

CUSTOMER CARE

Service industry businesses and institutions rely heavily on appointment and reservation scheduling. Clinics and hospitals, restaurants, real estate agencies, accountants, salons, and many other types of companies depend on customers to arrive on time. Missed appointments and no shows mean less revenue and higher overhead, direct hits on a business's bottom line and productivity. And in the case of businesses such as clinics and hospitals, missed appointments limit access to services for other customers.

But despite the impact of missed appointments, businesses must maintain a positive customer experience. They cannot afford to jeopardize referrals by imposing fees on customers who forget an appointment or cancel at the last minute. Instead, businesses need to help customers keep their appointments. For many years, organizations have relied on automated or manual phone calls to remind customers, but the cost of these solutions adds up quickly, accounting for an average of one hour per day, depending on location.

Today, with mobile devices so prevalent, organizations can offer customers the opportunity to receive reminders through whatever channel (SMS, push, email, and voice) works best for them. With Alchemy's SMS Interactive Platform, any business that relies on appointment or reservation scheduling can lower its no show rate while actually improving the customer experience.

Alchemy's Interactive Platform allows organizations to personalize messaging, reduce missed appointments, and enhance the overall customer experience.

With personalized messages sent via SMS, push, email, and voice, businesses can interact with their customers via targeted two way messaging, reminding them of upcoming appointments and existing reservations, or updating them about waitlist status. Messages can be tailored for each recipient and distributed automatically across a variety of communication channels.

In a larger business or institution, the Interactive Platform can interface with a CRM system to deliver targeted, time sensitive reminders and notifications, with details specific to the customer.

The platform also allows for intelligent two way communications, enabling customers to confirm appointments or notify the business when they are running late or need to reschedule.

Alchemy's multi-channel SMS Interactive Platform enables institutions to:

- Distribute timely, personal, and automated reminders to help customers keep upcoming appointments and reservations.
- Minimize missed appointments and save the institution time and money.
- Manage and deploy SMS, push, email and voice, depending on customer preference.
- Send simultaneous alerts across multiple channels, reducing the chance of missed messages.
- Improve the customer experience and help ensure positive referrals.

The travel and hospitality industries are rapidly adopting mobile, not just to improve the customer experience but also to improve operational processes. From reservation reminders to special deals and promotions, communicating to customers via the mobile channel is quickly becoming the standard.

Customers have already adopted mobile devices as the preferred way to manage their travel. And already online sales of airline tickets exceed £80 billion. With online airline ticketing projected to continue rising through the mobile channel, institutions must be ready to take full advantage of the opportunities.

Technology is rapidly and dramatically changing the way people shop, buy and experience air travel. As mobile devices become more sophisticated and commonplace, leisure and business travelers alike are turning towards mobile to search for travel information, get late deals and even rate their experiences after travel.

For institutions in the transportation and hospitality industries, this is presenting new challenges and opportunities.

First and foremost, travelers value convenience.

For business travelers especially, mobile provides a convenient, popular means of finding airline tickets, lodging and auto rental information. Evidence of this can be seen in the abundance of mobile apps among travel reservation, hotel and auto rental organizations.

Mobile also lends greater efficiency to the airport check in process. In fact, a study reports that overall satisfaction is highest when passengers check in using their mobile devices.

To benefit from this momentum, institutions need to integrate their legacy systems with a mobile platform that enables quick deployment of time-sensitive, personalized communications. Ensuring a seamless travel experience is key to customer satisfaction and long term loyalty.

Alchemy's interactive Platform powers mobile communications, and going global with SMS and Voice. Airline companies, hospitality and auto rental agencies, and organizations that manage airports, buses, ferries and other transportation facilities can all utilize the platform to deploy single or multi-channel communications to the ever growing number of travelers.

Our solutions integrate with your existing systems and other services to let your business extend the revenue, at the same time improve customer satisfaction. Traveler alerts and in app notifications, especially when accompanied by vouchers and special offers, keep travelers informed and enable them to easily purchase additional services.

Using the platform, you can personalize offers and promotions for individuals regardless of their booking channel. For example, an opt-in text alert during third party booking not only helps keep the customer up to date on flight status, but also it may trigger a welcome email from the airline when the platform recognizes the booking as a new customer.

By utilizing two way communications, you can receive real time customer feedback, aiding in time sensitive customer service. For instance, a customer with lost luggage can submit a mobile claim report on the spot rather than stand in a line waiting for assistance.

Mobile offers institutions many opportunities to enhance the travel experience through the entire lifecycle while improving operational processes.

Timely communications, satisfied customers;

- Deliver streamlined communication and improve operational efficiency by integrating mobile with existing systems and third-party apps
- Deploy real-time updates and alerts to customers regardless of the channel they used to book their travel
- Deliver timely and convenient communications and promotions based on user preference and behavior
- Improve the customer experience through convenience and two-way services

Sample;

A major international airline needs to lessen customer dissatisfaction caused by delayed flights. Utilizing our solutions, the airline is able to offer travelers a convenient way to receive up-to-date information about their flights. During the ticketing process, customers can sign up for mobile alerts delivered via SMS, email or push. Then on departure day, alerts are automatically delivered to any traveler whose flight is delayed by more than one hour. Included with the alert is a voucher for food at a popular airport concession. Incremental delays receive personalized apology letters in addition to travel vouchers.

