

Delivering better long term results with higher customer satisfaction

# Customer Experience



## Why invest in Customer Experience?

The way businesses interact with their customers is undergoing transformational change. With the rise in the number of customer channels and the increasing popularity of social media, it's never been more important to invest in developing a comprehensive customer experience strategy. A strategic view of customer experience is required to acquire and retain internal and external customers, while at the same time make your business more efficient. Customers expect to be able to interact in more ways than

before, via social platforms, websites, mobile devices, and contact centers. They expect quick and highly-personalised interactions that give them relevant and accurate information.

Every interaction a customer has with your business contributes to their overall view of your brand. By delivering exceptional customer experiences, businesses retain and gain customers while improving efficiency and significantly improving customer profitability.

## Key benefits of an exceptional Customer Experience

All businesses can leverage better customer experiences to:

- Establish trust while building lasting customer relationships through positive service and sales interactions.
- Eliminate waste and add maximum value for efforts performed while serving needs in the most cost effective manner.
- Grow their business and increase their customer base and cross sell rates.

In addition to the personnel aspects of customer service, delivering great customer experiences requires systems and processes to make it possible. Technologies include:

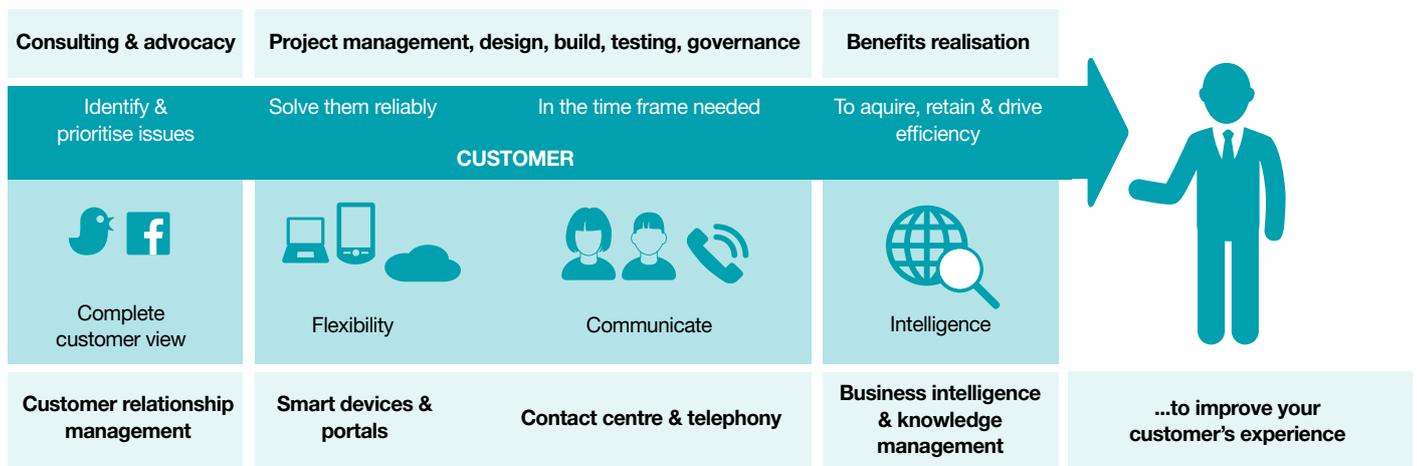
- Customer relationship management

- Contact centre systems
- Business intelligence solutions
- Portal and mobile development
- Marketing automation and email marketing software

NEC is uniquely positioned to help organisations transform their customer experience through the application of leading edge systems, solutions and advice. NEC's customer experience consultants can work with your business to design, implement and support a range of customer experience and contact centre solutions to ensure you meet the needs of your various customer segments.

# An effective customer relationship management strategy ensures a superior understanding of your internal and external customers, their interactions and how to gain and retain profitable customers.

## NEC provides complete Customer Experience solutions



## Customer Relationship Management

Customer Relationship Management (CRM) solutions help businesses ensure customers are their highest priority. Having one central point for customer information helps you make the right decisions at the right time, so you can manage your customers more effectively. Integrating all customer data with your organisational systems, contact centers, social networks, business applications and telephony platforms is the key to optimising your customer experience.

NEC works with leading vendors Microsoft and Oracle within the CRM space.

An effectively implemented CRM solution will:

- Integrate with your business' existing software and platforms.
- Increase productivity of your sales staff by providing them with real-time customer data wherever they are.

- Enable your service team to resolve issues faster with a single, consolidated view of all relevant customer data.
- Reduce your cost of delivering excellent service, through intelligent identification of relevant knowledge management content.
- Provide your customers with a wide choice of communication channels including web portals, phone calls and chat sessions.
- Ensure accurate and timely sales forecasting and report generating with built-in business analytics and insights modules.

Our CRM practice is one of the largest and most experienced in the APAC region. Our consultants can develop custom line-of-business CRM applications to meet your organisation's unique business needs and implement it quickly and cost effectively. We have supplied, implemented and customised over 120 CRM sites in Australia, for both public and private organisations.

## Smart devices

Ensuring your customer has the ability to interact with your organisation via mobile applications is important in optimising customer satisfaction. Customer experience systems and channels should be designed with mobility in mind, offering the desired functionality regardless of screen size or location of the user.

