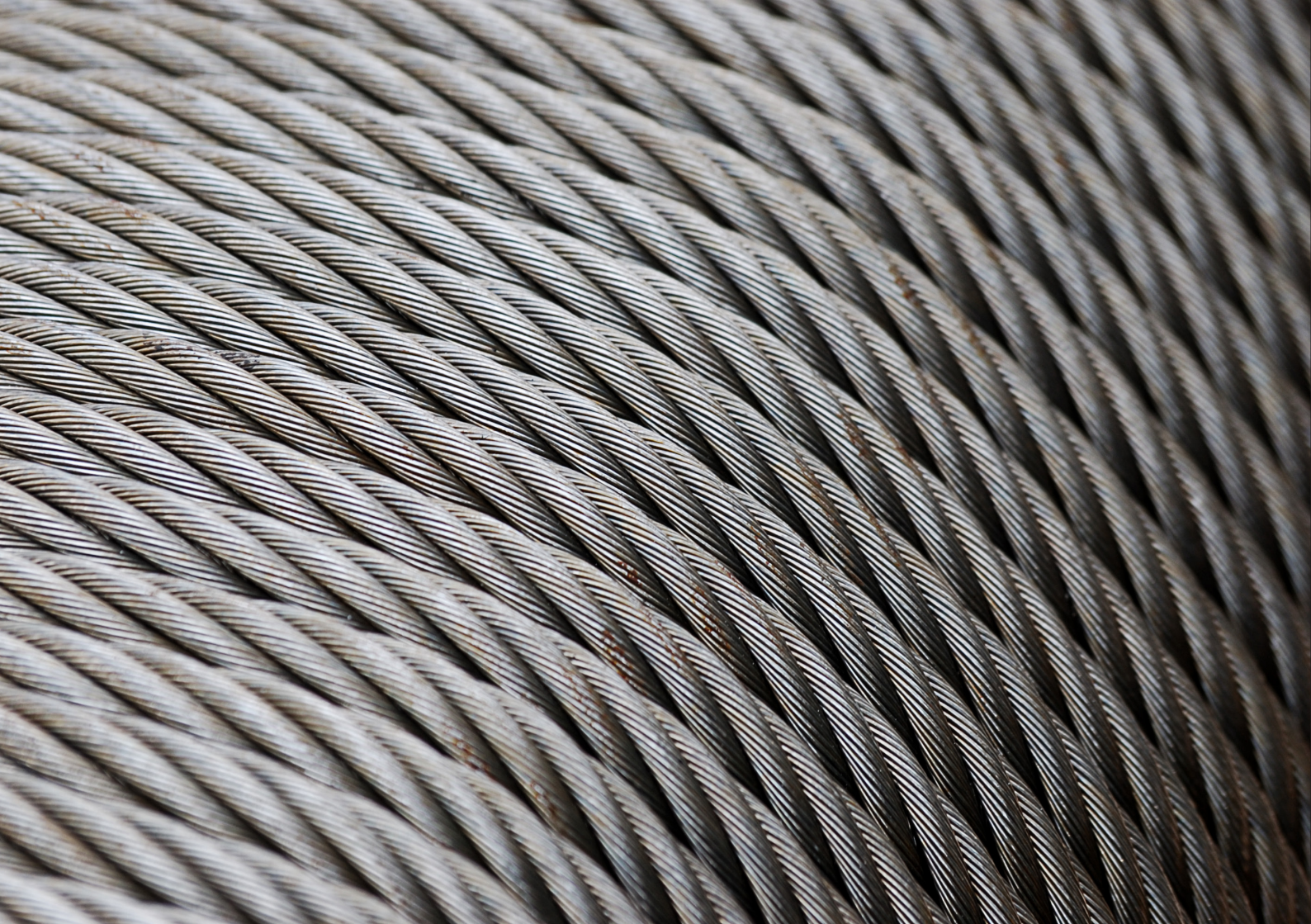




ENABLING THE ART OF CUSTOMER COMMUNICATION



STRENGTH OF THINKING

Artisiam is a niche consultancy clearly focused on delivering effective customer contact.

Our ability to design strategies that span multiple medias and platforms such as the Web, Telephone, Tablets, Smart Phones and Social Media ensures that our clients benefit from a holistic view of their customers. This allows them to respond rapidly to changing customer habits. Our understanding of the impact on internal organisational structures means that we ensure our clients are able to maximise the effectiveness of any investment in technology through appropriate company structures and management.

Our strength of thinking provides a 'steel thread' running through strategy, to procurement, to deployment and onto benefits realisation.

As an organisation we operate all over the world. Having completed engagements in the UK, USA, central Europe , South Africa and India.

