

SPLICE Agent Initiated Messages

Delivering streamlined live agent and automated human voice communications to improve your brand experience and drive sales.

Do these challenges sound familiar?

- Unable to reach all of your best customers via current communication channels
- High costs for agents to leave personalized voice messages
- Lack of integration between agent call programs and other campaigns

Imagine the impact on customer engagement if you could...

- Proactively reach additional customer bases
- Dramatically improve call center productivity
- Quickly streamline your brand experience across all call channels

SPLICE Agent Initiated Messaging (A.I.M)

SPLICE A.I.M. seamlessly integrates the call center experience with automated, human-voice communications that improve your brand experience and drive results. Agents interact in real-time with customers when they connect live, and can drop a personalized voicemail when they reach a machine. This optimizes the interaction for all recipients, and ensures consistent brand messages in either scenario.

Optimized audio is paired with data intelligence that focuses on a brand's top customers. With a goal of targeting the most profitable customers, and tracking results throughout the experience, SPLICE can continually improve the effectiveness of each customer segment.

Applications Include:



Opt-In & Email
Capture Programs



Collections
Programs



Win-Back/Reactivation
Programs



Up-Sell/Cross-Sell
Promotions



Loyalty Program
Communications



Customer Surveys
(Net Promoter Score)



VIP Event
Invitations

Combining Art & Science in Connecting You with Your Customer.

Benefits

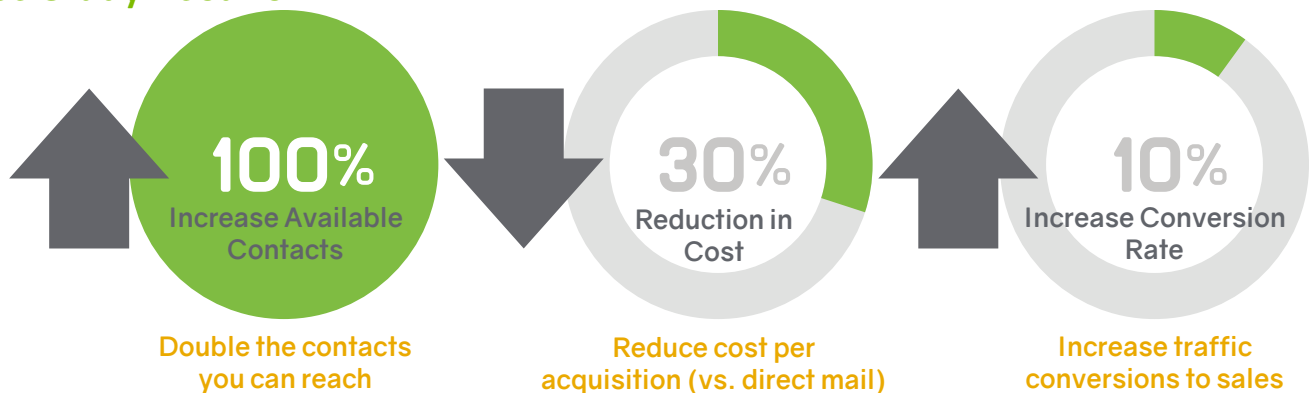
- Maximizes Agent Productivity
- Streamlines Customer Interactions
- Provides an Effective Alternative for New Customer Acquisition
- Reaches Nearly 100% of Targets
- Measures Return On Investment
- Positive Adoption by Live Agents

The State of Engagement Today: Consumers & The Engagement Expectation

If you are really focused on the Engagement Economy, you need to understand how every single touch point is connected across people, places and things. The margin for error today is so small because if clients do not get that personalized experience, they will move on to one of your competitors. Understanding how to surprise and delight is where the Engagement Economy meets growth.

Source: Marketo, "The State of Engagement Today", 2017

Case Study Results



Key Features

- Customizable Caller ID
- Local Datacenters
- Targeted Data Analysis
- Permissions & Preferences Opt-In Strategies
- Full Compliance with Regulatory Bodies

Why SPLICE?

SPLICE Software creates stronger connections and improves the customer experience by delivering personalized messages to your customers via their channels of choice, at the most critical points along the customer journey. Our cloud-based Dialog Suite™ uses Big Data & Artificial Intelligence to deliver Data-Driven Dialogs® that can be leveraged across phone, SMS messaging, and AI-assisted devices like Amazon Alexa and Google Home. It's just part of how SPLICE combines art & science to help you connect with your clients in new ways.

For more information on our **Agent Initiated Messaging**, please call us at **855.777.5423** or contact us on our website at splicesoftware.com/contact.

