

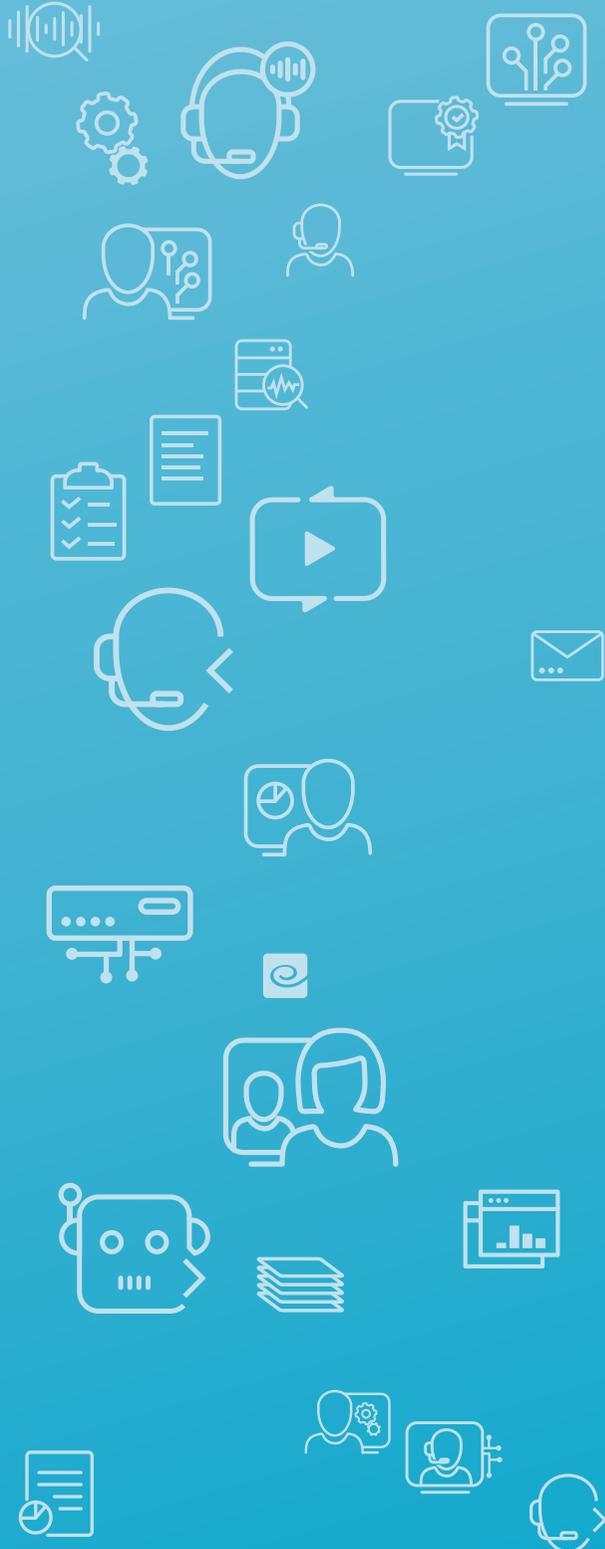


Enghouse  
Interactive



How to carry out a correct  
**Real Time Management**  
strategy to positively impact the customer experience?





TIP 2

## Use analytics to improve the rate of customer retention

Real Time Management can play an important role in companies' efforts aimed at improving the customer retention rate. In addition, as a best practice, the agents can be trained to identify phrases that indicate that the client wants to abandon an interaction, and receive instructions on promotions in order to avoid the customer from desisting on a product or service already purchased. These attempts by the agents to conserve the customers can be measured using retention metrics, in order to keep the agents concentrated.

TIP 3

## Identify the training needs of your agents

Organizations can use real-time analytics software to measure whether agents are actively listening to their customers, without disrupting them and ensuring that they are listening to their customers and really understanding their needs. With an active listening approach driven by cutting-edge technology, any variation in the processes established by the company can be detected in real time, so that the agents and/or supervisors form the basis for future training programs, customized and tailored for each agent and situation.



## Harvesting the reward

Real Time Management, when effectively implemented, can provide companies with a wide range of benefits, from improved sales performance for maximizing customer retention to better agent training and a more transparent approach to compliance. Today, many companies use contact centers to reach customers and prospects so that they can actively interact with them. However, in an increasingly customer-centric world, those organizations that really listen to their customers are the ones that gain the knowledge and understanding that allows them to stand out from the rest.

# About Enghouse Interactive

Enghouse Interactive ([www.enghouseinteractive.com](http://www.enghouseinteractive.com)) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enghouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enghouse Interactive is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol "ENGH." Founded in 1984, Enghouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom. Learn more at [www.enghouseinteractive.com](http://www.enghouseinteractive.com)



Presence Suite is an  
**Enghouse Interactive** solution

For more information visit  
[www.enghouseinteractive.es](http://www.enghouseinteractive.es)