NEC specialises in tailored mobile application development and solutions. Customers have an extensive range of ways to interact with your organisation. We custom develop websites and applications suitable for mobile access, including those written for:



- iOS, Android and Windows Phone operating systems (native code based)
- Adaptive mobile websites
- Hybrid applications

Our mobility practice includes consideration and management of:

- Mobile Device Management (MDM)
- Data management

- Deployment and security
- Access to multiple networks (radio, cellular, LTE, Satellite, Wi-Fi)

NEC continues to invest in mobile communications solutions, patents and a range of technologies. NEC's mobile devices and R&D facility exports its technology globally and it is included in most mobile phones. This means we are uniquely placed to offer advice on your smart device strategies and in your smart device projects.

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## Contact centre

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Contact centres have evolved into rich multi-channel environments. Whether your customers contact you via phone, face to face, click to call/chat, web portal via phone or tablet, you need to be able to accommodate their requests. Irrespective of which channel your customers choose, they expect to communicate with individuals in your organisation who know all of their past interactions and satisfies their needs all in a suitable timeframe.

As a leader in Contact Centre and telephony solutions, NEC understands the importance of contact centre solutions in driving Customer Experience initiatives. NEC's contact centre and telephony teams will match your specific requirements with the right technology to produce genuine business outcomes.

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## Knowledge management and portals

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Customers are increasingly researching and interacting with your organisation through more channels than phone calls and in-store visits. A branded customer portal is an easy, readily available service that will improve customer loyalty and satisfaction while reducing customer service delivery costs.

NEC designs, develops and implements customised websites, portals and forums to help businesses optimise customer experience. NEC works with government and enterprise clients with a focus on a number of key industries including – health care, aged care, education, resources, and professional services.

An efficient customer portal will:

- Enable fast and simple authoring.
- Offer simplified publishing with flexible workflows and processes.
- Provide a central location for corporate knowledge and enable linkages with specific customer issues and requests.
- Engage customers and partners with features including integrated search, rich media, dynamic rendering and social computing.

NEC implements knowledge management solutions from key partners with specialist capabilities in other technologies.

## Customer analytics

Knowing your customer's habits, interests and history are key to providing a customised customer engagement.

Excellent customer service requires a culture of continuous improvement – across processes, systems and people. Customer analytics is more specific than business intelligence. It provides key information to your staff at the right time to facilitate good decisions that improve the customer's experience.

Business intelligence needs to be embedded within your customer management processes, spanning all channels and divisions. NEC can help you determine the right level of information to ensure that customer service staff and management can make good decisions, without being inundated by superfluous data.

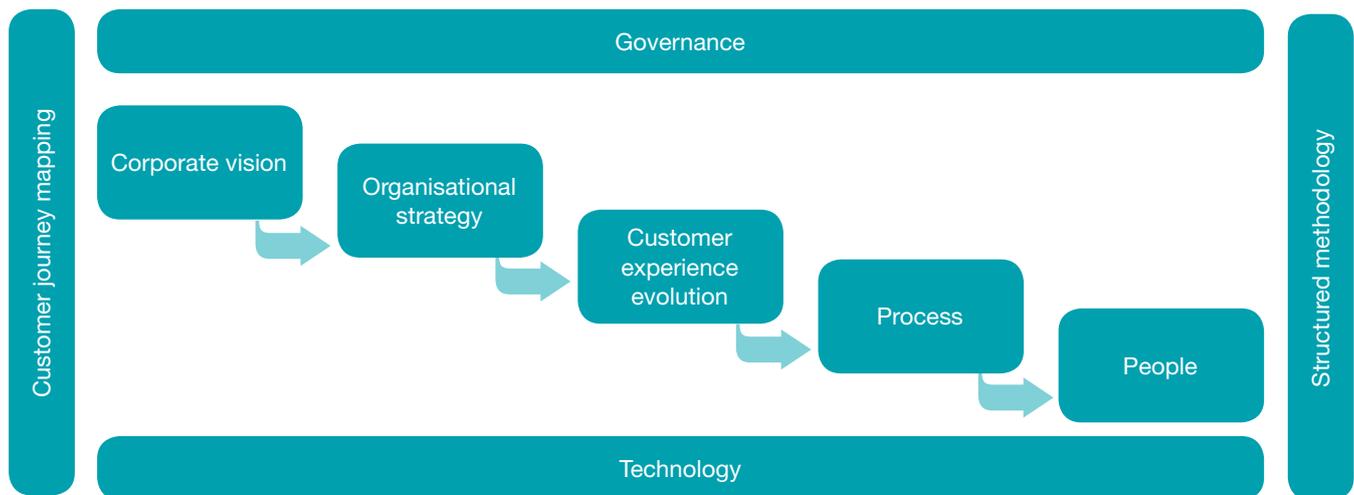
## Strategy, governance and planning

Our goal is to help you improve your customer's experience. NEC is product agnostic and independent in our approach.

NEC can work with your organisation to help analyse, plan and govern all aspects of your customer experience solution. We work with you to ensure your customer experience strategy is aligned to your corporate strategy and vision to maximise the benefits of improving customer satisfaction. This in turn can positively influence buyer behaviour to increase customer retention and attract new customers.

Customer experience requires continuous improvement where measuring customer satisfaction and return on investment (ROI) delivers ongoing opportunities for improvement.

Our customer experience consultants are experienced in mapping and analysing the key customer interactions during the customer lifecycle. NEC's framework helps you determine the key factors impacting on these interactions such as technology, methodology and governance.



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NEC Australia specialises in information and communications technology solutions and services in multi-vendor environments. Solutions and services include: IT applications and solutions development, unified communications, complex communications solutions, network solutions, display solutions, identity management, research and development services, systems integration and professional, technical and managed services.

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