



# Where Would You Bet?

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Mário Silva Pereira  
Chief Strategy Officer  
Altitude Software

# Where Would You Bet?







# Customer Journey Orchestration



- Help organizations quantify the **value of Customer Engagement** & determine the **optimal mix** of strategy, people, processes, culture, and technology to deliver maximum **Customer Lifetime Value**





# Open Interfaces for Integrations & Marketplace + Vertical personalized apps

OPEN INTERFACES  
FOR INTEGRATIONS &  
MARKETPLACE  
(VERTICAL PERSONALIZED  
APPS)



- **Ease of integration** with other solutions, maintenance, flexibility, scalability, reliability, and upgradeable with minimal IT involvement/outlays.
- Integration of systems and apps outside the contact center to support **digital transformation** strategies
- It's essential that companies make the integration of disparate data sources a priority to glean relevant data to **continuously improve CX**.





# Web & Social Media Monitoring



## WEB & SOCIAL MEDIA MONITORING

- Customers **voice their Customer Experiences CX**
- **Real-time** Social Media Monitoring & Analytics
- **Monitor** social & non-social across all channels
- Knowledge: threats or appreciation
- Best practices **handling issues & opportunities**
- Allow **employees to act** on relevant information





# Omnichannel Customer Experience + Channels, Mobile Apps & IoT



- **Omnichannel CX: key** in the shift toward a new digital landscape.
- **Seamless journey** no matter the customer starting or re-engagement point.
- Focus process transformation
- Incorporate new apps that cater to **consumer preference for self-service**, along with desktops and analytics to get a holistic view of the Customer Journey.
- Harness context, history, and interaction **data to improve interactions in real-time**: a highly differentiating factor in omni-channel excellence.

