

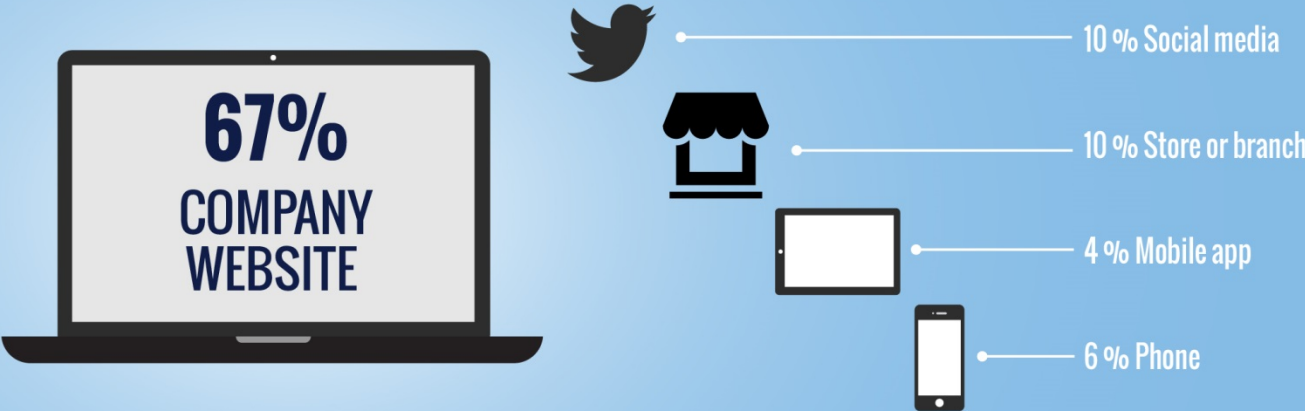


Google consumer surveys

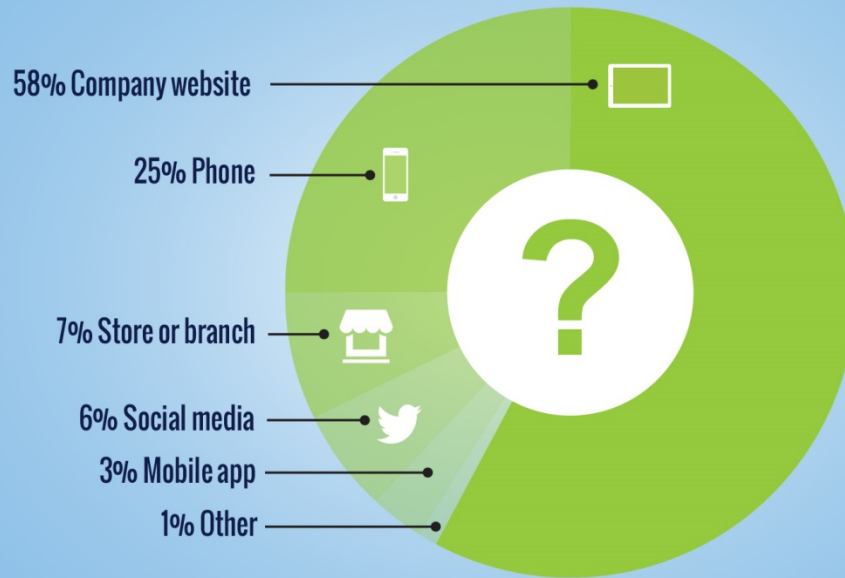
INSIDE THE MINDS OF YOUR CUSTOMERS

 INTELLIRESONSE

Where is the FIRST place you go when looking for information regarding a product or service?



Where is the FIRST place you go when looking for answers to a customer service question?



What kind of relationship do you want with companies?



“I should be able to get the same answers from a company’s website that I can get from speaking to one of their call center workers.”



