



## V-Person Contact Centre™

Improve contact centre performance and customer satisfaction by delivering the right information to each agent at the right time

Customer contact centres require a great deal of investment – from recruiting and training staff to putting the necessary tools in place for live agents. With V-Person Contact Centre from Creative Virtual, your customer contact centre agents will have that extra edge in providing customers with the quick and competent service they expect. Your V-Person will understand questions asked in natural language and instantly provide agents with the information they seek, reducing average call handling times by up to 40% and increasing first contact resolution. You also build confidence with customers by assuring consistent communication from all agents and across contact channels.

When utilised as a training tool, V-Person Contact Centre has been proven to drastically reduce training time for live agents. By giving all staff easy access to the same level of knowledge regardless of experience, anyone from support teams to trainers and coaches can step in to answer customer questions with confidence during peak or busy times.

V-Person Contact Centre is designed to be complementary to the systems and processes already in place, and can be easily integrated with existing contact centre management software, databases and CRM systems. Options to provide real-time feedback and suggestions lets agents keep content accurate, up-to-date and consistent just by doing their normal jobs, and enables you to create a feedback loop in line with industry best practices.

Customer contact centres are also benefitting from the deployment of virtual assistants across various other contact channels – web, mobile, SMS, social media, service desk, kiosk, IVR – whether deployed alone or in front of a live chat system. By offering customers an easy way to self-serve, organisations are seeing contact deflection rates of up to 80%, with the average being 20-30%. This frees up live agents to assist customers who need to speak with a real person. Powerful integration options also enable seamless escalation from virtual agent to live chat, call back, IVR or other support options.

V-Person Contact Centre is backed by V-Portal™, Creative Virtual’s intelligent knowledge management, workflow management and business intelligence reporting platform, which provides tightly integrated editing, testing, workflow and reporting functionality. Options are available for your solution to be hosted on-premise or in the cloud. Regardless of whether you opt for a fully managed service from Creative Virtual or one of our partners, to manage the system in-house, or for a combination of these, you will always benefit from the on-going support and expertise of the experienced Creative Virtual team.

## Contact Centre Success Story

Motability Operations has partnered with Creative Virtual since 2007 to deploy their contact centre solution, ‘Ask Mo’. They won the ‘Innovation Award for Sustainable Culture’ as part of the 2015 Customer Contact Innovation Awards for their case study titled *Ask Mo: how knowledge gives confidence with customers*. The judges



selected Motability Operations as winners because their “approach to knowledge management builds trust and supports effective conversations, getting it ‘right first time’, optimising call length and – above all – helping advisors give customers confidence.” Motability

Operations credits V-Person Mo with reducing average call length, creating contact centre efficiency and helping them achieve top-ranking customer and employee satisfaction scores.

“Really cost-effective tool – it frees up the time of coaches and managers to actually manage advisors rather than answering questions about processes.”

**Learning & Development Specialist, Motability Operations**

## Why Creative Virtual?

Creative Virtual is a world leader in self-service solutions that enable anywhere, anytime customer engagement between brands and their customers. Leading global organisations rely on our award-winning V-Person technology to improve their customer support experience, increase sales, reduce costs and build brand loyalty.

To learn more about how our Smart Help technology can improve the success of your customer support strategy, visit our website [www.creativevirtual.com](http://www.creativevirtual.com) or email us [info@creativevirtual.com](mailto:info@creativevirtual.com).