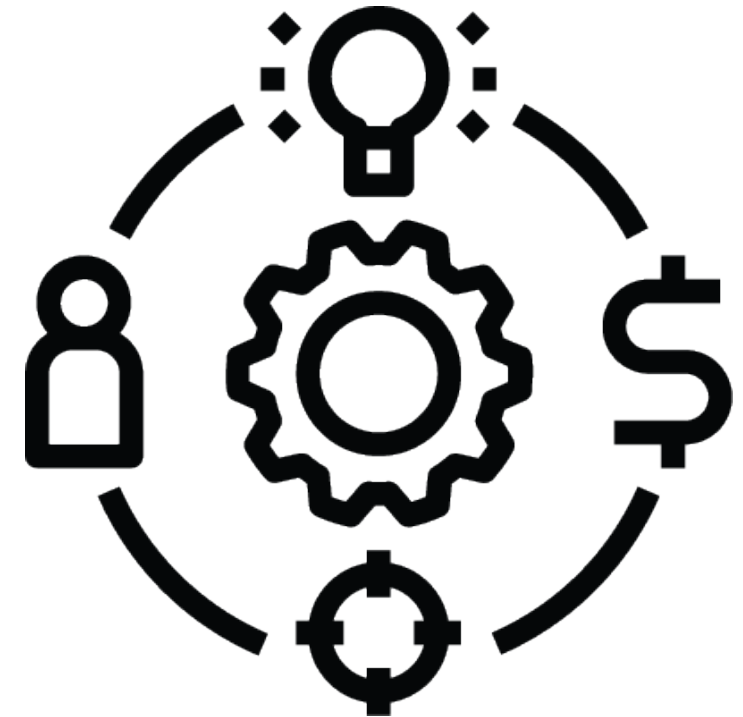




# Campaign Management Who, What, When and How



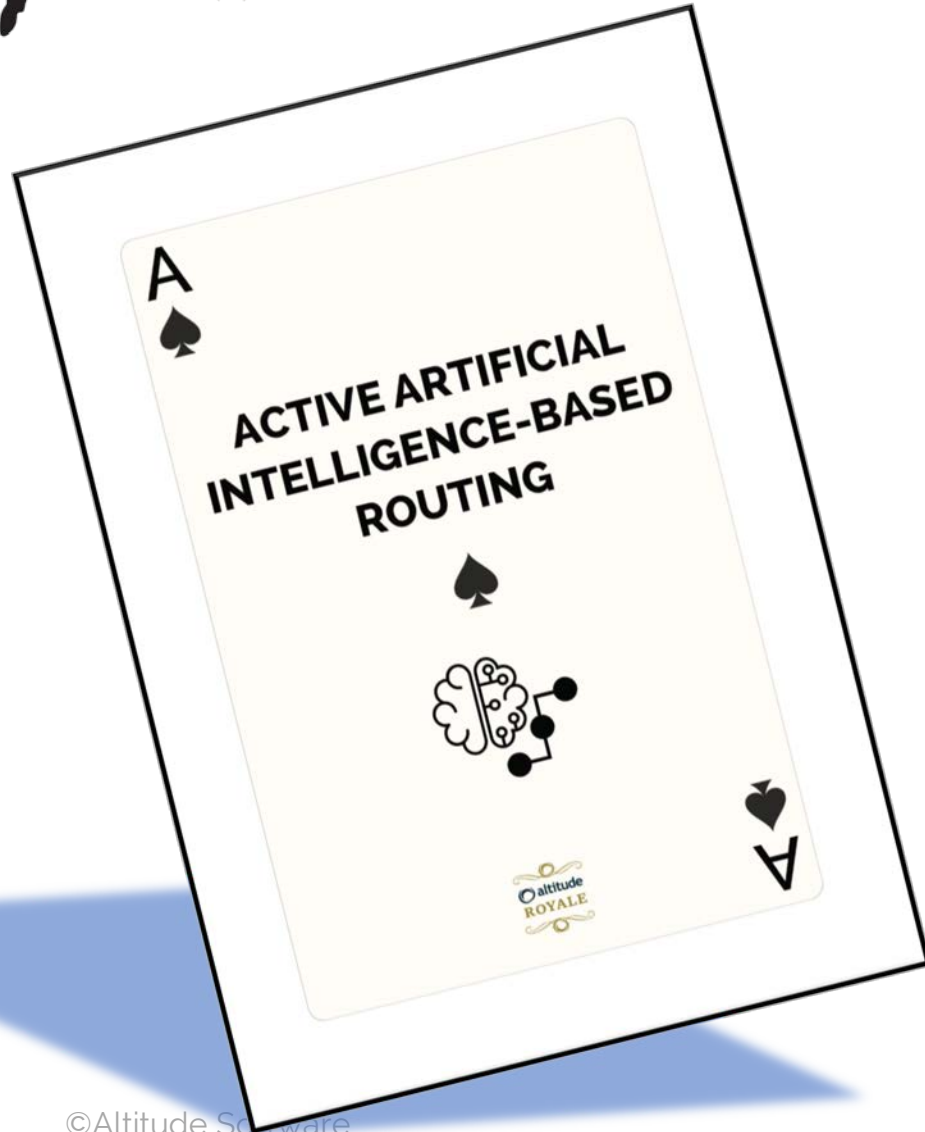
- Strategize approach to define:
- **Who** to interact (in/Out)...
- regarding **What** purpose...
- **When** within the Customer Journey...
- via which channel & method: the **How!**
- Eliminate interaction **silos**
- Incorporate proactive interactions into omnichannel strategies, to **eliminate outbound one-way interactions**.
- **Design strategies for cross-channel proactive/interactive contact.**