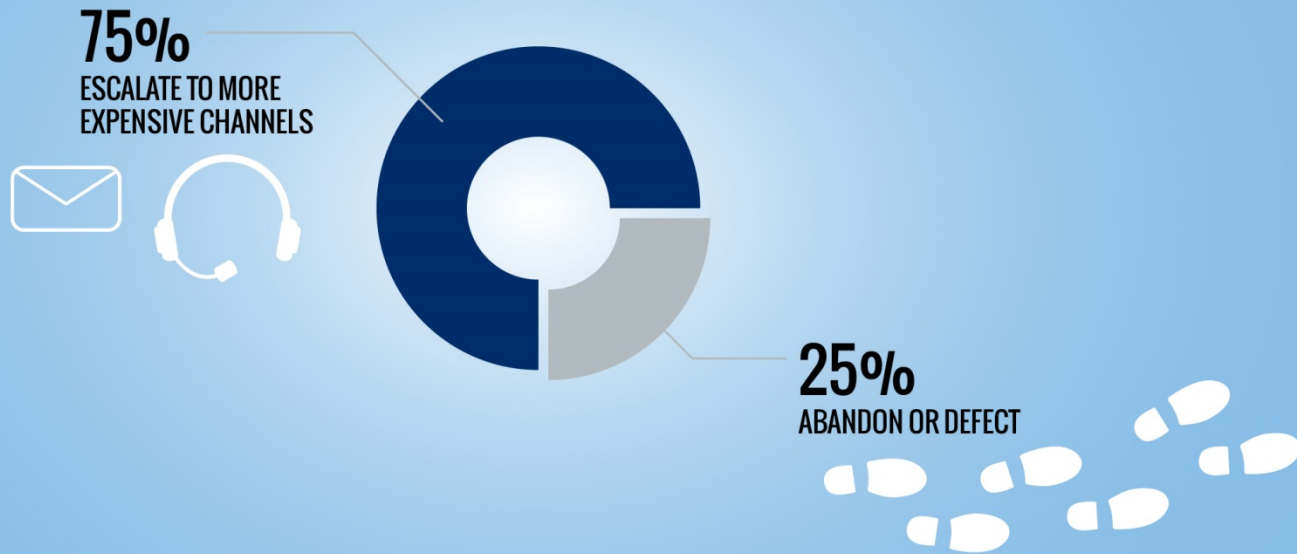
**74% of
customers agreed**

“If I had a customer service question, I would rather use a mobile app or web browser on my smart phone than call a contact center for an answer.”

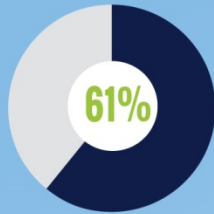
**60% of customers
aged 18-34 agreed**



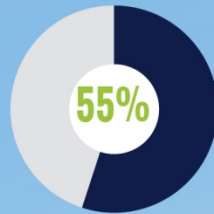
When customers experience frustration in trying to get answers or accomplish a task online:



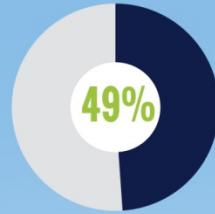
WE ASKED 100 ORGANIZATIONS: What are your primary goals for online self-service?



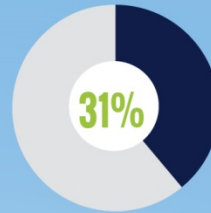
**Deflect calls
and emails from
the contact center**



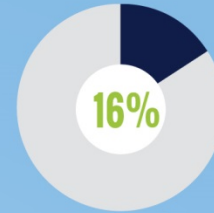
**Lower the level
of customer
effort required**



**Make live
agents more
effective**

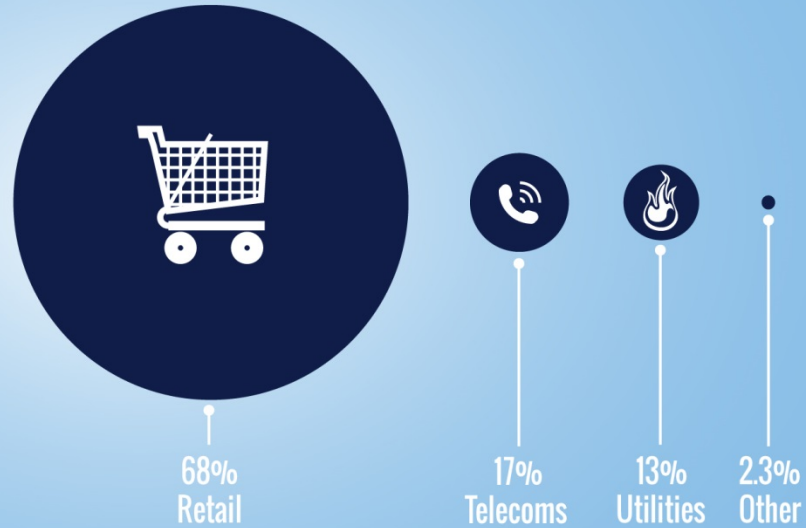


**Increase
CSAT**



**Reduce
website
abandonment**

Which industry provides the best online experience?