Artisiam are truly independent and are free to recommend the most appropriate technology and systems rather than any specific manufacturer.

Our services include

- Visioning
- Contact centre Strategies
- Contact Centre Review
- Omnichannel Contact Centre Design
- Program Management



VISIONING

With the rapidly changing nature of global marketplaces combined with the maelstrom of inexorably advancing technologies, there has never been a more important and opportune time to take advantage of technology combinations and consumer demand for superior service.

By taking a broad view of the possibilities of:

- Contact Centre Technology, (present & future)
- Service Automation
- Digital Transformation
- CRM
- Customer Experience
- Omni-channel Contact Centres
- Actionable insight to gain & retain customers
- Organisation structure and control

Artisiam partners with leading technology developers, systems integrators, major users of technology and academic establishments to deliver a 'real future' vision of the forces that will

shape the business world of tomorrow.

The format of a 'Visioning' session is typically a two day offsite event that takes into account the corporate intent of the organisation and focuses on events and technologies that will change the way business is conducted.



ELEGANT STRATEGIES

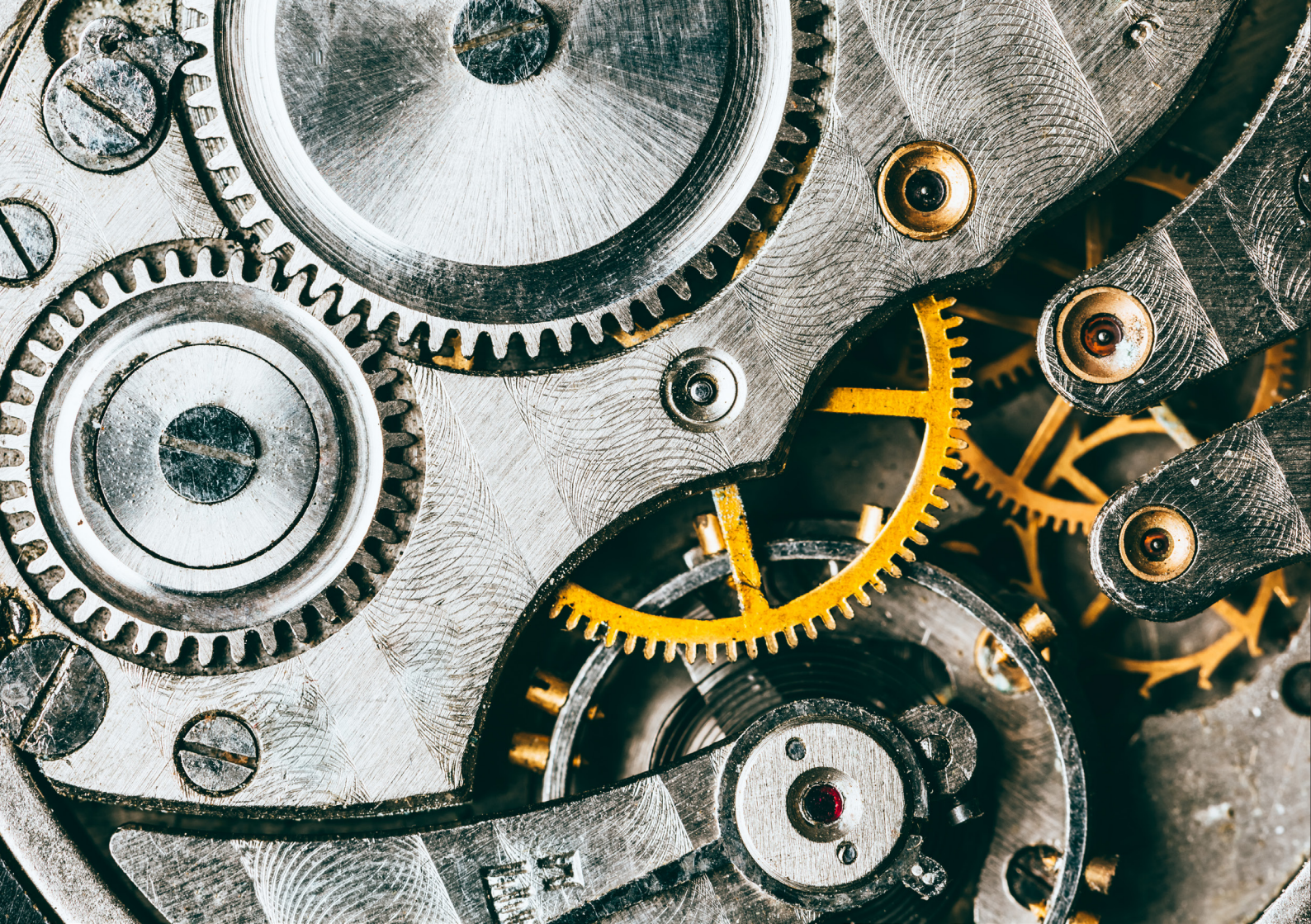
Artisiam specialises in the conceptualisation, development and implementation of customer contact strategies. All of our recommendations are based upon practical experience and a deep understanding of companies that provide solutions at the leading edge of customer contact.