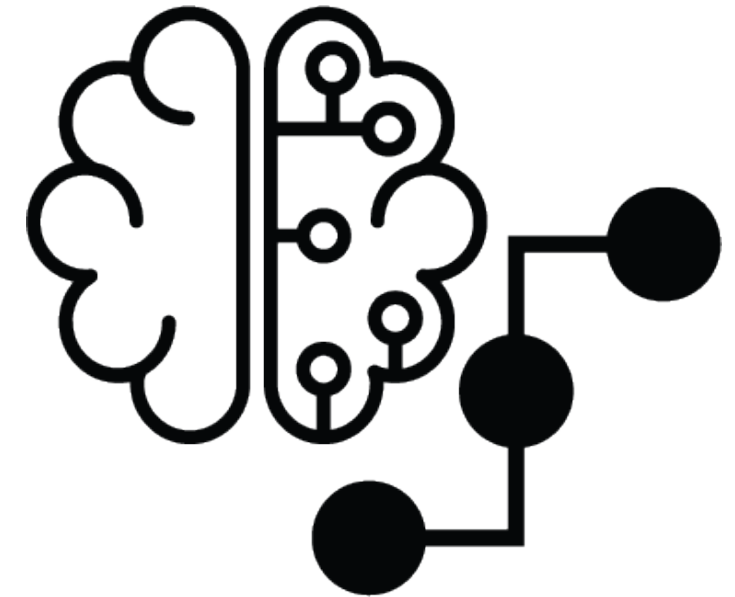




# Active Artificial Intelligence-based Routing



- **Finding the best fit:** Human agent / virtual assistant within the Business Process. Push content to self service less expensive medias
- **Tightly integrate chatbots/VAs into the routing platform,** Determining agent availability/presence with voice call or callback options. Refresh solutions with swiftly evolving underlying AI technologies.
- Offer chatbots/VAs as modular applications for point and for **screening/routing functions.** Companies can add chatbots where and when needed.





# Virtual Assistant Virtual Advisor



- Conversational Assistance throughout the **Customer Journey**
- Chatbots/Virtual Agents (VAs) **personalize intelligent self-service** to **customers** and to **agents**.
- Obtain **efficiencies** & improve agent **productivity**.
- Customers prefer to self-serve
- **Contact screening**, integrated with **live agent routing**.





# Workforce Optimization (WFO) & Agent Process Automation



- Develop apps that **manage people, processes and workflow** in the back office to improve operational effectiveness and business agility.
- Utilize these solutions to track real-time **workflow**, resource **allocation** based on skills and worker availability. Provide analytics to measure worker performance, adherence to service levels and quality benchmarks, allowing management to better forecast and schedule work.





# Customer Experience Analytics + Usage Analytics



- Customer Experience Analytics is key in providing **relevant context for every consumer interaction**
- Refine also agent tools to empower the agent to improve CX in real-time, speeding service delivery, **predicting customer needs**, increasing revenue potential, and cementing customer loyalty







# Cloud 2.0 + Security & Compliance (TCPA, GDPR)



- **New product capabilities** enabled by mobile, cloud, social, Big Data, AI, analytics, and personalization, along with richer integrations
- Refinement of **scalable, secure** low-total cost of ownership (TCO) cloud-based solutions also enable business continuity/disaster recovery (BC/DR)
- **Global, resilient** and **affordable** serverless computing allow development of professional applications on a global scale.





# Altitude Operating Services



- **Using** Rather Than Operating
- **Global Efficiency X Local Proximity**
- An **End-To-End** Vision on Doing It



Where Would You Bet?

