

"Customer-centric organizations should strive to align 'Voice of the customer data' with traditional operational consumer data to achieve a holistic and balanced understanding of customers' perceptions and needs"

Jim Davis  
Gartner 2008

Listening ) Understanding ) Doing

## Attentive™ Customer Experience

Attentive™ ACE enables organizations to fully monitor customer experience, and manage all relevant customer feedback on a proactive and ongoing manner. Customer feedback allows organizations to continuously improve their performance by integrating their customers' perceptions into business processes, through constant stream of event driven feedback.

### Attentive™ ACE completes the CRM Loop



- Constant stream of pinpointed customer feedback
- Attentive™ ACE creates action items for front line team leaders
- Continues improvement of customer experience

In today's world, organizations understand that in order to become customer centric they need to utilize the voice of the customer in their everyday business operations. In a recent study, Gartner suggests that CRM systems alone are not capable of providing organizations with valuable information about their customers' perception.

Proactive ongoing customer feedback is vital for providing organizations with accurate information regarding their customer experience. This is crucial for enterprises seeking to better understand their customers, improve customer service, and promote customer loyalty and retention.

### Unique values:

- Unique business-oriented sampler that enables selection of the interactions with the highest feedback potential.
- Attentive™ ACE is a daily operational tool for front line managers that improves customers' engagement by utilizing the voice of the customer at the right time and place.
- The 4Ps methodology of transforming feedbacks into ongoing improvement inspires organizations to develop a truly customer-centric culture.
- Built-in workflows for coaching, recovery and change requests, which are based on aggregated front line managers' conclusions and recommendations, drive operational cost savings and improve revenues.
- Attentive™ ACE is a key module in a wider Enterprise Feedback Management (EFM) solutions suite that allows organizations to reduce costs by managing all of their feedback needs using one consolidated feedback platform.

# Continually Monitoring Customer Experience

Event Driven Feedback, which is the concept behind Attentive™ ACE, empowers organizations to improve their customer experience in a way that enhances business performance. Attentive™ ACE guarantees real time balance between customer needs & expectations and organizational objectives.

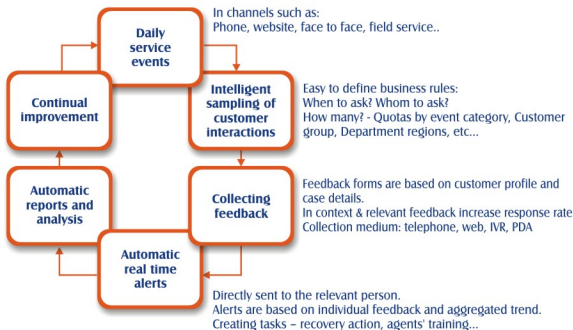
Attentive™ ACE is listed by DMG Consulting as a leading global contact center surveying/feedback and analytics solution. In its recent report the American advisory company found that the number of implementations in this market grew by a very strong 21.3% between 2007 and 2008

Contact Center Surveying and Analytics Report 2008



Higher customer loyalty, retention & advocacy  
Faster reaction to customer needs  
Creates customer centric culture  
Shortens the agent's learning curve

Information is personalized and sent to the relevant manager on a pre-defined frequency and presented by Dashboard, PPT, excel, HTML Interface to: BI, DW, statistical software



## Key Features

- **Continuous Ongoing feedback** - customers' opinions and perceptions are always available
- **Event driven feedback** - focused on a specific service interaction with a customer
- **Unique, state of the art sampling mechanism** - enables organizations to pin point the most relevant customer for the needed feedback, out of the overall daily interactions. As a result, Attentive™ ACE creates focused feedback and prevents customer harassment
- **Information processing and analysis** - rapid analysis of feedback data enables real time generation of alerts, and periodic distribution of user friendly reports to the relevant managers
- **MyAttentive** - Working environment for the relevant managers that enables managing specific customer feedback and action items.

Among our customers are:



Certification:

