unfyd

Sales Automation

Marketing Automation

Digital CX Automation

Insights & Analytics

Artificial Intelligence & Robotics

UNFYD®
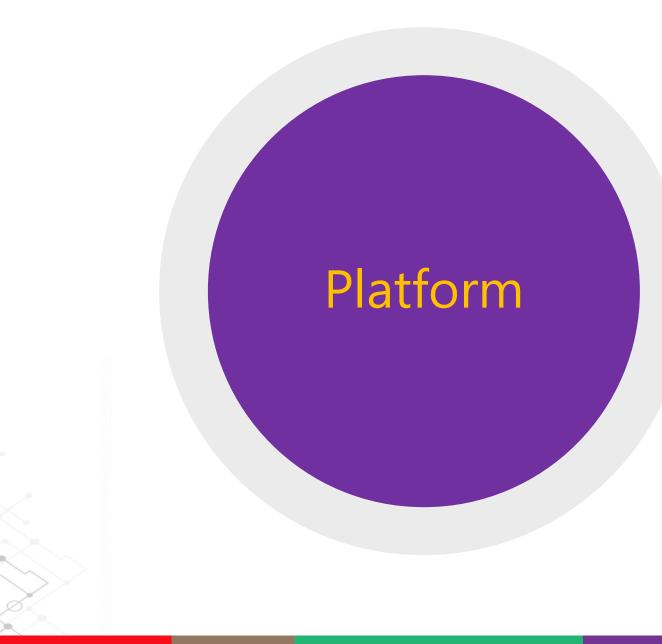communicate | collaborate | automate

UNFYD®
COMPASS

Digital Transformation Suite

Social Media | Messengers | Chat Apps | Website | Web App | Mobile App | IoT

Devices

UNFYD® DxP- IP Framework

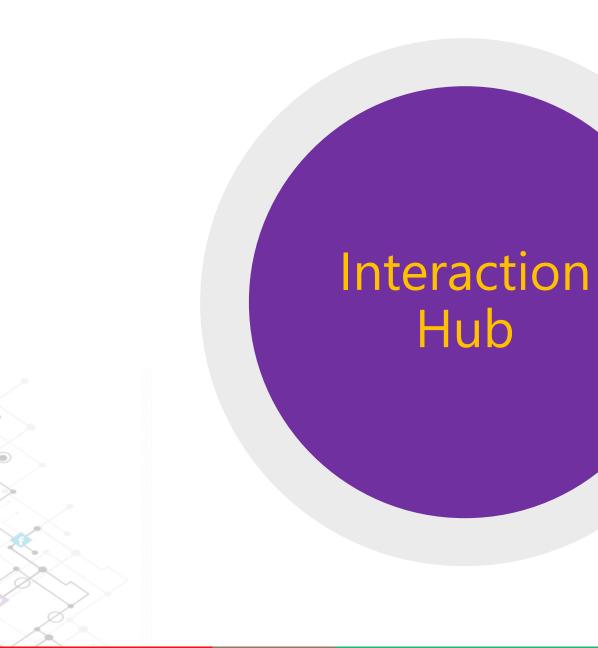| Modules	Description
UNFYD®WORKS	Multi-channel cross-social interaction platform, enabling ecosystem players, reach their service providers, at their comfort (Customer Front Door)
UNFYD®LINK	CASE/Ticketing Management tool, seamlessly integrated with other modules, to enhance workflow/business process across various operations.
UNFYD®SEEK	Content / Knowledge Base - Management platform, which enables seamless information repository access for Omni-channel, BOT & CAI driven engagements
UNFYD® RESPOND	Off-line multi-channel queue-based message response mechanism, respond to all pending messages in the next business hour
UNFYD®PITCH	Multi-channel lead-gen & collaboration platform, enabling seamless interactions with potential leads, prospects across social/digital platforms
UNFYD®SFA	Lead Management, Sales Force Automation & operations process enablement, through integrated social/digital collaboration
UNFYD®DOC	Document Management platform, for enterprise-wide operations
UNFYD®TRACK	End-2-end service management, FOS - integrated with SCM operations, advanced scheduling techniques, geo-tagging, route-mapping etc.
UNFYD®ENGAGE	Proactive engagement with users based on their behaviour on the web / mobile App – intelligent routing and notifications
UNFYD®COLLAB	Enables seamless collaboration (co-browse) on web/mobile engagements, to facilitate / guide prospect in order management, payment cycle
UNFYD®SCOR	Quality Monitoring & Score-card tool to evaluate performance of interactions by CSE to bring effective workforce management
UNFYD®BUZZ	Social/Listening platform, with mixed initiative sentiment tagging & process management to integrate seamlessly with enterprise operations
UNFYD®DIALOG	Flow-based, Self-service BOT with Knowledge Base integration, to automate various service engagement operations, extension to smartTALK
UNFYD®CONVERSE	Conversational AI platform, powered by Knowledge Management suite to deliver end-2-end self-service operations
UNFYD®POLL	NPS-led omni-channel poll platform, configurable for each process-line separately
UNFYD® FORUM	Community-based engagement platform, with cognitive abilities to self-serve, interaction management (closed-user groups)
UNFYD®INSIGHT	BI/Visualization/Analytics of various operations, provide dashboard/predict analytics for operations enhancements
UNFYD®PEEK	Advanced analytics (text / voice) - across sentiments, emotions etc.
UNFYD®PMO	Program / Project Management Tools – with end-2-end process automation, HR & FIN integration to analyse project CBA

UNFYD® - Platform Architecture

- Agnostic to prem / cloud infra
- Multi-tenanted architecture
- Vertical & Horizontal Process agnostic
- Built on Microsoft stack
- API-driven architecture
- Low-code & no-code
- Mobile interventions (iOS / Android..)
- SDK / APK construct
- Identity & Access Management
- Audit Trail
- Reporting / Dashboard / Analytics

Interaction Hub

UNFYD® - Interaction Hub

Your Environment

You have many options for interacting with customers: phone, e-mail, Web chat, text messages, Instant Messaging and even video calls over mobile phones.

In addition to managing multiple channels of communication, you must also choose the best resource to handle each interaction.

Will the interaction be handled by a centralized pool of contact center agents, by home agents, by experts in a branch office, or perhaps by an automated speech self-service system?

UNFYD® provides a comprehensive product suite that allows you to tie these interactions and resources together to better manage your workforce, with reporting and analytic tools to help you meet your business goals.
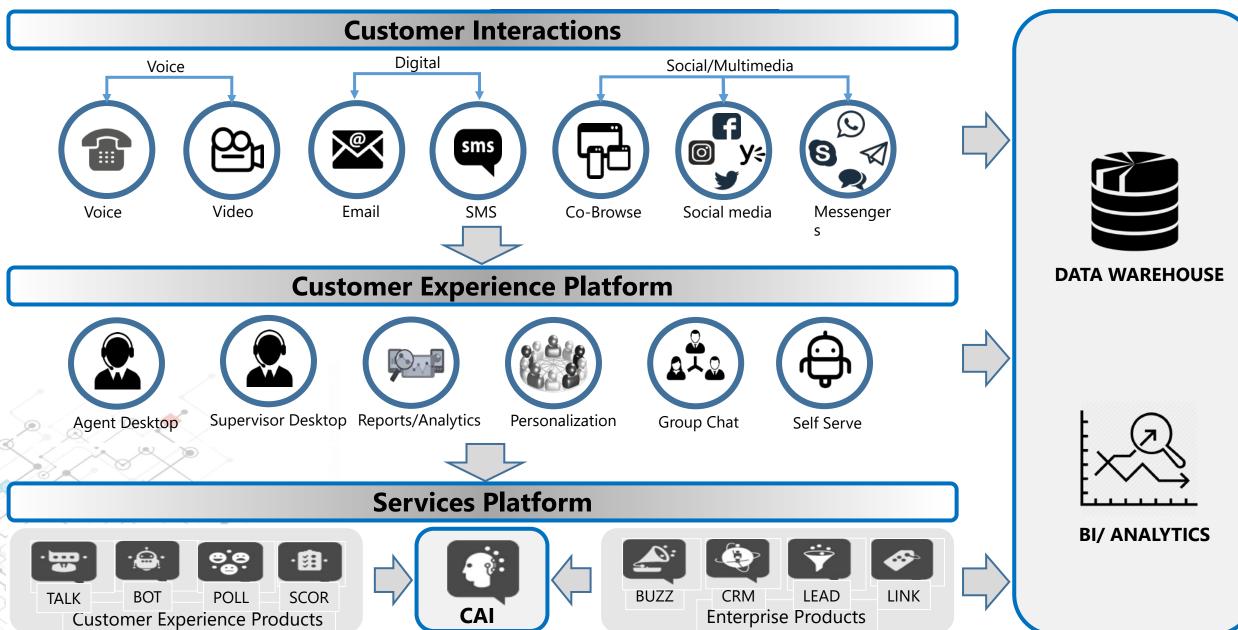
UNFYD® COMPASS

No matter how customers choose to contact you, UNFYD® optimizes each interaction offering choice, convenience and a consistent service experience.

The **UNFYD® DxP platform is at the core of the solution that routes and processes interactions across your enterprise, connecting customers to the right resource - the first time**.
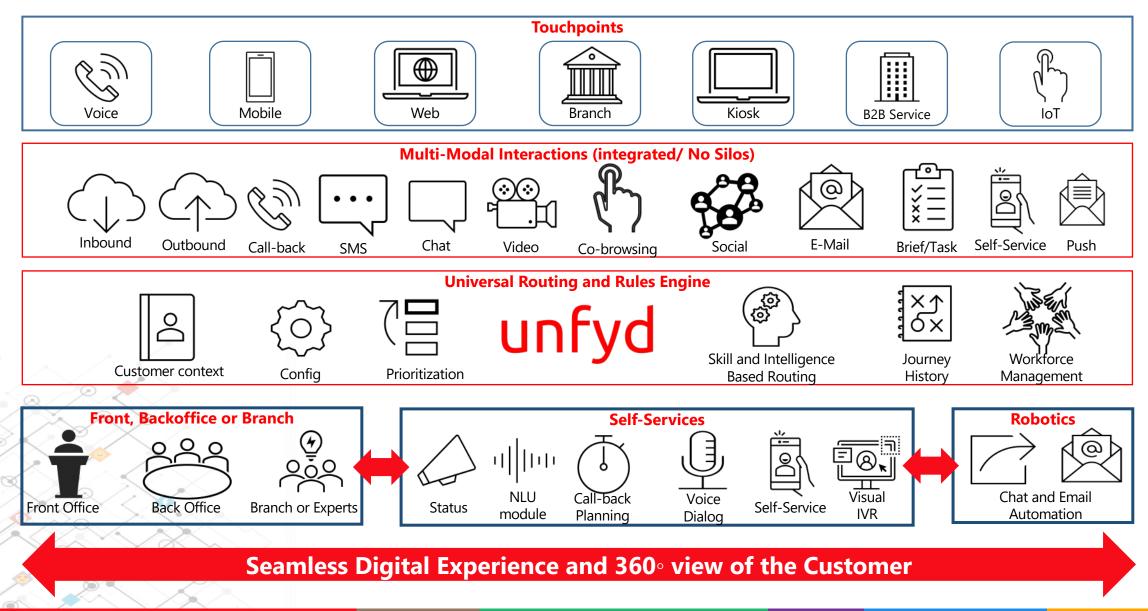
The open platform design means UNFYD® integrates with leading hardware and software systems seamlessly.