Companies are interacting with consumers online more than ever. Due to this trend, which of the following activities do you think businesses have improved most at?

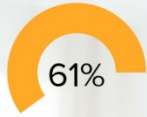


**OPPORTUNITY
ALERT!**

But companies focus on old school channels...



The Status Quo is NOT Working...



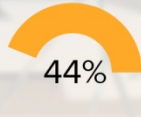
Site Search

Forces customers to sort through numerous pages looking for answers.



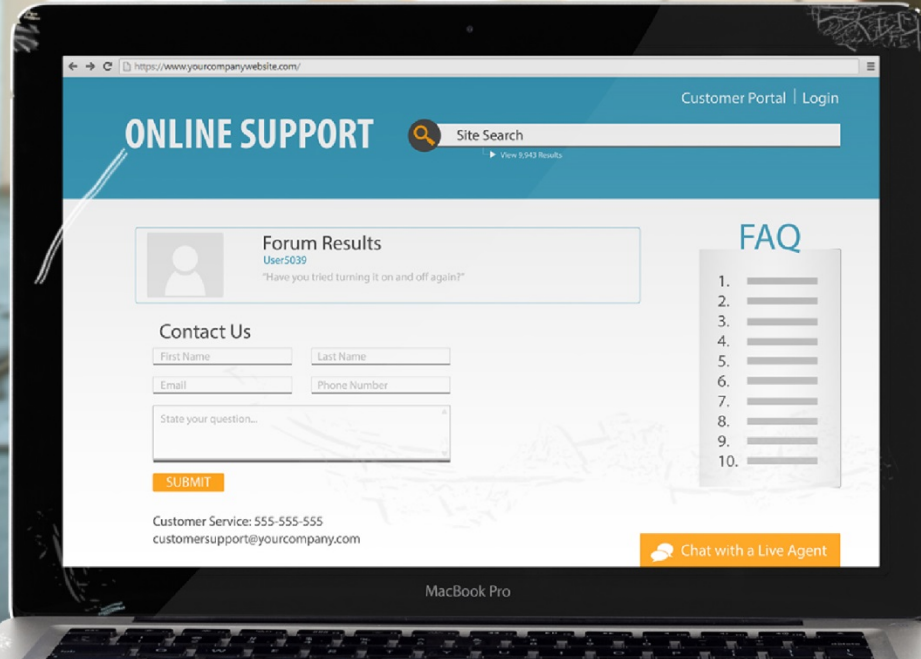
Customer Portal

Requires customers to log in first, and then hunt for answers.

