



ICR - INTERACTIVE CHAT RESPONSE

Live service poses numerous challenges for organizations. As well as requiring expensive financial and human resources, the number of customers who can be serviced is limited as is the ability to provide comprehensive or simultaneous service.

7twenty's ICR (Interactive Chat Response) provides your customers with a simple and personalized experience, increasing conversion and satisfaction. The smart self-service system enables customers to easily find what they seek, at their own pace, while receiving personalized real-time information.

Based on business intelligence and the combining of a human chat representative and a smart BOT that learns the clients' current questions, 7twenty's ICR enables you to gain control over the shopping process and affect customer decisions. Seamlessly escalating customers to agent-assisted channels, the smart system also promotes reduction of service personnel and expenses.

7twenty's ICR acts as a personal guide to your website, providing accurate and relevant answers that influence shopping decisions and optimize conversion. ICR is easy to integrate and turns your website into an active marketing tool, converting visitors to customers and boosting customer satisfaction.

TECHNICAL FEATURES

- Simple and download-free implementation
- Easy integration with existing organizational systems
- Customizable graphics consistent with customer branding
- User-friendly interface enabling centralized, real-time management
- Unified customer history
Serves as an operator, routing calls according to predefined rules
- Builds decision trees and presents them to customers in a unified or personalized manner, according to organizational policy
- Generates a variety of efficiency and statistical reports
- Advanced data security and SSL support