Full reporting and analytics capabilities keep you informed and responsive to the changing needs of your business.
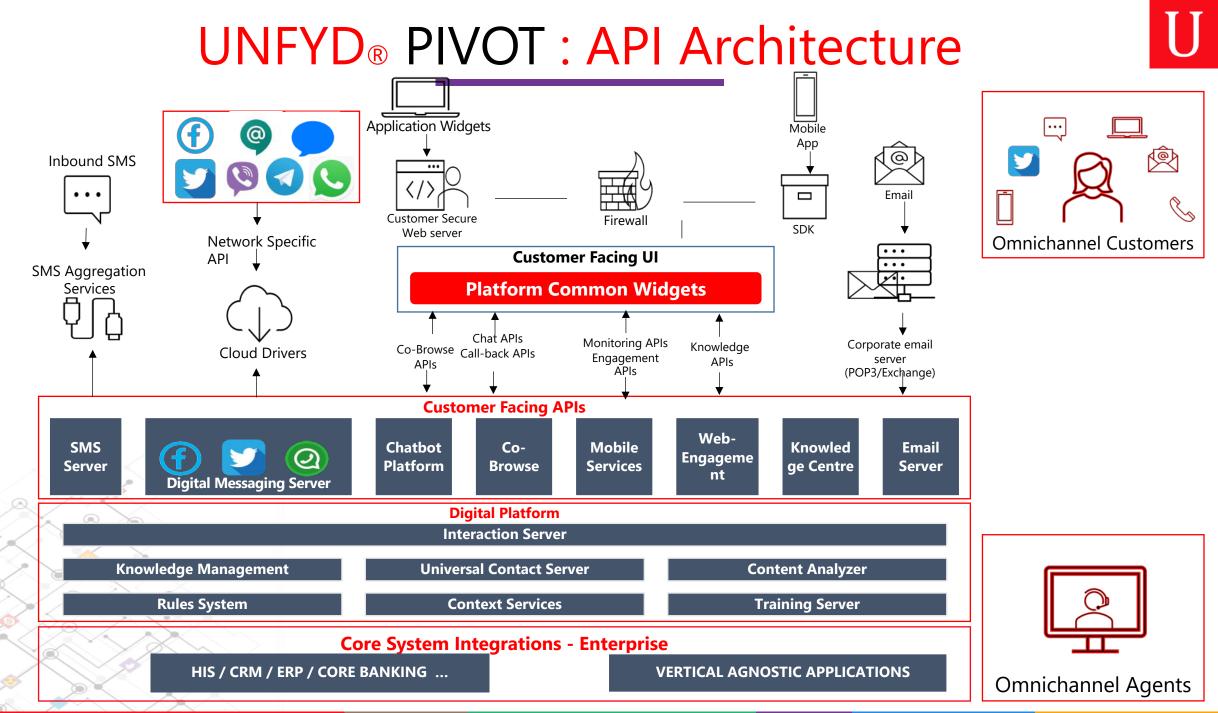
UNFYD® PIVOT : Omni Channel Interaction

U

Customer Interactions

Voice | Digital | Social/Multimedia

- Voice
- Video
- Email
- SMS
- Co-Browse
- Social media
- Messengers

Customer Experience Platform

- Agent Desktop
- Supervisor Desktop
- Reports/Analytics
- Personalization
- Group Chat
- Self Serve

Services Platform

TALK | BOT | POLL | SCOR
Customer Experience Products

CAI

BUZZ | CRM | LEAD | LINK
Enterprise Products

DATA WAREHOUSE

BI/ ANALYTICS

UNFYD® PIVOT : Process Architecture

U

Touchpoints

| Voice | Mobile | Web | Branch | Kiosk | B2B Service | IoT |

Multi-Modal Interactions (integrated/ No Silos)

| Inbound | Outbound | Call-back | SMS | Chat | Video | Co-browsing | Social | E-Mail | Brief/Task | Self-Service | Push |

Universal Routing and Rules Engine

| Customer context | Config | Prioritization | unfyd | Skill and Intelligence Based Routing | Journey History | Workforce Management |

Front, Backoffice or Branch

| Front Office | Back Office | Branch or Experts |

Self-Services

| Status | NLU module | Call-back Planning | Voice Dialog | Self-Service | Visual IVR |

