



# Drive your customer's experience

**WL Contact**

Digital Payments  
for a Trusted World

By 2025, organizations that integrate artificial intelligence into their multi-channel customer engagement platform will increase operational efficiency by

**25%**

Source: Gartner

**96%**

of customers with a high-effort service interaction become more disloyal compared to 9% who have a low-effort experience

Source: The Effortless Experience by Matthew Dixon

Companies with highly engaged employees outperform their competitors by

**147%**

Source: Gallup

Employee experience is key for Customers experience: they don't need to adapt to the solution: **the solution needs to fit with their activity**



Full screen, browser based, user-friendly application to engage Customer Service teams

Mobile advisors using smartphones

Light widget agent interface to fit with front office activity



## “Our absolute conviction”

Worldline believes that organizations must create strong relationships with their customers to stand out. We therefore help large companies to improve dialog with their customers through everyday support for managing their conversations. With this goal, Worldline provides omnichannel solutions which are easy to use, ergonomic and customizable. Our solutions, and experience, contribute to improving the overall customer experience.



Adapt the solution to your business needs thanks to flexible administration

### Customer journey design to tailor interactions management

Add smart language and bot conversations design for AI-powered customer journeys using a single, common User Interface

### Predictive routing

Find the best match between agents and customers through algorithms based on agents scoring and behavior

- Visual tool for IVR design
- Modeling of the organization through users profiles, skills, domains, teams...
- Routing strategies
- Bots customer journeys and language conception



Monitor, control and enhance performance and activity via a user-friendly interface

### Proactive Supervision

Provide users with a flexible UI to fit with different types of CX managers (team, site managers...). Take advantage of proactive alerts and actions suggestions for a smarter activity management. Consult SLA-driven indicators to enhance quality on every channel.

- Customizable dashboard
- Recording strategies.
- Chat with agents
- Smart alert notifications
- Actions on activity (activation / deactivation of agents, skills, etc)



Improve the processing of interactions on the different channels for your advisors via this unique UI

### The “Virtual” agent is THE next feature to enhance CX

Provide Conversational call bots on IVR for customers with recurring calls and enhance automation with smart suggestions based on the client context.

### The “Augmented” agent

Implement real time text to speech transcription & analysis to understand better what your customers want. Integrate RPA software to provide agents with next best action suggestions based on your customers' context. Set up task management to optimize internal processes.

- User-friendly User Interface (UI)
- Wallboards & indicators
- Chat with supervisors
- Knowledge base
- Interactions history



Enhance your customers engagement with campaign & survey tools

### Customer engagement evolutions: Multichannel web engagement

Dynamically suggest different channels to engage your visitors according to their web navigation (Chat, video, callbacks, Messenger)

- Outbound calls scenarios
- Campaign management for Voice and Video appointments
- Customer Satisfaction survey design and follow up
- Engagement strategies for Chat

To better personalize your customer experience you first need to be able to identify **WHO** your customer really is!

Our latest innovative authentication methods include: **Voice biometrics:** the voice of your customer is their password, **Multi-device and cross channel trusted authentication on mobile and browsers:** just send a mobile notification to your customer's smartphone, allowing them to authenticate themselves.

# Benefits of WL Contact

## Efficiency of agents

Agents can learn to use omnichannel interface in less than two hours

The average e-mail processing time is reduced by about 20%

## Autonomy of supervisors and administrators

Management can be tailored to each entity

100% of our customers administer their CCaaS platforms

## Quick deployment

A new IVR service can be deployed in less than two days

250 agents can be migrated in less than three months

## End-to-end support

350 experts are dedicated to transforming customer relationship

40% of the roadmap is dedicated to our users' requests

## Scalable cloud

Up to 20,000 users can be connected concurrently per customer

Handling of seasonal peaks: up to 70,000 calls answered in one day

## Easier IT integration

Into multiple environments Database, CRM, Collaborative tools

We successfully integrated WL Contact into 9 Information Systems for a customer

“Worldline has now developed into a world-class cloud contact center provider.”



Decision matrix 2020-21

## About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

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