Any-Media is our watchword. Our approach to Contact strategy is based upon a methodology which is business and customer centric rather than technology focused.

The methodology developed by Artisiam is IPF. We specialise in Highlighting:

- The Issues
- The Possibilities
- The Futures

Of customer contact and E-Commerce based solutions in Business.



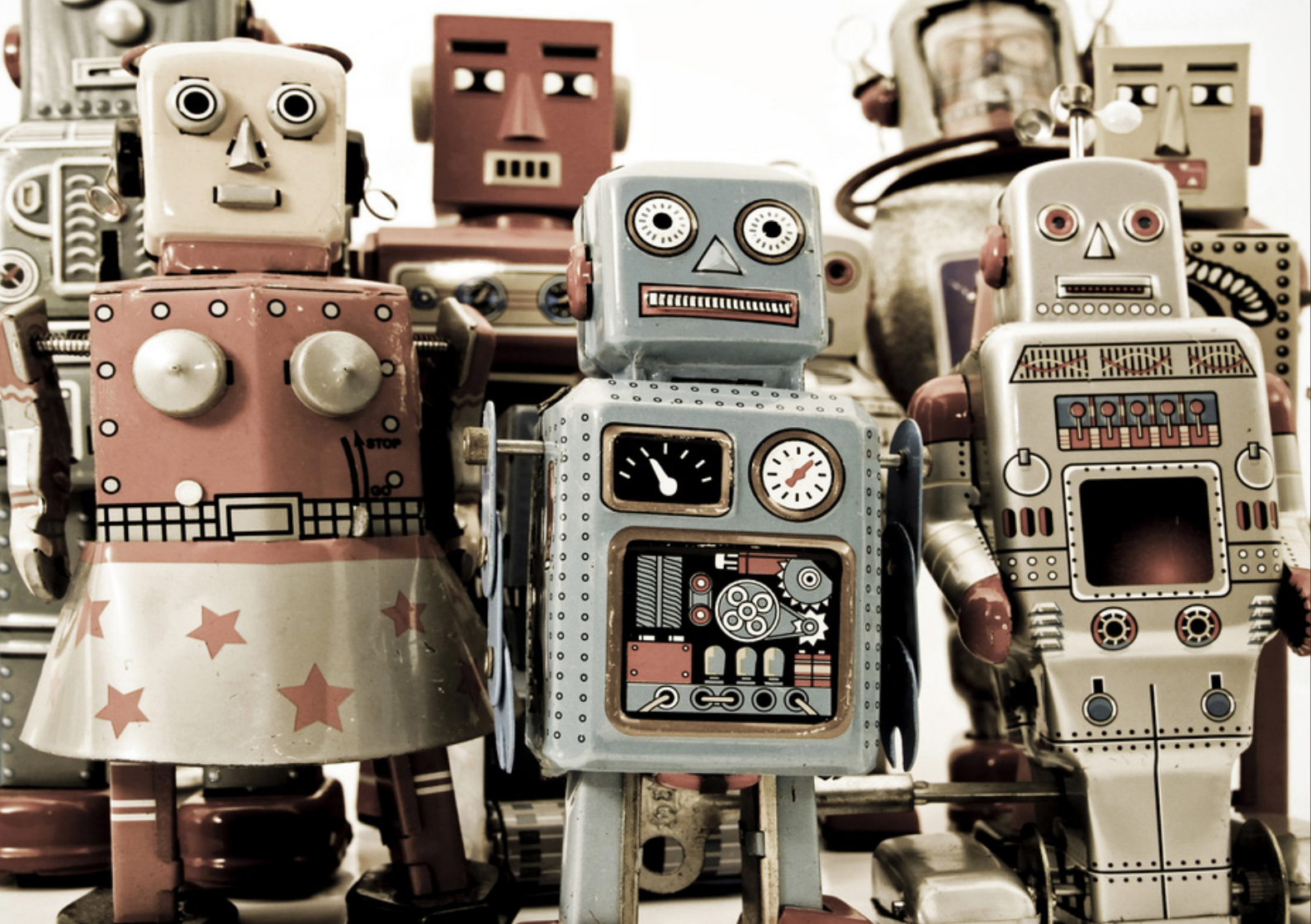
PROGRAM MANAGEMENT

Artisiam can provide precision program management services. Specialising in the management of:

Our skills revolve around both AGILE and traditional waterfall based program management techniques.