Robotics

| Chat and Email Automation |

Seamless Digital Experience and 360◦ view of the Customer

UNFYD® PIVOT : API Architecture

Application Widgets

Inbound SMS

SMS Aggregation Services

Network Specific API

Cloud Drivers

Customer Secure Web server

Firewall

Mobile App

SDK

Email

Omnichannel Customers

Customer Facing UI

Platform Common Widgets

Co-Browse APIs

Chat APIs Call-back APIs

Monitoring APIs Engagement APIs

Knowledge APIs

Corporate email server (POP3/Exchange)

Customer Facing APIs

SMS Server	Digital Messaging Server	Chatbot Platform	Co-Browse	Mobile Services	Web-Engagement	Knowledge Centre	Email Server

Digital Platform

Interaction Server

Knowledge Management	Universal Contact Server	Content Analyzer
Rules System	Context Services	Training Server

Core System Integrations - Enterprise

HIS / CRM / ERP / CORE BANKING ...	VERTICAL AGNOSTIC APPLICATIONS

Omnichannel Agents

UNFYD® WORKS

- Integrated Interaction workspace, enabling omni-channel interaction within an enterprise across various journey sales, marketing, service and internal stakeholder management as well

- Seamless integration with enterprise-wide applications through API-tunnel

- Voice, video, co-browse, screen-sharing enables ease of interaction

- Advanced personalization, routing & priority queue management

- Integrated with Genesys, Avaya, Cloud Telephony platforms (Knowlarity, Tata Tele, etc.)

- Seamless integration with social / digital API platforms (agnostic)

UNFYD® TALK

Business Value

- Track and manage your email as you do voice calls
- Message content is analyzed and routed to best resource
- Real time, and historical reporting and management tools

■ Key Capabilities

- Multiple chat sessions for single agent
- Customer and Agent typing notification
- Transcript stored in customer history
- Transcript can be emailed to customer for reference by agent or by workflow
- Chat transcript can be forwarded to Supervisor/QA queue for review
- Workflow can send a 3rd party survey URL to the customer
- Transfer, Conference capabilities
- Supervisor Silent Monitor, Coaching and Barge in

■ Dynamic Invitation

- Simple rules to display invitation based on visitor's action on the page
- Visitor's actions are monitored on web page
- Simple rules determine if visitor should be invited
- Rules can take agent availability into account
- Chat invitation is presented to web visitor

UNFYD® RESPOND

- Post office hour conversation management, takes the mundane responses away

- All messages are offline captured & stored

- Create tickets and auto-assign to the queue

- Assigned to relevant teams on the next working hour

UNFYD® MAIL

Business Value

- **Track and manage your email as you do voice calls**
- **Message content is analyzed and routed to best resource**
- **Rule-engine to handle non-responsive agents queue to re-route email**
- **Escalation matrix for non-performing process**
- **SLA driven process-flows to drive on-time performance**
- **Real time, and historical reporting and management tools**

Key Capabilities

System Capabilities

- Auto Acknowledge
- Auto Response
- Suggested Response
- Screening and Content Analysis
- Both Push and Pick (Workbin) Distribution

Management Capabilities

- Real Time Displays
- Integrated Reporting
- Queue Management

Agent Capabilities

- Collaborative Email
- Transfer Email
- Spell Check and option to add custom words
- HTML Email editor
- Attachments
- Interim reply
- QA Review (Supervisor Capability)
- Forward/make a new Email from history

UNFYD® LINK

- Bring the power of collaboration to business process
- Bring everyone together – Teams, Customers, Partners, Suppliers…
- Build relationships with customers, not message
- Involve the right person at the right time
- Track the processes and interactions in a common dialogue

- CASE / Ticketing management suite
  + Deploy across marketing / sales / service journey
- Workflow based, business rule driven interaction management system
- External collaboration
- Omni-channel integration & collaboration
- Ensure SLA metrics
- Build knowledge base to improve agent skills & productivity
- Customize the business processes at any time through configurations

UNFYD® COLLAB

- **Cloud-based content collaboration and management platform** that can help your team work remotely, work together, and work smarter.

