



the **new**
conversation

跨界一致服务、造就非凡体验

The New Conversation

黄金鹏 ROGER
March 21, 2012

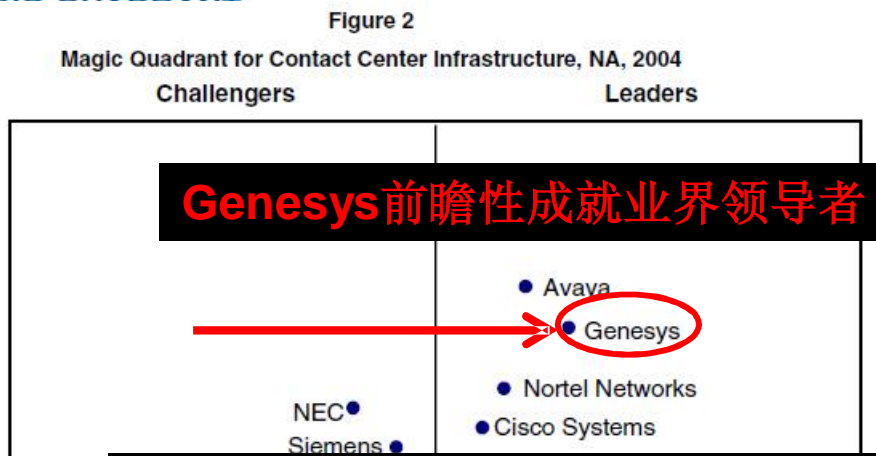
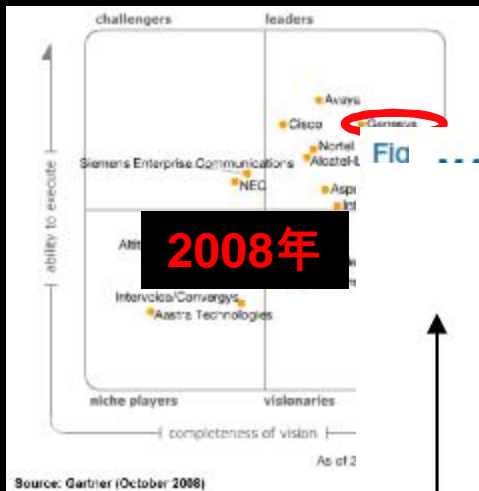
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Birds and Frogs
《飞鸟与青蛙》

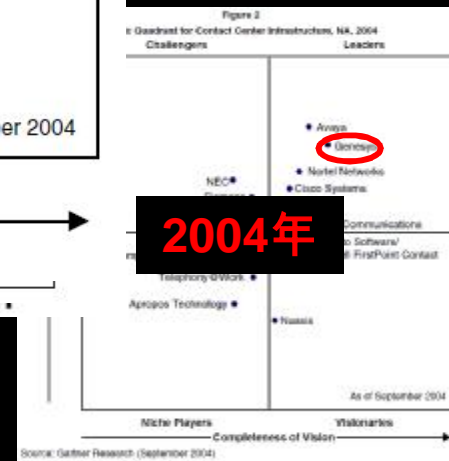
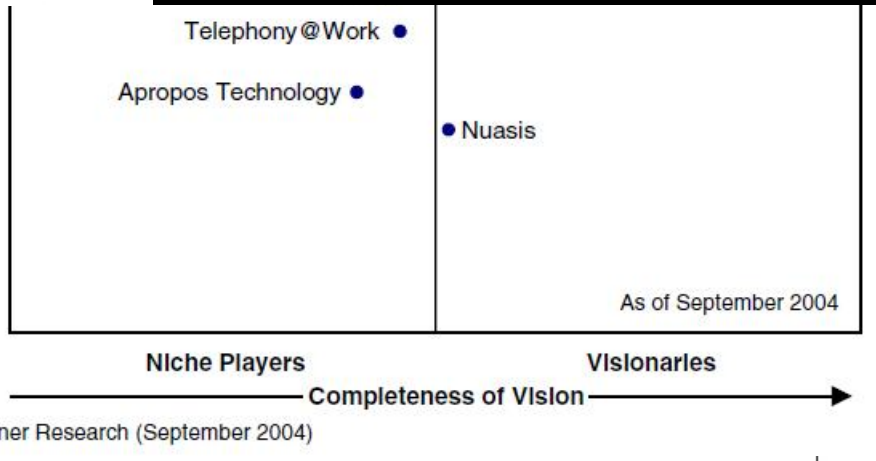
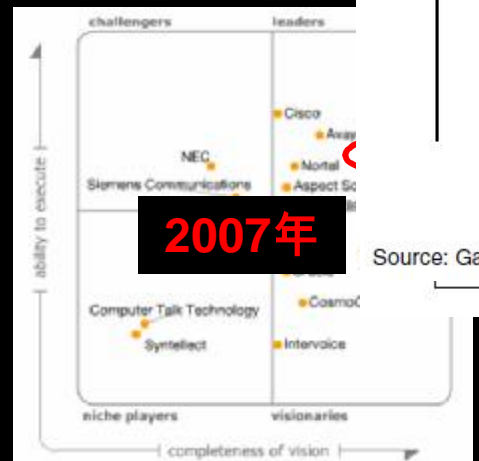


