

Consona Dynamic Agent

Enterprise Edition

What It Is

Delivering value-added services such as personalized content, support resolution and software fulfillment (purchase, download, & install)—just to name a few—is the most effective way for service providers like you to differentiate your offering and generate new revenue. But doing it successfully and without a lot of cost is challenging. We have just the thing to help.

Extend Customer Support with Value-Added Services

Businesses in many industries are using branded desktop applications; Consona takes it to another level. **Consona Dynamic Agent Enterprise Edition** effectively puts your web site DIRECTLY ON THE DESKTOP creating a new and direct distribution channel that makes it simple for you to deliver enhanced services, drive traffic to your web site, and increase average revenue per user, without spending a lot of time or money.

The solution gives you unprecedented ability to understand and respond to customer needs. You'll provide more valuable and cost-effective support by offering self-help troubleshooting and proactive repair tools. And you'll develop targeted, personalized content and convert it to revenue more effectively than ever before. Your customers will also have a new, convenient way to access and manage your services—and provide feedback—using a single desktop tool. As a result, they will be more satisfied and you'll maintain wallet share. The opportunities are endless.



Benefits

Reduce customer support costs by decreasing call handling time or eliminating calls through proactive automatic diagnostics and repair.

Develop new revenue streams with highly relevant, targeted offers based on customer analytics.

Drive customer loyalty and reduce churn.

Customize and brand your interface dynamically

Do-it-yourself tech support

Track the effectiveness of your website content

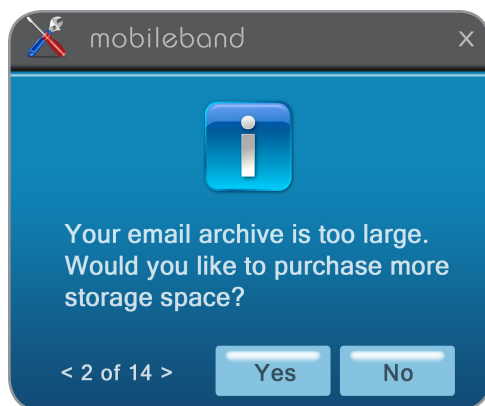
Author personalized content for your customers

Why You Need It

- Leverage customer data and feedback to provide more customized service than ever before.
- Help customers fix their own problems and free up your support desk.
- Drive up revenue per user with a new channel for communicating value-added offers.
- Pump up customer loyalty and maintain your wallet share.
- Brand and customize the interface and content so it's very relevant for customers.
- Make it simpler for customers to acquire and manage services using a unified desktop tool.
- Rollout new offers for hardware, software and services and fulfill orders with ease, using an online channel.
- Gain a new level of insight into customer usage with intelligent reporting.
- Track campaign effectiveness of marketing messages and content based on customer usage.

How It Works

Our one-of-a-kind solution becomes a new marketing channel for you. You'll have full view of each customer's service performance and other key data, so you can customize and present offers at the perfect time. Maybe you'll suggest the latest virus protection, recognize that they could use additional security services, or detect that more RAM or disk space is necessary for their daily activities. You can send alert messages when their warranty or service agreement is about to expire, and give them a convenient way to take action. Because the content is relevant and timely, your customers will be more likely to take you up on the offer. And with one practical tool to manage all services, you can provide a consistent, satisfying user experience.



Getting started is really easy. Just take the proven tech support website that's already familiar to customers, and use it to up sell value-added services. You don't have to plan expensive one-off marketing programs or worry about leaving money on the table. There's never been a simpler way to increase revenue per user.

We have built upon several years of experience with customer support technology to make it easier for you to deliver value-added services. With our unique set of tools and capabilities you'll have endless opportunity to increase customer loyalty, generate new revenue, and differentiate your offering. Of course, while controlling costs.

What It Does

User-Friendly Web Interface

- Brand your interface so it's familiar and convenient for customers.
- Manage multiple brands or lines of business with one centralized authoring tool.
- Dynamic Agent will help you take a more active approach to your customer relationships, resulting in better service, more efficient operations, and increased revenue.

In Depth Reporting Tools

- Capture and analyze navigation data and customer demographics to build better, more customized offers.
- Track effectiveness of marketing messages and content based on customer usage to find out what's working and what's not using our navigation, impression and clickthrough metrics.
- Easily generate reports that provide a wealth of information and help you prove Return on Investment (ROI).

Unprecedented Targeting and Authoring Capabilities

- Continuously gather user, system and activity data and use it to create highly targeted content and timely offers.
- Easily author personalized content for specific customers or scale it for large groups, and make changes any time.
- Set up triggers and automated content to provide real-time promotional offers to customers right when they need it.
- Customize your internal approval process to ensure content is approved before being published.

Do-It-Yourself Tech Support

- Provide auto remediation of routine problems so users don't have to call your help desk.
- Establish real-time triggers and alerts that let you provide just-in-time support.
- Give customers simple "1-click fixes" so they can resolve their own issues with user friendly "show me", "tell me" or "just do it for me" content.



Consona Corporation
450 East 96th Street, Suite 300
Indianapolis, IN 46240

Toll Free/Fax:
(888) 8 CONSONA
(888) 826-6766

info@consona.com
www.consona.com/crm

About Consona CRM

With a comprehensive set of solutions spanning self-service, customer management, chat, communities and proactive, just-in-time marketing and support—all fueled by a patented, best-of-breed knowledge management platform and backed by advanced analytics—Consona's KCS Verified tools are the choice for integrated, multi-channel customer service and support. The only CRM vendor focused entirely on service and support, Consona helps the Global 2000 control costs while providing a superior customer experience.

Consona
Problem: Solved!