- **Enterprise wide UNFYD® HUB for teamwork**
  - ✛ Provide live 'multi-modal' customer assistance
  - ✛ one-click collaboration across ecosystem
  - ✛ Co-browse / Screen Sharing
  - ✛ Chat / Voice / Video Collaboration
  - ✛ Collaboration with experts (process flow engine)
  - ✛ Desktop / Mobile integration

- Seamless integration with core rule-engine for enterprise-wide deployment

- Key Capabilities
  - ✛ Co-navigation: Agent to customer and customer to agent page sharing
  - ✛ Follow-me browsing
  - ✛ Joint form-filling
  - ✛ Dynamic start page
  - ✛ Configurable agent permissions to block selected content

UNFYD® ENGAGE

- Proactive Web Engagement across websites

- Business Value
  - Provide assistance to your web customers when they need it
  - Supports – phone, chat and video-based interactions
  - Scheduled callbacks available when agents are not available
  - Pool into pending task list for next-day response

- Key Capabilities
  - Sophisticated rules or behavior-based invitation mechanism
    - Visitor's actions are monitored across the web site
    - Sophisticated rules determine ranking of who should be invited
    - Rules take agent availability into account
    - Acceptance rate of invitations used to determine the number of invitations to offer

UNFYD® CALLBACK

- Enables web visitors to set-up callback requests, provided voice integration is available with platform deployment

- Business Value
  + Offer your web visitors the option to be contacted by phone
  + Customer can request immediate or scheduled callback
  + Customer doesn't wait in queue – agent calls when ready
  + Preview Mode – agent reviews request before calling

- Customer capabilities
  + Request, cancel, and reschedule callbacks
  + Review statue of callbacks

- System capabilities
  + Reroute/escalate
  + Maximum retries/attempts
  + Email/SMS notification of unsuccessful callback
  + Callback interactions stored in UCS

- Agent capabilities
  + Integrated universal media desktop
  + Preview callback request before initiating callback
  + Reschedule callback
  + Cancel callback
  + UCS provides contact history for customer

UNFYD® SEEK

- Retain knowledge / know-how across organization in a single environment
- Knowledge Portal platform
  + Multi-media capability
  + Cognitive Search
  + Deployed across devices
- Content editing / approval / publish – process flow
- Role based access
- Versioning / Audit-trail of knowledge content change
- Seamless integration to business process across marketing / sales / service
- Knowledge access micro-service (central KB for Agents / BOTs / Website)

UNFYD® DOC

- Enterprise-wide document management platform
- Store, Retain, reuse documents as per demand
- Role based access
- Audit trail

- Integrated with the CRM – documents associated with every opportunity
- Enterprise document management platform
- Document version control and management
- Document storage and repository
- Approval workflow
- Category wise document checklist
- Collaboration over documents
- Internal / External notification event triggers
- Category wise document management reports

UNFYD® SCOR

- Tight Integration with CRM System
- Thin client application
- Ability to Search calls based on all business fields dealt in CRM
- Evaluate calls while listening
- Tightly integrated with core system for access restriction & User management
- Add CTI fields for call queries purely by configuration
- Interface for listening to Voice mails
- Common platform for CRM & QM
- Search calls on Primary & Archive location
- Save & Reuse search criterions
- Ability to listen to calls and download them
- Advanced search options to narrow down on specific calls
- Ability to export Recordings and its Meta data

UNFYD® POLL

- Everything starts from customer service – Completely integrated to Contact Centre
  - Take real time decisions on operations
  - Identify target audience at real time and invite them to share their feedback
  - Improve work force productivity
  - Measure & Improve sales and service performance
  - Blend survey results to contact centre reports
  - Convert survey results to up-sell & cross-sell campaigns

- Tag your customer's feedback to their relationship – Integrate with UNFYD® CRM
  - Contact Centre – Genesys
  - CRM
  - WFM and more..

