



## MicroAutomation's OmniEngage – A Customer Engagement Solution

### Overview

MicroAutomation's OmniEngage drives customer loyalty by enabling delivery of personalized and interactive experiences to your customers. As a result, your customers resolve issues and questions with ease. OmniEngage incorporates our Reduce Customer Effort principles founded on the three things your customers want:

- **KNOW ME** - "They know who I am, they understand my issue, and they personalize my experience."
- **ENGAGE ME** - "They contacted me, and they resolved my problem before I had to reach out to them."
- **VALUE MY TIME** - "They guided me to the easiest resolution, and it took only seconds to resolve my issue."

### How It Works

Combining predicted customer intent with proactive engagement, OmniEngage guides your customers to resolve an issue effortlessly. OmniEngage enables you to engage your customers on today's communication channels:



Mobile



Voice



OmniEngage



Text



Social

*"OmniEngage was able to engage 50,000 customers per hour and over 400,000 per day. An original project with a 9-month timeline and budget of \$5M executed in 90 days at a cost around \$750k. We realized an ROI of \$4M while improving key service level metrics."*

**Wayne Ramprashad, Executive Director  
Comcast**

### Key Benefits

MicroAutomation's OmniEngage will:

- ✓ **Drive Customer Loyalty**  
OmniEngage improves retention rates, increases your customer wallet share, and turns them into evangelists for your brand
- ✓ **Reduce Customer Effort**  
OmniEngage enables a personalized experience, guides customers to the easiest resolution, and proactively engages customers across all communication channels
- ✓ **Improve Key Metrics**  
OmniEngage reduces overall customer service costs, while improving key metrics like NPS, CES, and CSAT
- ✓ **Differentiate Your Brand**  
OmniEngage drives customer engagement through interactive text, mobile, voice, and social experiences, improving your brand image and increasing revenue

## Key Features

### ✓ **Omnichannel and Customer Context**

OmniEngage utilizes the most effective channel for your customer to resolve their issue. Conversations that start on one channel seamlessly move to another channel – without losing the context. OmniEngage will proactively guide the customer to where they both need and want to be with focus on valuing their time.

### ✓ **Application Management**

OmniEngage has pre-built configurable templates available for many applications and industries. These templates reduce time-to-market, as well as provide easy customization to meet your business needs. Additionally, OmniEngage supports custom (including your existing) applications to leverage your existing investments. Eliminate the cost, complexity of application development projects.

### ✓ **Business Rule Engine**

OmniEngage encapsulates your business rules, by channel, to ensure not only compliance, but also best practices. Connect with customers on their preferred channel and control contact attempts through a sophisticated scheduling component. OmniEngage prevents duplicate contact attempts, can check your systems in real-time prior to engaging a customer, and supports concurrent engagement across multiple channels.

### ✓ **Human versus Answer Machine Detection**

OmniEngage provides the industry leading answer machine versus human voice detection, driving a 98.5% accuracy rate. Our “assume human” methodology ensures that customers receive instant playback of information to avoid dead air and makes repeated efforts to determine the end of a greeting for voicemail message playback.

### ✓ **Compliance**

OmniEngage manages your customer opt-in & opt-out preferences, by channel, to support compliance with FTC, FCC guidelines and DMA best practices. OmniEngage assists with regulations from TCPA and PII to PCI and HIPAA compliance. Our customer record validation determines a phone number type as mobile versus landline, and provides verification of ownership and number history to ensure compliance with marketing campaigns.

### ✓ **Integration**

OmniEngage leverages MicroAutomation’s 25 years of call center systems integration expertise to provide seamless integrations to all back-end systems and leading CRM suites – Oracle RightNow, Microsoft Dynamics, Salesforce.com, and SAP. OmniEngage provides real-time updates to your corporate systems to provide agents with timely, accurate, and relevant data.

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## About MicroAutomation

MicroAutomation is a professional services and software firm maintaining 100% focus on customer care solutions. MicroAutomation drives customer loyalty through self-service technology and process innovation, with 25 years of enterprise project experience and consulting expertise. Our OmniEngage product suite personalizes and streamlines your customer’s experience across today’s communication channels – voice, SMS, email, social, web, and mobile.

- Consulting
- Professional Services
- Managed Services
- Contact Center Products
- 24x7 Customer Support
- Vendor Agnostic

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