Freeman Dyson
弗里曼-戴森





前瞻性成就业界领导者



“The technologies which
have had the most
profound effects on
human life are usually
simple.”

Freeman Dyson on Technology



“那些对人类生活产生深远影响的技术，
往往都非常的简单”

弗里曼-戴森





SAVE THE WORLD FROM **BAID** CUSTOMER SERVICE

Help your customers with a simple, fast and great experience.

帮助企业实现 **简单、快速、美妙** 的客户体验



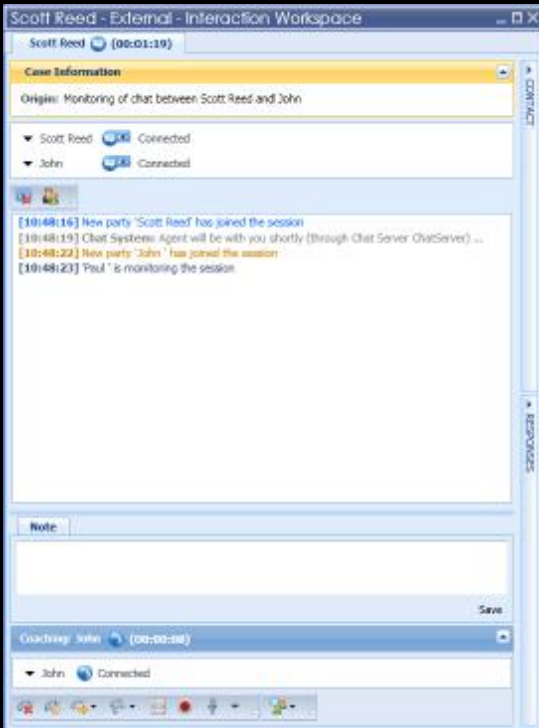
营业厅



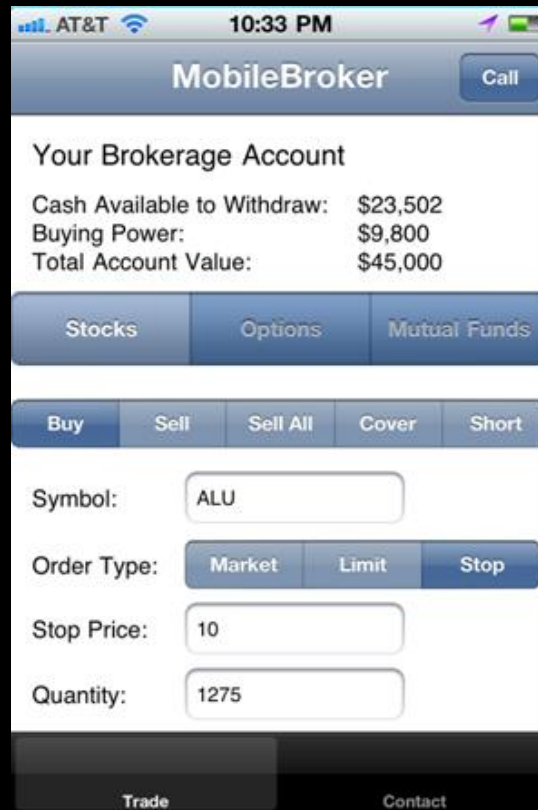
电话服务



企业网站/会员网站



在线客服



智能手机应用



电子邮件
短消息



社交媒体

71% 的客户在研究和购买时会通过**网站和其他渠道**了解信息。

74% 的客户在申请服务时会在**网站和其他渠道**沟通后达成服务。

– Forrester Research

71% of consumers go from Web to some other channel when researching and buying.