Card Activation/Management

Prepaid and debit cards are the fastest growing electronic payment instrument. To ensure that customers are satisfied with their card providers, they must be able to activate their cards and access their accounts anytime, anywhere from their mobile devices.

With the number of prepaid and debit cards expected to skyrocket in the near future, institutions must enable customers to activate their cards and access their accounts in the quickest, easiest possible way, via their mobile device.

Since 2006, customers with cards have loaded between 33% and 50% of incremental funds each year, fueling growth.

In addition to the increased use of prepaid cards, traditional debit and credit cards are also projected for growth.

Driven by the economic recovery, consumer credit card debt is projected to increase more than 483% year-on-year, representing more than £40 billion in total credit card debt.

Mobile offers card carrying customers anytime, anywhere access to conveniently activate and access their accounts. In order to take full advantage of the opportunities with prepaid and debit cards, institutions need to augment existing POS and CRM solutions with integrated mobile communications.

The Interactive Platform enables you to deliver valuable services utilizing multiple communications channels (SMS, push, email and voice). You can choose the channels that best suit your situation and the customer's preference.

For example, by integrating the platform with existing account and billing systems, you can deliver real time SMS alerts to customers about account balances and purchase transactions, enable customers to activate and deactivate cards, and allow customers to make balance inquires and account transfers directly from their mobile device. You can follow up any of these interactions with an email message confirming the activity.

With timely access to account information and the ability to easily manage their accounts, you will empower customers to make purchases with confidence, increasing their satisfaction while reducing the need for assisted service.

Multi-channel interactive platform lets institutions offer customers real time activity alerts, bill payment, account transfer and other valuable services that build and retain customer loyalty.

Higher revenue, loyal customers;

- Optimal customer convenience
- Better informed customers, reduced time and cost constraints from paper-based communications.
- Lower customer service hours through automated messaging.
- Increased card usage from more confident customers.
- Scalable solution supports hundreds of millions of customers.

Anna using Alchemy's prepaid elite plan, is required to add SMS to her plan when she reaches a low balance limit. Before placing her next bulk text, she texts a balance request to a short code.

The Interactive Platform receives her request and replies with the remaining minutes balance. Seeing her SMS are low, she responds with a request to load additional SMS. The platform processes the request internally and confirms when the new balance has been loaded.

By 2017 nearly half of all bank account holders in the World are predicted to use mobile banking as their dominant channel. Institutions across industries must move in parallel with this trend, and utilize mobile for their customer touchpoints. Bill reminders are a great first step. They enable regular and convenient communication with customers, help prevent late payments and reduce payment processing costs.

With bill payment via the mobile channel on the rise, organizations need to offer SMS self-service payment options to their customers.

The opportunity to benefit from the power and reach of mobile has presented itself to nearly every major industry, building momentum and driving change within even the most conservative sectors. For institutions in the financial services industry, the vast majority of customers already own a smartphone, with over one quarter actively using their device to conduct account management activities such as bill pay and account transfers. In addition, most billers are using mobile to enhance and extend customer service.

Despite the readiness of billers and customers to utilize the mobile channel, financial institutions such as banks, credit unions and investment firms face significant challenges in mobilizing their processes. First among these are integration complexities, data security and implementation costs.

To overcome these challenges, institutions need a solution that enables them to utilize existing, legacy systems.

They need a solution that avoids complex, lengthy and costly integration work, and that enables quick time to market for personalized, streamlined and automated communications that work across operational groups and have real customer value.

Alchemy's Interactive Platform enables you to interact with your customers more frequently and more proactively. For banking services, mobile is the only practical communications channel for proactively delivering account information and bill reminders. Not only do the timely communications augment customer service and satisfaction, they also help strengthen the relationship with your customers by removing the stigma associated with bill collection.

Integrated with existing billing systems, the platform allows for two way communications across messaging channels, even allowing bill payment via an SMS message. With a choice of multiple channels including SMS, push, email and voice, you can use the platform to send messages to one or one million customers, with built-in intelligence to account for user contact preferences. In contrast to paper based communications, SMS notifications offer immediate action, reducing resource and float times.

As more and more banking institutions and creditors use multiple communication channels to engage with their customers, institutions across industries must also advance to meet the evolving expectation.

Reduced float, happier customers;

- Forge stronger customer relationships through consistent account notifications based on user preferences
- Reduce float times and mitigate late payments through a more convenient mobile bill pay process
- Reduce distribution and handling costs associated with paper bills
- Streamline communications to keep customers informed and proactive about their accounts
- Provide personalized communications and offers based on user profiles and preferences

Sample;

A utility company wants to improve customer satisfaction levels while speeding up bill payment processing. Using Alchemy's Interactive Platform, the institution is able to offer customers billing reminders with a simple SMS and mobile payments. Bill reminders are distributed via SMS five days before bills are due. The text messages give customers the option to text back a short code that authorizes payment. When payment authorization is triggered in this way, the platform interfaces with the utility's billing and CRM system to process the payment.