

# Customer Experience (CX) Connectors

Every time a customer connects with a brand, they leave a 'digital footprint.' Each one of these 'footprints' is a piece of valuable information about that individual, revealing insights into their needs, pain points and personal preferences.

Many companies allow this information to languish in silos, requiring extra time, effort and cost to retrieve it during further consumer interactions.

Customer Experience (CX) Connectors is TELUS International's sophisticated digital enablement solution which links back-end platforms, collates valuable pieces

of user data, and serves as a 'golden record' for every customer. The result is an effortless, personalized, next-gen experience for both customer and agent.

## Proven benefits:

- Reduced customer effort
- Increased customer experience automation
- Improved Voice of the Customer (VOC) intelligence strategy
- Clearer customer journey mapping
- Superior agent experience

## Transformative features:



**Recording Retrieval** – CX Connectors integrate with all leading Customer Relationship Management (CRM) systems. Every call is recorded and the data is added to the customers' CRM profile for better case management, customer journey mapping, and compliance.



**Click to Call** – Designed for outbound calling, this feature provides the agent with detailed customer insights, allowing them to effectively and rapidly move customers from recognition, to acknowledgement and ultimately, to acceptance.



**Predictive Call Routing** – CX Connectors integrate inbound calls with all relevant customer information in order to predict the nature of the call and route it accordingly. The system reduces unnecessary interaction with live agents, thereby lowering customer effort and cost.



**Screen Pops** – When a customer calls, the system immediately pulls their golden record from the CRM platform and presents it to the agent. This feature empowers the agent to proactively identify customer preferences and immediate needs, allowing for a faster resolution and greater up/cross-sell opportunities.



**Hover Menu** – A single pane of controls provides a simple and efficient user experience for customer service agents.



## Are CX Connectors right for your brand?

Our CX Connectors technology is designed for companies of all sizes and in all industries, with a focus on business agility, scalability and cost-efficiency.

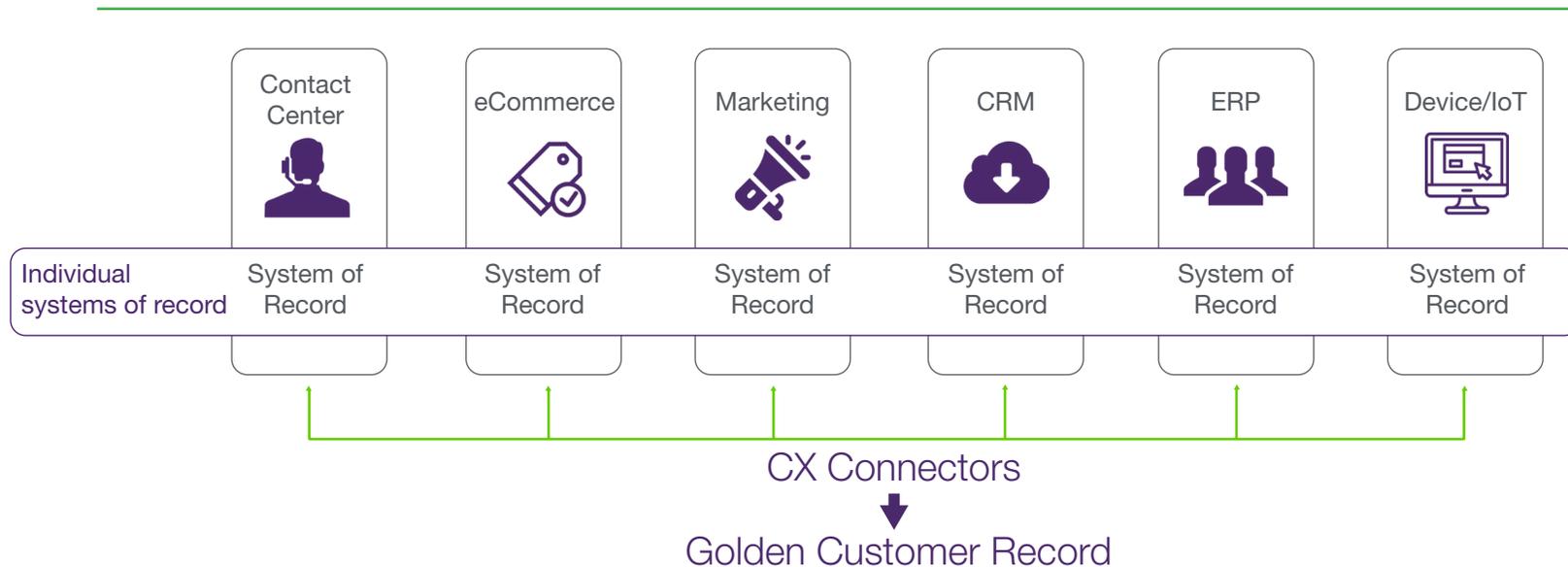
### Case study: 3,600 insurance brokers - 1 solution

A leading national provider of home, auto and business insurance with more than 3,600 brokers and 230 locations, was looking to introduce a single digital solution that would eliminate silos and transform the customer experience across their multiple business processes. Applying the Sprint-based agile methodology, TELUS International connected all of the client's systems and integrated each with their CRM system and contact center platform.

The client was able to capitalize on the CX Connectors transformative features for an enhanced customer and broker experience, including:

- Automated routing of customers to the most appropriate broker
- Pop-up windows displaying detailed and valuable caller information
- Lightning-quick search tools enabling rapid solution

By integrating CX Connectors into the insurance brand's digital transformation strategy, the client was able to provide all 3,600 brokers with the keys to each customer's golden record, empowering up-sell/cross-sell opportunities and building greater consumer loyalty. Customers, in turn, benefited from a frictionless and personalized experience resulting in increased Customer Satisfaction (CSAT) and Customer Effort Scores (CES).



## Start your digital enablement journey today

With over 30,000 team members across the globe, TELUS International understands what it takes to create an exceptional experience for both agents and customers. This knowledge, combined with our approach to digital enablement, makes our CX Connectors one of the most intuitive and effective solutions on the market. Get in touch today to see how CX Connectors can transform your customer experience and contact center operations.

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