



## The omnichannel communication platform for customer service and call centers

With GLASSIX, customers access your service and sales reps immediately and directly using the channel of their choice: WhatsApp, Messenger, online Chat, Facebook, Instagram, e-mail, SMS, phone, and more.

GLASSIX is an omnichannel digital communication platform that enables customers to establish direct communication and interaction with an organization's representative through a variety of channels and platforms—smartphones, tablets, and PCs, thus providing them with an innovative, fast and effective customer service experience.

Developed as the first-of-its-kind 'Omnichannel switchboard,' GLASSIX enables your reps to serve multiple clients simultaneously, switch between channels in-session, send instructional videos, photos, user guides and digitally-signed forms in real-time, and much more.

## Omnichannel communication: the future of customer service

Omnichannel communication takes place simultaneously in a range of digital channels. Whereas enterprise-customer interaction used to be face-to-face or over the phone, GLASSIX enables customers to engage directly and immediately with customer care/support on a variety of digital platforms:

**WhatsApp • e-mail • SMS • live chat • Facebook's Messenger • interactive digital forms • Instagram • phone calls • and more.**

On the other end of the interaction, GLASSIX offers service representatives a single, unified user interface to handle all types of communications simultaneously, toggling quickly between channels during the session, whenever needed.

A single rep can concurrently serve several customers:



- » **Stronger brand loyalty thanks to improved customer experience:** no more queueing up to talk with the customer care representative. Customers use GLASSIX to communicate with the rep promptly on their channel of choice.
- » Unlike phone calls, where service representatives can communicate with only one customer at a time, GLASSIX allows handling multiple interactions at once, significantly cutting waiting times for customers.
- » **Lower operational expenses by enabling organizations to serve more with fewer representatives.**
- » A richer service experience by allowing representatives to send instructional videos, photos and user manuals to customers in real-time to empower them to solve issues faster. Hence, fewer representatives are needed to cater to numerous customers.

## GLASSIX's features

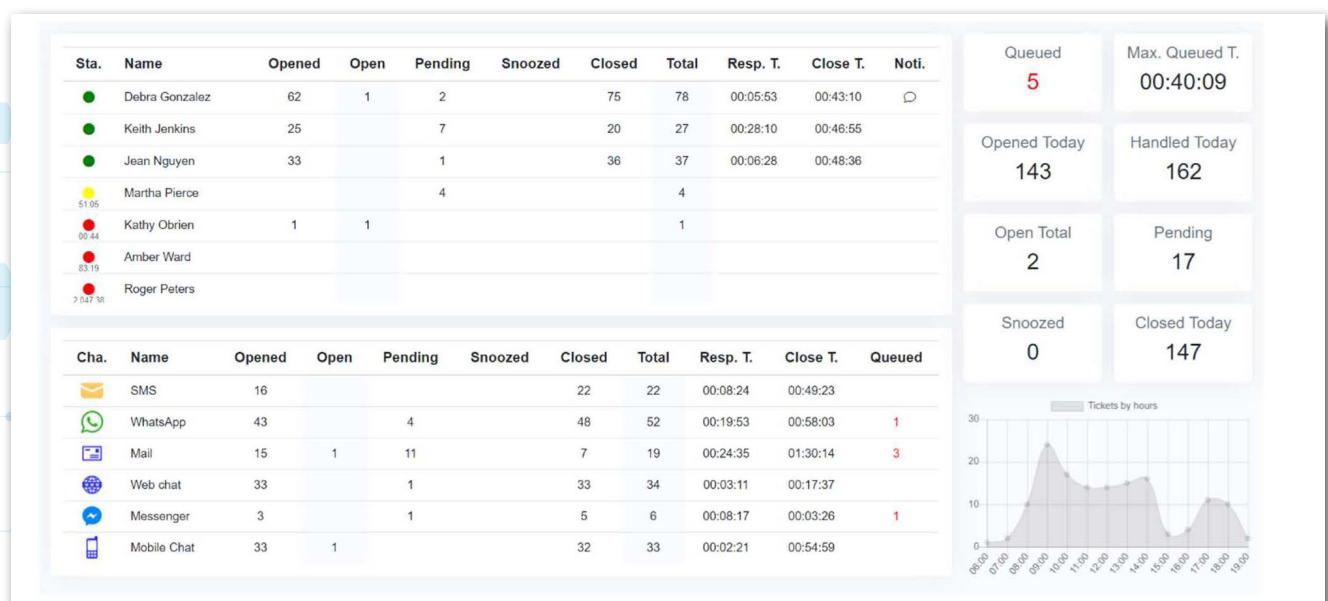
- » Communicate with multiple customers simultaneously on different channels and switching between them without disrupting continuity.
- » Route calls from the call center to digital communication channels.
- » Send instructional videos, photos and user manuals to the customer during an ongoing interaction.
- » A secure, easily integrated platform into larger solutions without disruption.
- » Deploying GLASSIX costs a fraction of implementing other solutions.
- » Potential conversion of up to 40% of incoming calls into messaging.
- » Generate digitally signed documents and send them to the customer during the interaction.
- » Conference call functionality.
- » An open API allows easy integration with CRM and CTI systems.
- » No server or client application installations needed to run GLASSIX to manage customer interactions.



GLASSIX features digital forms with digital signature capabilities from the user's smartphone, tablet or PC

## GLASSIX's reports and dashboard

- » The System's management interface enables the call center's managers to monitor all agents' activities, analyze SLA-compliance, gain insight regarding frequent issues and problems affecting customer satisfaction and more.



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