

Sutherland Engage

Maximize Customer Engagement, Customer Satisfaction, and Customer Lifetime Value

It's estimated that by 2020, most customers will value the experience a retailer provides them more than the products they sell or the price for which they sell them.¹ For retailers, this represents an important shift in customer behavior. As a result, retailers must be continually prepared to meet the needs and demands of their customer base, and prepared to offer them 24/7, end-to-end support.

Built on **Google Cloud Platform (GCP)**, **Sutherland Engage** is a next-generation, cloud-based, omni-channel customer experience and engagement management platform. A first-of-its-kind, holistic, intelligent, and integrated solution delivering visibility of shopper's end-to-end journey, predicting shopper's intent and recommending actions to deliver personalized experiences, boost revenues, and drive lifetime value (LTV) while protecting margins.

With Sutherland Engage, our customers can:

- Create a seamless and highly personalized experience for consumers
- Maximize customer lifetime value and accelerate conversions and revenue
- Solve complex business problems (i.e., customer attrition)

Sutherland Engage provides:

- Seamless Omni-Channel
 - › Ability to provide seamless experiences in all channels (voice, SMS, email, chat, social, kiosk) of customer's choice
 - » Works with your existing investments
 - » Connect customers interactions from all touch points
- Create personalized customer engagement for all interactions
 - › A single cross-dimensional view of interactions across channels
 - › Proactive offers and appeasements using preferred touchpoints
- Workflow Automation
 - › Intelligent workflows requiring minimal input and maximum automation
 - » Reduced effort – Assisted / Automated
 - » Scripted and guided workflow to deliver contextual and relevant responses
- Analytical Treatment
 - › Leverage analytics, machine learning (ML), and artificial intelligence (AI) to develop a scientific approach to retailing
 - » Contextual next best actions
 - » Personalized product recommendations
- Intelligent Unified Desktop
 - › Context-aware intelligent unified desktop to enable all interactions from one place
 - » Never switch windows / applications to complete a workflow
 - » Integrated with all interaction channels and enterprise apps

¹ <https://www.jacada.com/blog/in-2020-customer-experience-will-overtake-price-and-product-quality-as-the-key-brand-differentiator>

The benefits you reap from Sutherland Engage:

Increase customer satisfaction and reduce associate effort for an **empowered and productive workforce**

- Delivers a seamless customer experience
- Enables product ambassadors
- Increases customer loyalty

Create engaged and loyal customers and reduce churn

- Analytically derived, hyper-personalized customer strategies
- Right offers at the right time

Maximize customer lifetime value, conversions, and revenue

- Engaged customers have increased basket sizes and more frequent visits
- Product recommendations that resonate with individual preferences
- Contextual next best actions to drive loyalty and maximize revenues

Built as a unique platform on which Google runs its own business, Google Cloud is designed from the bottom up to be efficient, scalable, resilient, and extremely secure. With Google Cloud Platform, you become part of a reliable, global security network that helps you gain insights faster, thus honing your competitive edge through information technology resources. The open source support drives intelligent productivity and a culture of collaboration. Ultimately, working with Google Cloud enables transformation to modernize your infrastructure, minimize disruption, and help you and your customers succeed.

Sutherland's approach to GCP:

1. We deliver a customer-centric approach that provides solutions and deployments unique to each client.
2. We are 100% focused on customer success. Our incredible depth of understanding of the service environment ensures our customers achieve their desired outcomes.
3. We believe in relationship focused outcomes for our clients and their customers, and for Sutherland. We design our partnerships for a win-win-win.
4. We work with global leaders in almost every major industry, leveraging our deep domain knowledge and GCP's secure, open, collaborative, and intelligent technology, in every combined interaction.

We manage customer experience as an integrated, end-to-end process while maintaining performance, security, and compliance.

To learn more about how Sutherland and Google Cloud can help, please contact us at googlecloud@sutherlandglobal.com, visit us at www.sutherlandglobal.com/googlecloud, or call **1-800-388-4557 ext. 6123**.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 20 countries around the world.