- Convert your survey results to Business Insights
  - Real-time survey results
  - Analyse subjective answers
  - End-to-end reports – OOTB & Custom

- Create and execute surveys with ease
  - Various types of questions – Objective, Subjective, Rating
  - One system for all channels – Web, Mobile, Kiosks
  - Brand your UI with logos and prompts (IVR)
  - Define which survey to be executed based on business attributes
  - Define who should be invited based on business attributes
  - Schedule surveys for execution

- Open to enterprise applications integration

UNFYD® FORUM

- Enable groups to interact within a restricted structure

- UNFYD® FORUM
  + Enable teams to interact collaboratively, on topics of interest
  + Secure, collaborative and actionable communications
  + Engage in right-time, right-place communications
  + Access across devices
  + Right-time marketing (across communities)
  + Seamless integration across platforms

UNFYD® CDP

- Customer Data Platform – Interaction / Communication / Collaboration
- Capture / store / manage – across omni-channels
- Single store of truth & reference
- Access across various platforms
- Collate data from various external sources
- Custom data view – process-driven views

Customer
Relevance
Management

UNFYD® MX

- Proactively engage visitors landing page with proactive notifications and tracking

- Manage & publish digital content across brands' social media & web platforms

- Single conversational workflow engine across channels

- Allows customers to engage across channels of their choice without waiting in queue

    + Automation platform, to enable seamless content delivery, based on customer journey, behavior economics
    + Social listening & reputation management platform with self-service response & service-agent driven automation
    + Content delivery automation, based on prospect behavior through journey-maps, omni-channel
    + Conversational AI platform for end-to-end self-service operations powered by Knowledge Management suite
    + Content / Knowledge repository – accessed thru Omni-channel collaboration and AI driven engagements
    + Social Interaction platform for ecosystem players, to reach service providers comfortably
    + Business Operations Enhancement using Analytics, Prediction, BI and visualization
    + Omni-channel feedback platform configurable for each process-line separately

UNFYD® SX

- Automation of assignment and routing of field personnel through mobile apps

- Enable co-browse & video to increase online conversions & customer satisfaction

- Contacts, Accounts, Leads, Opportunities Management across departments & products

- Empowers agents with access to customer journey for up-sell / cross-sell
    - ✛ Lead Management & campaign operations, seamlessly inter- Feet on Street Management platform for enabling twined with customer behavior, push content omni-channel field visibility and process optimization through journey cycle
    - ✛ Content delivery automation, based on prospect behavior through journey-maps, omni-channel
    - ✛ Conversational AI platform for end-to-end self-service operations powered by Knowledge Management suite
    - ✛ Content / Knowledge repository – accessed through Omni-channel, BOT and AI driven engagements
    - ✛ Social Interaction platform for ecosystem players to reach service providers comfortably
    - ✛ Multi-channel collaboration for order management and payment cycle across web and mobile
    - ✛ Omni-channel feedback platform configurable for each process-line separately
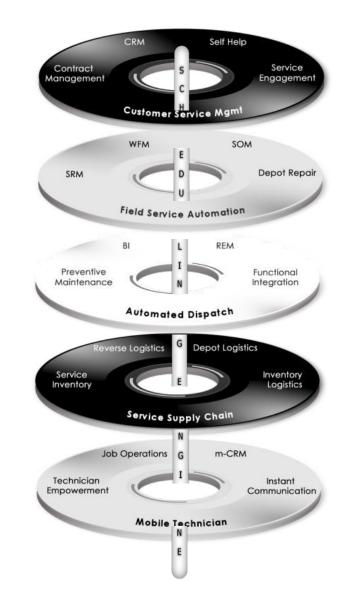   - ✛ Business Operations Enhancement using Analytics, Prediction, BI and visualization

UNFYD® CX

- Automate business services in conversational flows enabling digital self-service

- Enable business rules to automate actions, escalation management for case handling