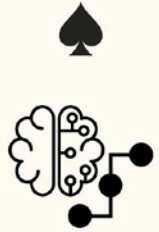






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## ACTIVE ARTIFICIAL INTELLIGENCE-BASED ROUTING



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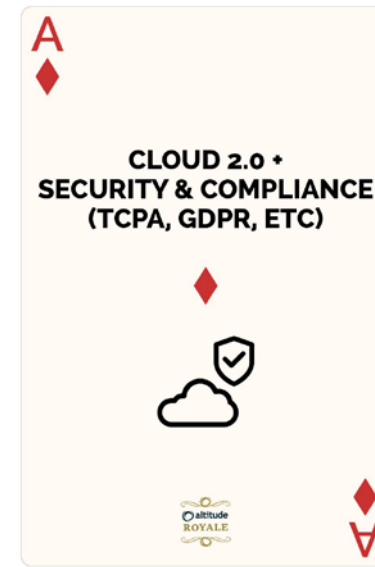
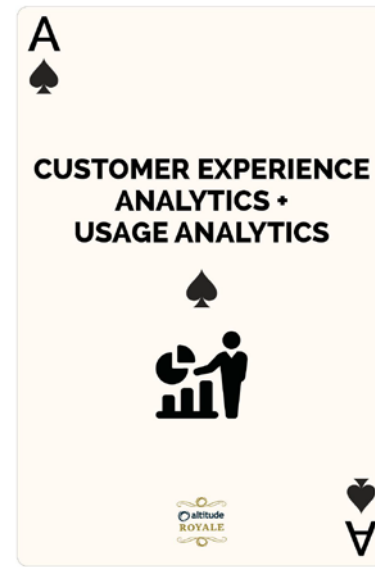
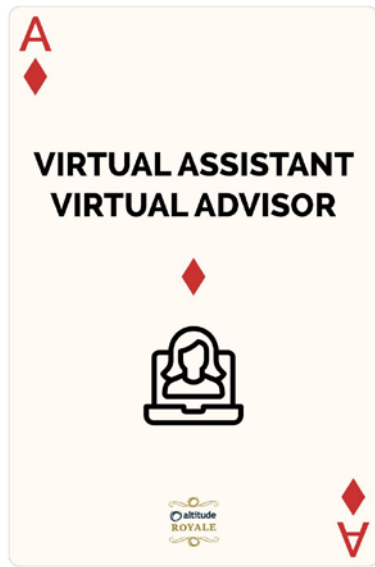
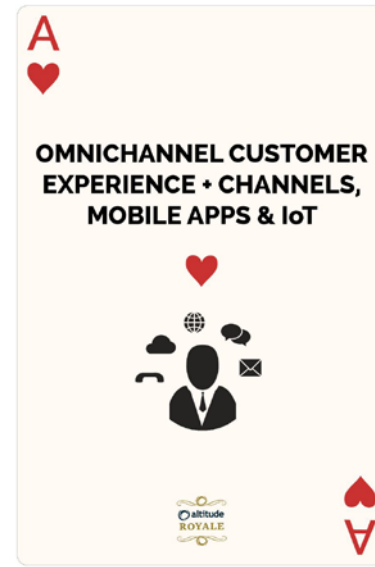
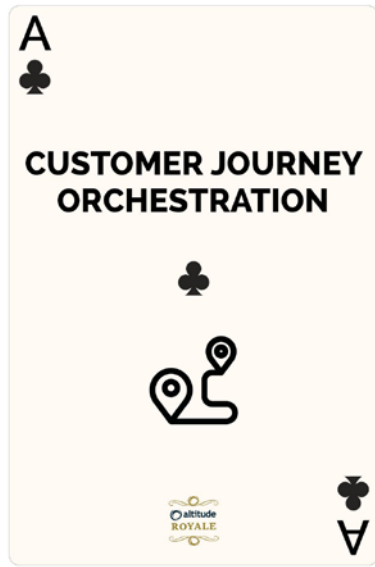
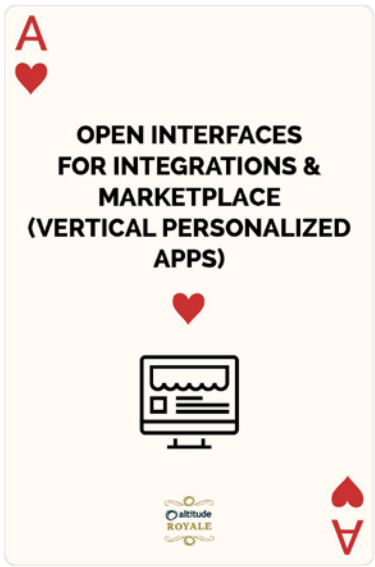
Three 100 Altitude Royale banknotes are shown overlapping each other. The banknotes are white with a gold border and feature the Altitude Royale logo and the number '100'.

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CLOUD 2.0 \*  
SECURITY & COMPLIANCE  
(TCPA, GDPR, ETC)

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# THANK YOU!

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Mário Silva Pereira, Chief Strategy Officer



INNOVATION



EXCELLENCE



TEAMWORK



COMMITMENT



PASSION