



# Increase customer satisfaction and loyalty through a more human customer experience

## The problem with CX

For years, business gurus have preached the importance of “the customer experience.” To improve it, companies have invested billions in call centers, online chat, bots, and enterprise software solutions—all meant to help garner the love and loyalty of consumers, along with the revenue that results.

Unfortunately, most consumers still think service is generally unsatisfying or worse. According to professional services firm PwC, 64% of U.S. consumers feel companies have lost

touch with the human element of customer experience. The technology involved doesn’t feel human and empathetic to their needs, wants, and concerns. Ignoring this complaint isn’t an option. According to customer contact software company Zendesk, 52% of customers will switch to a competitor if they have a single negative impression.

Put another way, customers long for a more human experience: one that combines the trusted advice and human contact of in-person engagement with the convenience of online.

## The solution: IrisCX

IrisCX is an end-to-end, enterprise-level video platform designed to put the customer first and provide a more human customer experience. Visual, on-demand, intimate interactions that come from virtually “being there” with your customer, making relationships the goal instead of company-centric KPIs.

With IrisCX, brands can finally deliver the interactions customers want, at scale—a fundamental shift in customer engagement, how you sell, and how you provide support. Without downloading any software or app, customers can use intelligent video to discover “best fit” products, self-assess and solve issues, and schedule virtual appointments on their own terms, according to their own schedule and convenience.

### IrisCX enterprise-level virtual engagement platform



Video connect via smartphone/tablet



Core work platform for on-demand, scheduled, on-site and self-serve sessions



Augmented reality (AR)



Artificial intelligence (AI)



Data collection, analysis, and reporting



CX workflow automation & process improvement



Integration with scheduling, CRM, and ERP



Data privacy and security

## Enterprise-level intelligence

IrisCX integrates with enterprise software solutions, databases, and scheduling software. Agents can launch virtual sessions right in your CRM. With every interaction, our AI backbone captures and analyzes even unstructured video data. The data from virtual sessions lets your team see the work completed on a customer account in one place, review previous sessions, and view context-driven insights into customer sentiment, intent, behavior, and satisfaction.

It continuously improves results as additional data is collected and analyzed, giving you an ever-expanding, more cohesive understanding of your customers. The resulting data is also used to automate CX workflows and continuously improve CX processes.

All data is protected through ISO- and GDPR-compliant security and privacy, critical for customer trust.

**73%**

of consumers say customer experience is an important factor in purchasing decisions.

**49%**

say companies provide a good customer experience today.

## A more human experience

Engagement means creating a deeper connection with your customers about the products and programs that are relevant to them. Engagement builds trust. It builds real relationships. That's what keeps your customers coming back for more. And that's what IrisCX helps you do. Providing visual intelligence that pairs what you see and hear with what you need to do next, while reinforcing your brand at every step of the way.

IrisCX gives you the ability to treat customers empathetically, respectfully, and at their convenience, in the way they choose. It lets you deliver a more human customer experience that is more likely to make a customer happy and generate the loyalty that leads to future sales.



## A better experience. For both your customer and you.

Increase your CSAT by

**50%**

Increase remote resolution rate by

**63%**

Resolve issues in 12 minutes, with less customer downtime

**12min**