



Eptica Fax-Letter-SMS™

Efficiently manage fax, letter and SMS customer contacts

Consumers want to reach your organization via their channel of choice and will judge you by the ones that you offer.

Eptica Fax-Letter-SMS is a dedicated solution specialized in managing customer queries sent by fax, letter or SMS, recovering time and reducing costs spent on manually processing inbound those channels.

Eptica Fax-Letter-SMS automatically routes incoming fax, scanned letters and text messages to agents as inbound emails for fast, efficient processing. Agents can reply to the customer using the original channel of choice or can also easily leverage different or multiple contact methods for responses, e.g. by replying to urgent letters by fax, or informing customers by SMS that their request has been processed.

Key information such as customer details, account number and reservation dates can be extracted from the image of any fax, scanned document or SMS and used to pre populate fields in applications such as Eptica Email Management™ and your reservation and CRM systems.

Flexible and sophisticated workflow enables fax, letters and SMS to be routed as emails and prioritized according to criteria, for example as guest arrival dates on a holiday booking form. Most importantly, Eptica Fax-Letter-SMS enables you to operate the most effective enquiry handling process for your business.

Used in conjunction with Eptica Email Management for pre-defined email response templates and a dynamic, self-learning knowledge base, Eptica Fax-Letter-SMS can boost agent productivity, cut response times and ensure all agents are delivering high-quality, accurate answers. Agents can also access details of customers' previous interactions with the company for more effective customer engagement.

A dedicated solution specialized in managing customer queries sent by fax, letter or SMS

Benefits

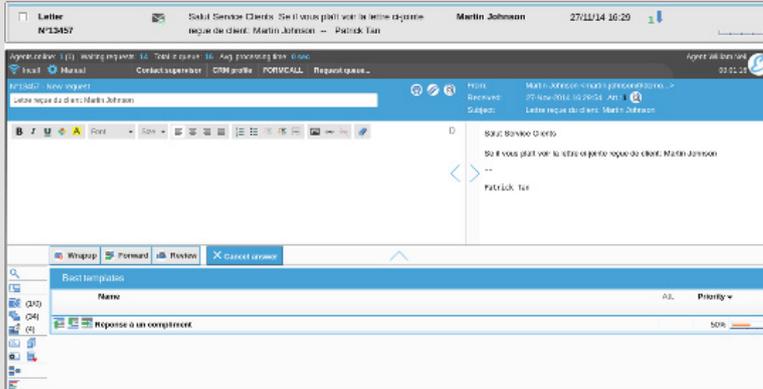
- ✓ Boost agent productivity by reducing the time needed to handle faxes, letters and SMS
- ✓ Increase Customer Service Levels by providing more personalized and consistent answers, with reduced response times
- ✓ Reduce headcount costs by recovering lost time spent on manual inputting
- ✓ Remove human error associated with manual data entry
- ✓ Minimize processing and response time
- ✓ Increase business efficiency by applying sophisticated workflow, response rules and tracking to offline enquiries

"By digitally managing correspondence, we've been able to minimize processing time and costs, and ensured that every communication is automatically recorded and tracked. Eptica's technology has helped us to improve efficiency, enhance the experience for our customers and differentiate on price and service in today's hyper competitive climate."

Head of Call Center, Ageas



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Managing customer queries sent by fax, letter or SMS

Enhance customer service and efficiently manage multiple contact channels

- Centrally manage your contact center's workflow rules, SLA alarms and knowledge base to achieve maximum efficiency across channels
- Easily set up sophisticated response policies to fully leverage the various media and boost service levels. For example, an agent can choose to send the reply to an urgent letter by fax, and even notify the customer by SMS

Send out quality replies, quickly

- Minimize response delays by immediately directing queries to the most appropriate agent
- Provide personalized answers by automatically presenting agents with the customer's full interaction history
- Boost agent productivity and ensure that all your agents are providing accurate replies with pre-defined response templates
- Closely monitor in real-time your quality of service and agents' performance levels
- Over a 100 standard or customizable reports provide managers with powerful drill-down analytics to fully understand your customers' needs

Easily integrate into your existing environment

Based on standard technologies (Java, J2EE, HTTP, HTTPS, XML), it integrates perfectly with your existing CRM, Content Management or Back Office applications.

Fax/SMS Gateways

Eptica interfaces with all standard Fax/SMS gateways capable of generating an email containing the customer's query in text format and/or as a TIFF attachment.

Data extraction solution for letters

Eptica Fax-Letter-SMS works with your existing third party technologies enabling it to fully analyze and qualify each query and ensure it are processed efficiently and quickly.

There are many different technologies on the market capable of scanning and automatically extracting data from paper documents. They vary from simply scanning a document and generating a TIFF attachment, to being able to recognize the type of document and extract the data accordingly leveraging technologies such as OCR, IWR and ADR.

Find out more at www.eptica.com

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