



Digital Pegasus, your Digital Enhancer



About TechneValue

Digital Pegasus is a product developed by **TechneValue GmbH**.

TechneValue is a Swiss-based young and dynamic company providing 360° business consulting services, addressing all the needs of enterprises aiming to optimize their performance in today's fast-paced, hyper-competitive market. Leveraging the expertise of its founders and teams of highly skilled independent consultants, TechneValue offers time- and cost-effective customized solutions without compromising on quality and scope.

Our key competitive advantage is our Consulting team: their pragmatic mindset and rigorous analytical abilities are an invaluable asset in dealing with our clients' most complex challenges.

Our wide range of services and fields of expertise encompasses several technologies and processes, allowing us to identify the best, most innovative business IT solutions to help companies better manage their clientele. We analyze the needs, expectations and concerns of each client to identify, develop and implement complete tailor-made and cutting-edge business and IT solutions.

About Digital Pegasus



Customer experience can be defined as the quality of all of a consumer's interactions with a company's products and services, and with its brand itself.

Many companies struggle to identify a plan of action to improve this aspect, but they just concentrate on traditional ways. Leaders, instead, are reaching this goal by focusing on something more innovative: the Digital Customer eXperience.

The **Digital Customer eXperience** refers to the digital interactions between a customer and a company. To avoid frustrating customers, diminishing their lifetime value, or driving them to competitors due to poor digital experiences, businesses should focus on an effective digital strategy. That's why today improving your digital customer experience is essential. Digital Pegasus is a suite of products offering a set of solutions to further develop the Digital Customer eXperience of every company.

Digital Pegasus offers a wide range of solutions to help you to shape a positive customer experience:

- CTI/CRM Plug-in Integration, to integrate your contact center and your CTI platform with a CRM
- Visual@IVR, to exploit the IVR functionalities, but with an innovative digital approach
- Mobile Call Recording, to help you to comply with the new EU directive MIFID II
- A tool supporting marketing automation, that allows to manage outbound campaigns using e-mail, SMS and other media.

What can you achieve with the CTI/CRM Plugin?

Digital Pegasus seamlessly integrates your contact centre platforms, i.e., your CTI, with other existing systems, such as a CRM. Modern businesses use multiple tools and systems for different business processes, but these tools must work together as well as independently, in case of peak functionality. CTI platforms like the Genesys Cloud platform let you either keep your data in existing systems or leverage that data in a new system where you have full control of the synchronization rules.

This CTI/CRM plug-in developed by TechneValue is able to **modify or extend the standard behavior** of platforms. This plugin can be useful in different contexts, for example when you need to:

- a) execute some **business logic** such as updating certain fields of a record or updating related records, etc. eg. when you receive or make a new call.
- b) **retrieve information** from a data source calling an external web service on certain events such as saving or updating a record.
- c) **automate processes** such as sending e-mails to your customers on certain events in CRM or carrying out outbound marketing campaigns.

Every business has unique needs

Our CTI/CRM Plugin makes it easy to tailor your system to meet your specific needs, while building and customizing your solutions. CRM integrations keep customer information always at hand, giving your agents current and accurate insights into customer accounts, history and preferences. This simplifies interactions, enabling your operators to save time that they can devote to other customers. In this way, your contact center will be able to handle a higher volume of calls and ensure the best customer satisfaction.

A competitive advantage you can provide to your customers

Our CTI/CRM Plugin constitutes an advantage for your customers, as well. In fact, the synchronization of contact information helps to avoid customer frustration created by agents who repeatedly ask them for the same details each time they contact you. What's more, simpler interactions result in a shorter time to get a solution, which in turn reduces awaiting times for other customers, and this also ensures a higher customer satisfaction.

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Your benefits at a glance

- Synchronize data and information between CTI and CRM
- Have a unified management of contact information
- Reduce the time needed to handle calls and messages
- Handle higher call volumes
- Enable agents to provide a better and more immediate answer
- Increase your first call resolution rate
- Reduce customer frustration