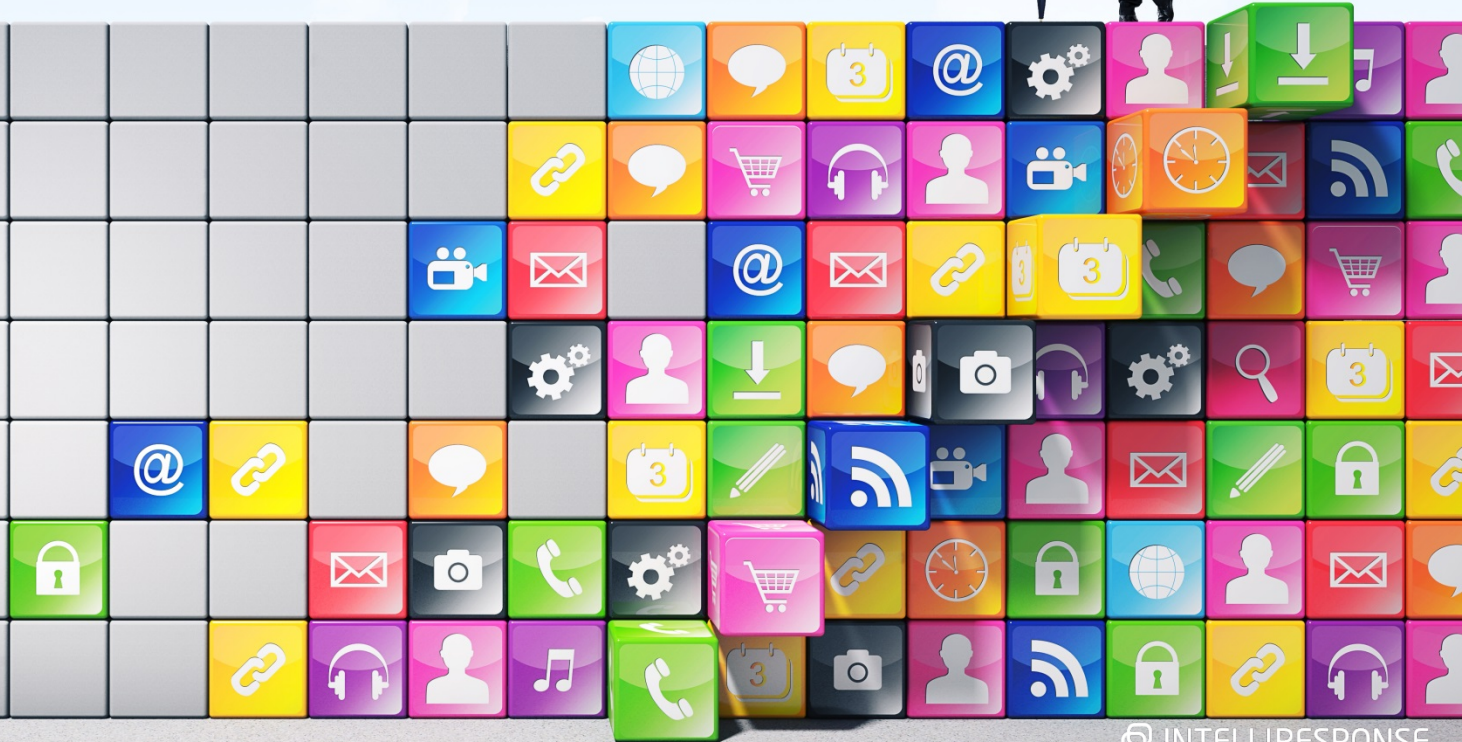


“Contact Us” Form

Will not provide immediate answers to their problems.



BUT HOW DO WE GET THERE?



INTENT

THE FOUNDATION OF
MODERN SELF-SERVICE





OPTUS *yes*

 INTELLIRESPONSE

OPTUS ^{yes}

FOR YOU FOR BUSINESS

LOGIN

SUPPORT

BILLING

MOBILE

TABLET

BROADBAND

HOME PHONE

TV



How can we help you?



let's talk

ASK US ON FACEBOOK

LIVE SERVICE ON TWITTER

MY OPTUS COMMUNITY

BILLING SUPPORT

Choose the type of billing that's relevant to your products.

MOST COMMON TOPICS

1. How can I pay my bill?

2. How do I check the balance of my bill?

6. What is this additional fee that is on my bill?

7. Change Your Bill's Mailing / Email Address

We know our customers are beginning their search for answers online, so we wanted to ensure that they have the **best customer experience.**

- Optus



SUPPORT BILLING MOBILE TABLET BROADBAND HOME PHONE TV

LOGIN

Hey there,
How can we help you?

ASK US ON FACEBOOK
LIVE SERVICE ON TWITTER
MY OFFICIAL COMMUNITY

Let's talk

HELP & SUPPORT

Have a query? Start the conversation here. Simply search above or pick a hot topic below:

MOST COMMON TOPICS

1. How My Plan Plus Works
2. Transfer Contacts to or From an iPhone
3. How to Check Your Mobile Phone Usage
4. International Roaming: How to Add, Remove & Use
5. How Data Sharing works
6. Mobile Phone Plans & How to Change
7. How to Add, Remove & Use
8. Mobile Phone Plans & How to Change