74% of consumers move from Web to another channel when getting service.

– Forrester Research

社交媒体



浏览微博

网站



浏览论坛



登录网站

联络中心



IVR



Agent

营业厅



网点

移动终端



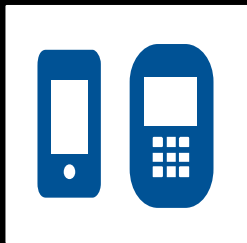
微博



SMS



企业拥有丰富的交互渠道，但对于客户服务和客户体验而言，这些渠道又是相互孤立的。



企业需要提供的是 跨界一致服务 而非孤立的交互

Social
Media



CRM



In-home



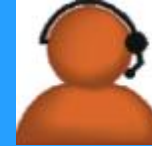
Chat



Knowledge
Management



Agent



Mobile



CONVERSATION

White Mail



Forums



Email



Web



IVR



SMS

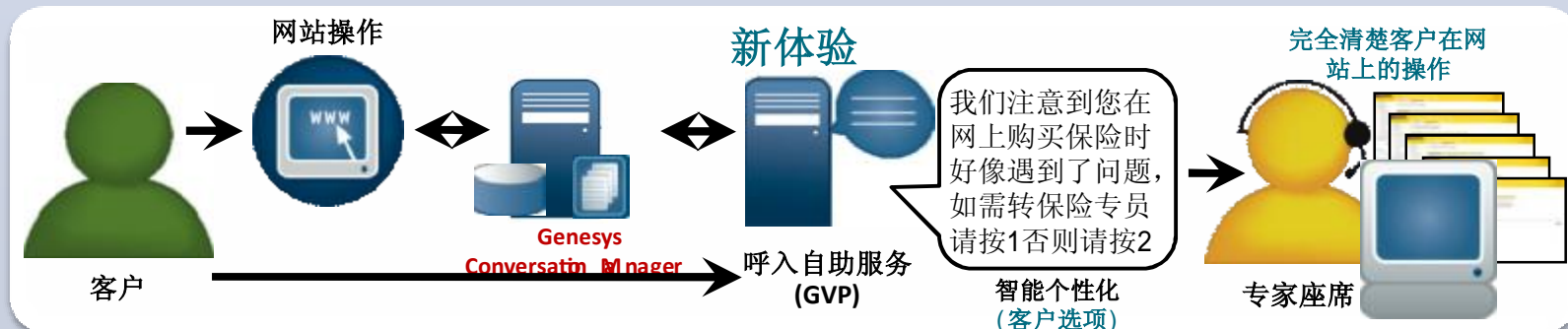
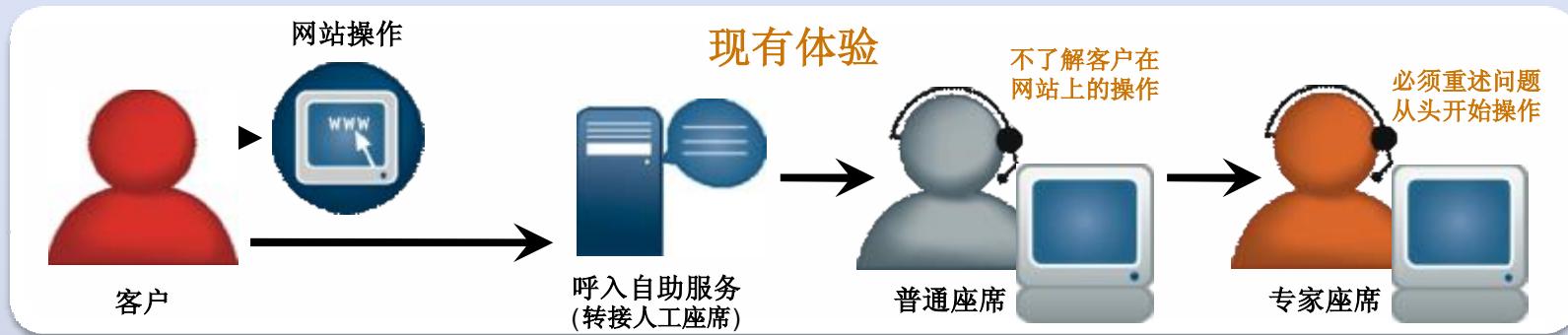


