, but without giving callers a negative experience of the Swiss Life brand.

Swiss Life selected Odigo as the basis for its virtualized contact center and implemented Prosodie-Capgemini's Natural Language functionality, which allows customers to say what they need and be routed to an appropriate agent automatically, without a traditional IVR. As an innovative company, Swiss Life was the first insurer to adopt Natural Language in France, using it since 2005.

As a result, Swiss Life has benefited from:

- A 10% improvement in the accuracy of call routing to agents
- An 8% increase in the overall effectiveness of agents
- A 95% success rate from Natural Language, allowing the reason for the customer's call to be identified through speech recognition in the vast majority of cases.

Today, more than 300 Swiss Life customer service agents are using Odigo across seven sites.



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FINANCEMENT



When we created La Banque Postale Financement, we chose Odigo because of its reputation in the industry for clever, efficient and flexible customer contact across channels. The functionality met our key requirements, and as Odigo is easy to deploy, it enabled us to derisk the setup of a new customer service team and be on time for the launch. Years on we can say that Odigo has not let us down. And thanks to Odigo we now have a global view of our customer service, peaks, troughs and demand.”

Olivier Morin
Operations Director

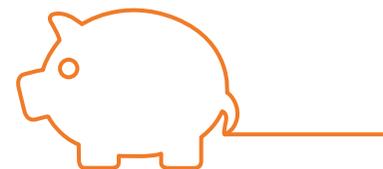
Banking

La Banque Postale Financement

La Banque Postale is a leading French bank, a subsidiary of La Poste, the French postal service. At the end of 2012 it served 10.6 million individual customers, and 446,000 businesses or organizations. Its services are available 24 hours a day, 7 days a week.

La Banque Postale was granted permission to enter the consumer credit market, and formed a new financing division to do this in partnership with Franfinance, the consumer credit business owned by Société Générale. Franfinance was already using Odigo for its customer service, enabling customers to arrange or manage their credit using a choice of channels. La Banque Postale's new entity had to allow customers to arrange any kind of credit using the channel of their choice – face to face in any of 17,000 post offices, or via phone or internet. Odigo was chosen so that customer service could be optimized across the different channels.

For La Banque Postale Financement, Odigo was implemented with a standard IVR, computer telephony integration (CTI) between Odigo and their CRM system, outbound call functionality and email integration. The addition of a Recording Module is planned. Today, 300 agents in La Banque Postale Financement conduct 6.5 million minutes of telephone conversations annually using the platform.



Case Studies

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La Redoute



With Odigo we have improved our quality of service and increased flexibility.”

Dominique Decrème
SVP Customer Services

Consumer Products & Retail

La Redoute

La Redoute is the French leader in ecommerce for fashion, accessories and homeware. The brand provides a great shopping experience online and through call centers.

La Redoute's customer service strategy is to meet its customers' needs proactively, in real time, and with excellence. In this context, Odigo is an efficient solution to manage different types of calls (orders, advice, claims) with optimal service levels. It also provides greater flexibility to distribute specific inbound calls according to the different skill sets of call advisors, depending on IVR solution and CTI recognition.

It makes multichannel management easier, such as inbound or outbound calls, targeted click to call, chat, and co-browsing online.

Finally, it provides a global overview of reporting across onshore and offshore platforms, and therefore helps to raise the bar for customer service.



For more information on
Odigo, contact:

Sébastien Parmentier
Marketing manager
Prosodie-Capgemini
+33 (0)1 46 84 13 58
sparmentier@prosodie.com

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About Prosodie-Capgemini

A subsidiary of the Capgemini group since July 2011, Prosodie-Capgemini designs and hosts major-account Front Office solutions. Developed from innovative proprietary technologies, Prosodie-Capgemini's solutions address each step in the digital process followed by users. Offered in Cloud mode, these real-time services draw on a technical platform offering high capacity and security.

Prosodie-Capgemini benefits from Capgemini's international dimension to deploy its offerings alongside other Group entities. Prosodie-Capgemini has a presence in France, Spain, Italy and Benelux.

Learn more about us at

www.capgemini.com/ready2series

