Why you need iMind CRM?

**Hard to tracking a call record status**
Call agents who take a customer’s call can’t answer an existing request’s status because he/she isn’t in charge of that request. So call agents need to find out and transfer a call to a request assignee. This make customers annoyed with a slow response of service.

**Fail to perform a job in time**
Call agents have forgotten about following up their assigned jobs, and no one knows these including their supervisor. These make customers feel upset and has a bad feeling on a call center service. For serious cases, customers will complain to company’s executive or public media.

**Give a wrong answer to customers**
Call agents answer customer’s questions with knowledge in their head or from non-updated documents. Sometimes these answers may incorrect or unusable. In case of a product ordering center, giving a wrong product price makes your company lose revenue and customer royalty.

**High turn-over of staffs**
Most call center executives face a similar problem on high turn-over of staffs. Company spends time and a high cost of training for new staffs. Sometimes company’s knowledge has gone with experience staffs.

IBS iMind is the solution of choice for companies running a call center. iMind provides proactive, automated, and integrated approach to manage customer calls; which help companies to bridge the gap between their current implementation and their expectation of high performance call center. The result is to get improvement of first-call resolution rates and deliver superior service to your customers.

**Work on the most important jobs.** Aware agents to do most value jobs first.

**Telephony integration.** Show caller id and IVR menu that customer choose.

**Quick access menu.** Easy to go to the need information.

**Service Aware.** View reminders and notifications that be sent to him/her.

**Easy to use.** User-friendly and very quickly to create or open a request with only two or three clicks.
iMind CRM allows companies to easily complete calls and related activities from submission to resolution. It provides the ability to track calls effectively. iMind enhances call agents with reminders, notifications, and escalations. Companies can work with complex tasks by using its workflow feature. iMind enables companies to implement a one-stop service by providing all needed information such as customer profile, promotion, product, and announcement. With its smart knowledge-based, call agents can easily search and quickly get right answers to customers.

**Deliver superior services**

With iMind, companies can ensure that call agents always work on the most important or highest priority jobs first. iMind provides several views of jobs such as past due jobs, today due jobs, today callback, 1st priority jobs, pending workflow tasks, etc. iMind aware call agents when VIP customers call to a call center by showing a yellow blink icon with customer profile.

**Increase efficiency and productivity**

Call agents can create reminders on a callback appointment or to-do list task. Moreover, iMind automatically generates notifications to keep call agents or involved persons up-to-date on the status of workflow tasks, including request’s SLA warning. When SLA violation event occurs, it sends notification messages based on your pre-defined escalation rule. Notification methods are popup window, e-mail, or SMS.

**Powerful knowledge based**

iMind helps call agents to easily search and quickly get correct answers by using “key words” or “full-text search”. Knowledge documents are grouped as categories on a tree structure for quick browsing. They can make their own favorite list, or bookmark, for frequently used documents. Call agents also can score on each reading document for help others to get better search results.

**Smart call agents**

Integrated with a telephony system, iMind reduces call agents’ response time by automatically popping up customer information and their call history on a screen when call agents get a new call. This allows call agents to make a good impression to customers by greeting a customer name first. Additionally, iMind Soft Phone module, call agents can easily work with telephone function on agent desktop; no need to remember many telephone extensions or reason codes.
In high competition environment of current business world, your customer are the most value that companies need to keep the best relationship with. iMind enhance your service using value-added customer data, called *soft information*, like customer’s birthday, personnel favorite, or special events. iMind can notify call agents to remind on these special dates. You can fill a customer feeling and set priority on each calls. For VIP customers, it will blink to aware call agents, and increase job priority automatically.

**Make informed, agile decisions**

iMind Dashboard allow executive and supervisors to capture an overall service level at a glance. iMind also provide many standard reports in both graphical and text format. All of them can be exported to MS Excel for further analysis.

**Automate business processes**

iMind’s automated workflow functionality makes ensure that all stakeholders are informed when prerequisite tasks have been completed. This informs them when they can begin their portion of the process.

**Flexible to your business requirements**

Most companies must change their business processes to match purchased software. With iMind, *it make difference*! We can deploy software customization to meet your business requirements in both functional and data access. This reduce a need to duplicate data on several databases. Further more, it extends to integrate other applications via web-services.

**Customer Self-Services**

Service companies and customers are empowered to easily submit and track calls via the web from anywhere at any-time, significantly reducing costs of service and improving overall customer satisfaction. Customer can also browse the knowledge base from the web to resolve their own issues for easy cases.

**Free workspace on screen**

iMind Messenger module show a balloon pop-up automatically to alert call agents every time there is a new request assigned to him/her, or when his/her jobs has a notification warning; without a need to open the web browser all the time.
**Server**
- Pentium 4 1.2GHz, RAM 1GB, Hard Disk 100 MB

**Client**
- Pentium III 700MHz, RAM 256MB
- Windows XP/ 2000/ Me/ 98, Internet Explorer 6.0

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For more information, please contact

**Intelligent Business Software Solution (Thailand) Co.,Ltd.**

138 BoonMitr Building, Floor 11, Silom Rd., Suriyawong, Bangrak, Bangkok, Thailand 10500

Tel: (66) 0-2234-1008-9
Fax: (66) 0-2234-1007
Email: info@ibss.co.th