In Store



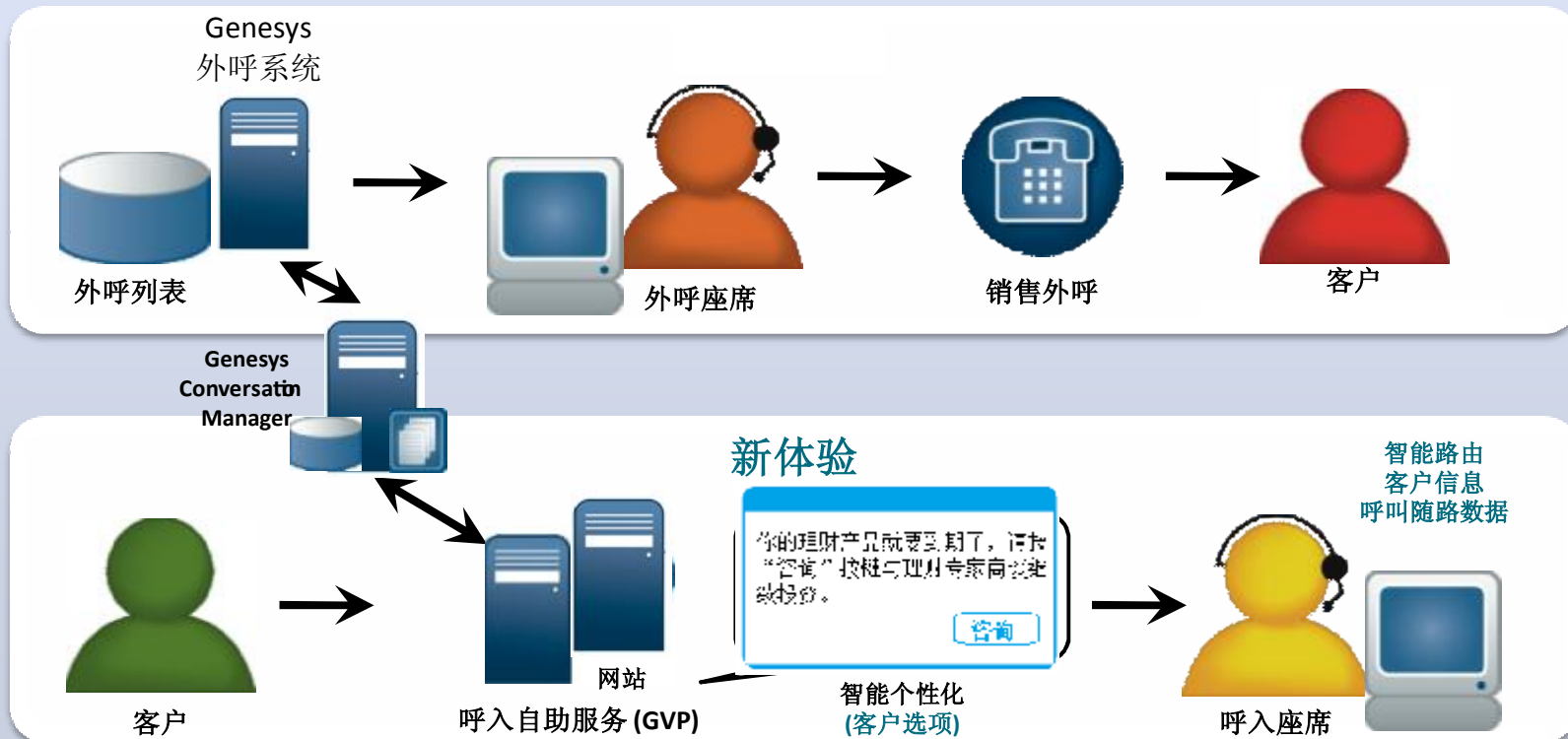
跨界一致服务

(在线产品注册申请)



销售机会

(产品到期时的主动销售)



Conversation Manager

Context Services



Rules System

 Genesys®

欢迎光临
Genesys, eSOON, Alcatel-Lucent
联合展台

Alcatel-Lucent
Enterprise



Genesys

eSOON

welcome to the new
Genesys

the new
conversation

谢谢

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