- Call /Contact Centre implementation
- CRM integration / construction
- Application development
- Multi-media Integration
- Organisation change

Our program management is based upon significant experience of rapid technology deployment in some of the most demanding and complex contact centre environments in the world today.



SPEECH & BIOMETRICS

The combination of industry and technology experience within the Artisiam team enables us to help you develop and execute successful customer interaction strategies. These strategies will prepare you to embrace new channels and technologies as they rapidly move into the mainstream.

Customer behaviour, when presented with new self-service solutions such as voice biometrics, visual IVR or intelligent assistants is rarely predictable. Therefore your business cases should include an initial phase of proving the hypothesis through proof of concept trials. This then provides an evidence base to demonstrate the true ROI for the solution as well as allowing your key stakeholders to buy-in to new ways of working. A true win-win outcome for all involved in the project.

Customer interactions with both your automated

services and live advisors can provide a rich source of data on which to develop and optimise your customer experience. The proactive use of speech analytics and text analytics can quickly identify 'hot spots' on the customer journey, exposing process failings, gaps in advisor knowledge or poor automation. Additionally, real-time analytics can be employed to guide advisors, to maximise value from the time spent interacting with your customers, or even to identify potentially fraudulent customers and interactions.

Artisiam can advise on, and oversee implementation of:

- Speech driven services
- Speech Biometric security
- Intelligent assistants
- Speech and text analytics
- UX crafting

CONTACT STRATEGIES

IPF forms the basis of workshops and informational presentations that we run to aid organisations deciding on how telecommunications technology can help to solve the customers contact problems that affect different areas of their business.

Particular areas of focus are:

- Issues affecting the business (present & Future)
- Call Centre Technology, (present & Future)
- Multi media contact centres
- Integration to the company E-commerce agenda
- Wireless mobile commerce (smart phone, Tablet)
- Technology combination to gain & retain customers
- Managing technology cost, roadmaps to profit
- Human factors (organisation structure and control)

The net benefit of this initial activity is that the overall process of change becomes a great deal easier if people are clear on the potential benefits of technology to their section of the business and brand. Beyond this initial 'Soft exercise' Artisiam will look to achieve a number of clear goals.

These are as follows:

- Develop a clear, realistic customer contact strategy that reflects the intent of the business and the needs of the customers
- Develop a Clear roadmap that outlines the business and customer impacts of a chosen set of technologies in a given configuration
- Outline all associated costs returns on investment and organisational impacts.

CALL CENTRE REVIEWS

The review service looks closely at established call /contact centres and details areas where service can be improved. Our evaluation is both pragmatic and business focused. Ultimately we aim to improve the cost effectiveness of your customers contacts.

We have the ability to look in-depth at call centre functionality and routing to determine the optimal configuration that makes best use of people and technology resource.

Beyond this we look at the organisation and its control mechanisms as a whole

- How all aspects of customer contact are managed
- Areas of the business that contact customers
- White mail, email, marketing , fax, WEB, all are taken into account
- Self service
- Agent abilities and behaviour
- Organisational structures
- PCI compliance

Standards

- Persona of the company
- Contact standards (how fast is correspondence replied to? etc)
- Proactive contact, reminders, measurement of contact

OMNICHANNEL CONTACT

Artisiam has the expertise and experience to design customer Contact Centres from the very small to the extraordinarily large.

Specialising in Genesys, Avaya, Interactive intelligence , Alcatel and Cisco platforms Artisiam has worked on some of the most technically advanced contact Centres in the world today. Among our customers we can count Thomson Holidays and BSKYB Satellite Television.

Our designs encompass the latest techniques for maximising the effectiveness of customer contact centres regardless to the contact media chosen.

In addition to our design service we also offer a Contact Centre Review Service. The review service looks closely at established Call /Contact Centres and details areas where service can be improved. Our evaluation is both pragmatic and business focused. Ultimately we aim to improve the cost effectiveness and efficiency of your customers contacts.

E.S.P.

Artisiam can provide services that ensure the identification and deployment of technologies that are right for your organisation. This includes:

- Gathering of user / business requirements
- Identification of potential suppliers
- Construction of RFI (Request for information)
- Construction of RFP (Request for proposal)
- Supplier scoring /response evaluation
- Contract /supply negotiation

Our **Evaluate, Select, Procure** process (ESP) is tightly linked to the strategy and roadmap activities to ensure the ‘steel thread’ of corporate intent is carried right from concept through to completion.

THE ARTSIAM TEAM



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Advanced Technology Strategist



Paul Weald
Business Operations
&
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CLIENTS





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