TOP Q&A

OVER 3.6 MILLION QUESTIONS

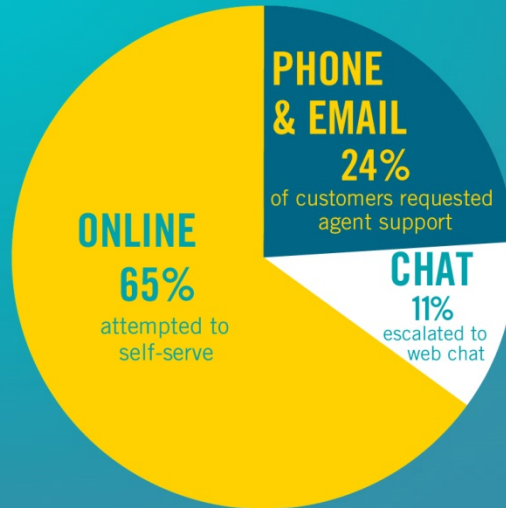
in less than a year since Ask Optus launched.

94% of customer questions return an answer with a 93% accuracy rate.


Before Ask Optus



After Ask Optus



Copa Airlines 

A STAR ALLIANCE MEMBER 

 INTELLIRESPONSE

“Ask Ana”

24/7 Access to Instant Answers



English | **Español** | Português

Do you have a question? Or see the [top 10 questions](#) asked

do you fly to san francisco? **Ask Ana**

For example: What cities do you fly to?

Our best answer: SHARE: 0

Destinations

In our [Destination Guide](#) section, you can find a complete list of the cities Copa Airlines flies to and discover what each unique destination has to offer. It should be noted that for this year 2013, Copa Airlines has announced two (2) new destinations starting, consolidating Copa Airlines' position in the region, offering more destinations and more connecting options for the convenience of their passengers. These new destinations to discover are:

- Boston, Massachusetts (July)
- Tampa, Florida (December)

Copa Airlines also offer you an [interactive map](#) with all the cities, destinations and possible connections. Among all these destinations we serve around Latin America and the Caribbean, occasionally due to the disposal of airports' administrations, it is necessary for us to change our airports' terminal locations. We invite you to contact our [Reservations Center](#) for additional information on this matter.

If you are planning your next trip, Copa Airlines allows you to reserve and book a one-way, roundtrip or multi-city ticket online. To reserve any of these options mentioned above, please choose the option that best fits your needs in the "Book your flight tab" on [copa.com](#). Please take into consideration that you can only make reservations for up to 8 people.

How accurately does this answer your question?

Not at all Perfectly

If this still didn't answer your question, please [contact us](#).

Related Questions:

- [Where can I view your flight timetables?](#)
- [Where I can see the new destinations of Copa Airlines?](#)
- [Can I travel with my pets in Copa Airlines?](#)
- [Do I need to go through customs if I am connecting on an international flight in Panama with Copa Airlines?](#)
- [Which migratory forms do I need to travel?](#)

Las 10 preguntas más frecuentes:

- ¿Puedo conectar en América del Sur?
- ¿Cómo puedo viajar con mi familia?
- ¿Cómo puedo viajar con mi mascota?
- ¿Cómo puedo viajar con mi bebé?
- ¿Cómo puedo viajar con mi perro?
- ¿Cómo puedo viajar con mi gato?
- ¿Cómo puedo viajar con mi hijo?
- ¿Cómo puedo viajar con mi hija?
- ¿Cómo puedo viajar con mi pareja?
- ¿Cómo puedo viajar con mi familia?
- ¿Cómo puedo viajar con mi perro?



RESULTS:

Copa sees MAJOR lift in questions asked online.



35%

JAN 2012

50%

JUN 2013



ASK ANA

Within 6 months of implementing 'Ask Ana' Copa saw online queries jump to 42%, then 50%, of ALL customer service channel interactions.

At the same time, their call and chat volumes have steadily declined.

'ASK ANA' PROVIDES INSTANT, ACCURATE ANSWERS FOR CUSTOMERS IN ENGLISH, SPANISH AND PORTUGUESE

MAJOR REDUCTION IN CALL & CHAT VOLUME

65%

JAN 2012

50%

JUN 2013

Copa experienced a steady decline in call & chat volumes since implementing Ask Ana.

Contact Us

info@intelliresponse.com

www.intelliresponse.com

Toll Free: 1 866-454-0084

Connect With Us On Social Media

 twitter.com/IntelliResponse

Thank You!

 INTELLIRESONSE

