

Enhance • Facilitate • Interact • Personalize

Connected Customer Service



Personalize Your Customer Interactions

Connected Customer Service by Acumen Solutions allows agents to offer personalized recommendations based on order history and customer preferences. This new revenue channel enhances a customer's overall experience, increases loyalty, and produces significant revenue in just months.

Connected Customer Service:

- Leverages real-time bi-directional integration, allowing CRM to serve as a 360 degree interactive "layer" on legacy systems that only track customers as order/purchase orders
- Replaces single-channel interaction systems with a robust customer centric, multi-channel interaction management solution that supports email, web, phone, and chat
- Provides a single, optimized console across all channels, increasing agent productivity, enhancing the customer experience, and capturing key metrics that promote better performance.



FACILITATE



INTERACT



PERSONALIZE

Connected Customer Service provides retailers' sales and service agents with a 360 degree view of customers. Using a robust service console that pulls data from multiple back-end retail systems, including POS, service agents are able to provide an exceptional experience while reducing the amount of time spent on the phone or in chat by as much as 25%.

Retailers have traditionally struggled with modernizing their customer service solutions because key customer information is spread across dozens of specialized systems. Replacing all of the systems is time consuming, labor intensive, and can ultimately disrupt sales.

Connected Customer Service by Acumen Solutions allows progressive retailers to have information rich customer interactions without having to replace all of their underlying systems. Within months, retailers realize the benefits of a modern environment at a fraction of the cost. Using the Salesforce Service Cloud, Lightning Connect, OpenCTI, and Live Agent Chat, agents use an intuitive console to serve their customers better.

With Connected Customer Service, organizations can gain:

- A 360 degree view of the customer
- Faster ramp-up time for agents
- Flexibility and reduced costs

Revolutionizing Engagement



SMART STORE allows any retail organization to leverage beacon and mobile technology to create a personalized, interactive in-store shopping experience, bringing a

retailer's omni-channel marketing strategy into the store where 80% of consumers actually make a purchase.



SIFT (Smart Information Filtering Tool) is a solution that enables your organization's contact center to filter,

automate, assign, prioritize, and act on the inbound issues that matter to your customers and have a direct impact on their loyalty to and satisfaction with you.



Fullforce Master Partners Acumen Solutions was named to the Salesforce Fullforce Master Program which highlights top innovators that offer

differentiated solutions alongside the knowledge and expertise to deliver on the Salesforce shared vision.

Personalized Sales Engagement Leaders

We help you to develop a level of excellence in customer experience that helps solve problems quickly and seamlessly across all channels. We increase conversions by creating information rich customer interactions. Refine buyer attributes and make decisions based on accurate insights.



FLEXIBILITY REDUCES COSTS



360 DEGREE VIEW OF THE CUSTOMER



FASTER RAMP-UP TIME FOR AGENTS

Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.