- Personalized expert assistance real-time for requests, queries and complaints handling

- Omnichannel personalized communication & tracking across all touchpoints
  - Content delivery automation, based on prospect behavior through journey-maps, omni-channel
  - Social Interaction platform for ecosystem players to reach service providers comfortably
  - Multi-channel collaboration for order management and payment cycle across web and mobile
  - Conversational AI platform for end-to-end self-service operations powered by Knowledge Management suite
  - Workflow and Business Process enhancement by integrated ticketing/CASE management tool
  - Feet on Street Management platform for enabling field visibility and process optimization
  - Content / Knowledge repository – accessed through Omni-channel, BOT and AI driven engagements
  - Effective workforce management by quality monitoring and score carding
  - Omni-channel feedback platform configurable for each process-line separately
  - Business Operations Enhancement using Analytics, Prediction, BI and visualization

UNFYD® PITCH

- Enterprise-wide communication platform (omni-channel)
  + Voice, SMS, Email, WhatsApp ….
  + Enables communication across enterprise lifecycle (marketing / sales / service…)
  + Seamless API-led integration with enterprise platform – trigger-based notifications
  + Data segmentation – target audience
  + Scheduling engine to automate process
  + Drip-campaigns (basis earlier performance)
- Performance Metrics
- Content publish to social / digital channels (API interconnect)
- Seamless integration to process-map to align C2A
  + Identify user behaviour thru UTM parameters, to decide next course of action
  + Integrated with messaging channels for seamless process management
- Real-time operations management with enterprise-app integration
- Performance metrics across various processes

UNFYD® DIALOG

- Omnichannel Self-Service Assistance (Web, Mobile, WhatsApp, FB, Twitter, etc.)

- Multi-lingual chatbots

- Channel & Vertical Agnostic

- Channel specific workflow configuration

- Chatbot workflow builder

- AI-driven chatbot workflows – Sales & Service operations automations

- Structured chatbot flow with seamless integration with knowledge, content repository

- Seamless Integration with Enterprise Systems (CRM, CMS, etc.)

- Smooth transfer of chatbot to LIVE agents with interaction history

- Dashboard & MIS

UNFYD® TRACK

- An end-2-end Service Function Management Solution with Scheduling engine as its pivot

- Accommodates unforeseen Scheduling Events while proactively addressing Routine Service and Maintenance Activities

- Built on Intelligent Algorithms based on Scheduling Techniques and Methodologies

- Encompasses
  + **Customer Service Management** – Streamline Accounts, Contracts & Service Entitlements
  + **Field Service Automation** – Optimizes Workforce
  + **Automated Dispatch** - Intelligent Algorithms achieving Business Efficiency
  + **Service Supply Chain** – Efficient Inventory Management
  + **Mobile Technician** – Mobile Application to achieve Service Efficiency

UNFYD® PMO

- An Enterprise Web and Mobile Program Management Solution that enables to Prioritize, Plan, Manage, Measure, Monitor, Control, Automate and Evaluate Core, Extended and Expanded Business Processes
  + Process Centric
  + Dashboard Driven
  + Real time Zero Latency Solution

- Platform Capabilities
  + CORE ::: Enterprise Framework, Process, Program, Portfolio, Project, People Management
  + Process ::: Deviations, Quality, Documents, Cost, Helpdesk, Customer Management, Financial Control
  + BPM :::: Smart Responder, Dynamic Scheduler, Workflow, Security

Journey ….

BFSI CLIENTS

ICICI Bank · bharti AXA jeevan suraksha ka naya nazariya · Mahindra Finance · HDFC Life Sar utha ke jiyo! · TATA MOTORS FINANCE LIMITED · TATA AIA LIFE · BANK OF CEYLON BOC Bankers to the Nation · CAMS Our Mission... Your Growth · muthoot FINCORP Jab zindagi badalni ho · Al Muzaini Always near you · L&T Financial Services Mutual Fund · YES SECURITIES · HDFC MUTUAL FUND · AVANSE FINANCIAL SERVICES

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