

CGI Connect

Using analytics to optimize channel allocation

Today, organizations are increasingly realizing the benefits of using business intelligence to optimize channel allocation. CGI Connect provides an integrated multi-channel offering that includes advanced decisioning capabilities and the latest in collections channel technology, enabling clients to improve the customer experience through effective channel management and reduce collection costs.

A component of CGI's Collections360® suite, CGI Connect supports interactive voice response (IVR), dialer, text message, email, and web portal needs by leveraging CGI partnerships and also delivers a variety of technology solutions that meet our clients' diverse channel management needs.

With this offering, organizations can facilitate multi-channel, 24x7 customer service through customer preferred channels, enhancing the overall customer experience while, at the same time, reducing operational costs.

A COMPLETE CHANNEL MANAGEMENT OFFERING

Key features of CGI Connect include the following:

- **IVR/dialer:** provides unified contact center technology solutions, including advanced dialer technology and integrated IVR solutions
- **Multi-channel communication:** provides the ability to communicate with an account/customer via different channels, such as two-way SMS (mobile) and one-way email; through these interactive channels, communications can drive the customer to a web portal to make a payment or promise to pay
- **Web Promises:** a related CGI solution that, when integrated with CGI Connect, provides a communication and validation link between bank-branded websites or IVRs and collection systems, facilitating "agentless" collections; consumers can use this tool to make online payments, arrange promises to pay, update contact information or request information

With CGI Connect, organizations benefit from a comprehensive and innovative solution that, through advanced analytics, optimizes channel allocation, the customer experience and the bottom line.

Founded in 1976, CGI is one of the largest IT and business process services providers in the world, providing business consulting, systems integration and managed services. CGI has an industry-leading track record of delivering 95% of projects on time and within budget, aligning our teams with clients' business strategies to achieve top-to-bottom line results.



CGI CONNECT

ENABLING EFFECTIVE CHANNEL ALLOCATION BASED ON:

- Customer stated preferences
- Observed past behavior
- Cost considerations
- Customer value

For more information about CGI, visit www.cgi.com, or email us at info@cgi.com.