



## Chat customer service from anywhere

Via Twitter, Facebook Messenger, WeChat or any existing mobile App.

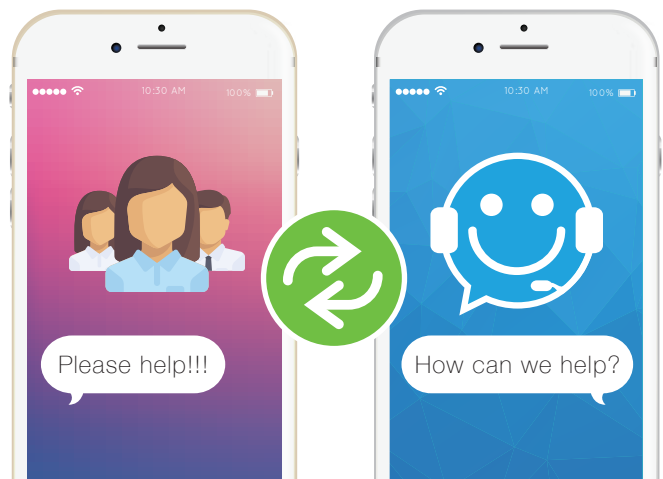


Customers can use their Instant Messaging (IM) channel of preference to request service from their suppliers instead of contacting a call centre through traditional channels. Agents then assist and resolve queries from a desktop by using chat and multimedia information from a knowledge portal or Customer Relationship Management (CRM) system.

Having to contact a call centre is costly for companies and troublesome for customers.

Your customer never needs to call a contact centre again. hi.guru manages mobile instant messaging customer service (IMCS) interaction quickly and effectively with full history and data storage of chats.

hi.guru can easily consolidate the requests coming from different channels like Facebook or a mobile IM application.



### IMCS

Instant Messaging  
Customer Service

## Messaging will dominate

At hi.guru we believe that messaging will dominate the support industry of the future. For us everything is an instant message.

*"Customer service via OTT (Over the top) messaging apps is the next step in social media for communication service providers"*

*- Analysys Mason, the Boston Based media research group.*

## Easy customer chat interaction

Service via IM is time-efficient for customers and forms a natural extension of every-day communication. hi.guru provides customers the ability to continue their support request on the go. No need to start again when your interaction is interrupted by another call. The support history is now not only available to the agent but to the client as well.



## Monitor & optimise agent performance

hi.guru's management dashboard monitors agent progress in real time on key performance statistics. Customer satisfaction results are based on ratings by customers completed immediately after query resolution.

Over time the artificial Intelligence platform will analyse all chats and then recommend "best action" resolution to agents in real-time. Artificial Intelligence (AI) will also enable the chatbots "guru's" and proactive customer service for future customer contact reduction.

## Clever agent interface

The agent dashboard enables agents to effectively resolve queries for service, sales and back office functions. Existing infrastructure can stay in place as the interface is customizable and can be integrated into knowledge portals and CRM systems.

Happier customers and efficient service is guaranteed by better first contact resolution enabled through the ability to seamlessly escalate and transfer the full query history. An agent can manage multiple customer support queries concurrently; rapidly give answers to FAQ's and even delegate frequently occurring queries to guru's.





## Multi-media query resolution

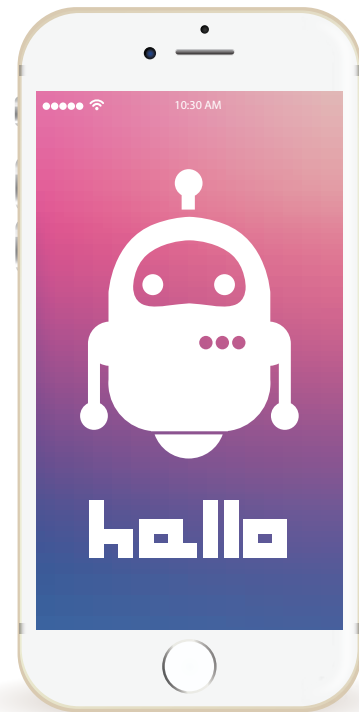
Unlike web-based chat platforms, hi.guru supports multi-media sharing between the customer and the agent. Agents and customers send files, links, photos, video clips and location pins seamlessly in a “drag & drop” framework. These enhanced communication tools will allow better understanding, improving both customer experience and resolution.

## Agents vs. Chatbots?

hi.guru platform enables automated chatbots, agent activated chatbots and agent custom responses, all within a chat conversation.

## Advancing your customer experience

Our AI systems are self-improving. Long after an issue is resolved; the hi.guru system uses advanced analytics and continues to refine the customer experience potential. This means that you can turn all of your collected data into a store of potential insights, creating a better customer experience while assisting your everyday decisions. hi.guru enables the infinite pursuit for customer experience improvement.



## Serving your internal clients

Instant messaging communication can be extended to back-office communication and operations.

hi.guru has the potential to improve internal business processing.