



Answering the new challenges of serving customers in a new economy

Empowered customers are the driving force in today's marketplace. On a daily basis, customers are changing the way companies compete. Price is no longer the determining factor for many consumers. They are becoming more critical; no longer accepting sub-standard service levels. Consumers know that immediate gratification is only a mouse-click away. The question is - who will the empowered customer choose, you or your competitor?

In the ongoing battle for market share and profits, only those organizations that have an in-depth understanding of the dynamics of the ever-changing needs and behaviors of consumers will survive. Those organizations that are able to develop long-term relationships with the customers they serve will prevail.

The digital age has accelerated the evolution of Customer Relationship Management (CRM). No longer is CRM a simple telephone call from a salesman to a customer, but CRM has evolved into eCRM, a system that manages all customer contact points via the Internet from a single platform. eCRM is the natural evolution of CRM as it provides today's fast-paced and data-overloaded organizations with direct contact to their customers. eCRM also provides customers with the attributes they value most - personal attention and immediate gratification.

The adoption of eCRM is fueled by recognition that long-term relationships with customers are key assets of an organization, providing competitive advantage, improved profitability and ... survival.

At Prisma, we understand that in this changing world, businesses are being pressed by their customers to provide better and faster Services.

PrismaAssist web-based Contact Center solutions are the essential weapons for any business that seeks to prevail in the competitive battles of today

Prisma brings expertise to today's migration from a telephone-based customer service system to an information powerhouse that provides greater accessibility to information. The primary goal of PrismaAssist™ is to improve business communications through the introduction of advanced technology in communication and software applications for Contact Centers.

PrismaAssist Contact Center Suite is a family of eCRM software solutions for Contact Centers. It is a

robust, web-based modular application that features - high security, scalability, and rapid implementation that can handle large communication traffic over the Internet.

PrismaAssist helps organizations transform Customer Service operations that are typically cost centers, into profit centers. These new profit centers provide for new sales and profit growth potential through higher customer satisfaction, cross-selling, and upselling opportunities.

Through the implementation of PrismaAssist Contact Center Suite, customers are empowered with a broader range of communication tools providing them flexibility and convenience. And for organizations, PrismaAssist™ is an ideal tool to help attain higher customer satisfaction, cost reduction, and sales growth.



The power to interact with your customers for direct results

MODULES

Web Chat/Prisma Chat

A powerful and simple to use tool that enables real-time services directly from corporate and commercial websites through a means of text chatting. With a simple click of a 'live agent' button, customer will be brought into interaction with an Agent. Prisma Chat comes with the following features: Pre-Defined Scripts, Auto Greeting, Pop Up Screens, Real Time Supervisor Monitoring (Listening), Transfer, n-way Conferencing, Recorded Chat Session, and SSL encryption.

Collaborative Browsing / Prisma Co-Browse

An effective tool for Agent to assist customer through the capability to co-navigate the browser of the customer thus sharing web-pages, images, and other documents. Co-Browse feature is only operational when a customer is engaged in the web chat session with an Agent. This collaboration tool comes in 2 (two) different modes i.e. Push Mode and Follow Me Mode.

Calculate Points Earned & Perform Points Query

Web Callback feature allows customers who do not wish to wait in queue or on hold, to leave a message. Customers are given the option to leave a short message or specify a time for an Agent to call back. This feature also comes with Abandoned Call Report that captures information of the customer who abandoned a call prior to a successful interaction session with the Customer Service Agent.

Email Response Management / Prisma Email

An email management tool that enables businesses to receive, respond, monitor, and manage customer emails effectively. It is designed to categorize and deliver emails to the right Agent pool. It also separately manages service emails from personal emails of Agents. Prisma Email comes with the following features: Auto Routing, Auto Reply, Built-In Library, and Activity Tracking.

Fax Management / Prisma Fax

The right solution to manage both incoming and outgoing fax documents effectively and efficiently. Prisma Fax is powered with an OCR engine to convert static fax images into editable real text. It has built-in intelligent routing engine to automatically route faxes as email messages to the right Agent pool. With the same token, it allows Agent to reply or send a fax out without leaving his/her desktop. Prisma Fax comes with the following features: OCR, Intelligent Routing, Page Structure Analysis, Integrated Address Book/Contact List, Outbound Fax Management, Fax Job Scheduling, Broadcasting, and Activity Tracking.

Computer Telephony / Prisma CT

Is the perfect add-on telephony system to PBX system enhancing telephone call switching and management to a smarter system with sub-systems in Automatic Call Distribution (ACD), Computer Telephony Integration (CTI), Interactive Voice Response (IVR), Voice Logging, and Preview Dialing.

