

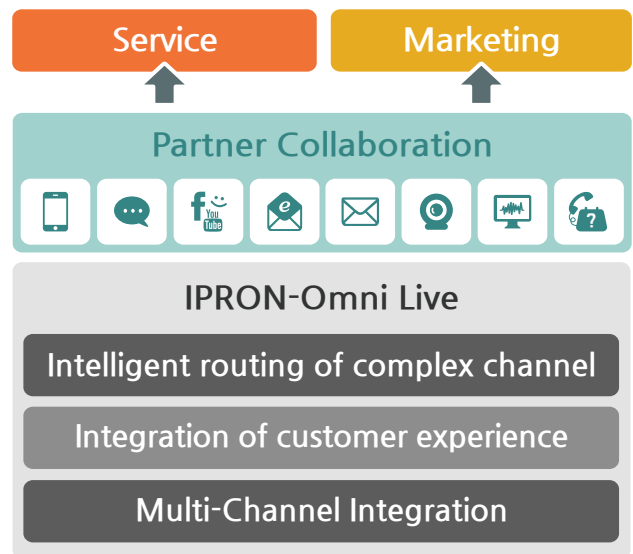
# IPRON-Omni

## Seamless Customer Experience

### Overview

IPRON-Omni is an Omni-Channel service platform that organically unites multi-channels together.

The implementation of an integrated center environment improves the productivity and operational efficiency, and provides all functions for a digital marketing communication to realize the Omni-Channel marketing of companies.



### Features

#### ✔ Customer communications with channel integration

Provide an integrated multi-channel consultation environment for customer communications such as telephone, chat, SNS, SMS, video, e-mail, QA, FAQ, etc.

#### ✔ Customer-centered channel management

- Provide consistent and personalized customer service based on integrated multi-channel customer experience.
- One-Stop counseling with an organic integration and mutual interaction between the multi-channels.

#### ✔ Execution tool for marketing

- Inbound marketing through an online / mobile targeted (Push, Banner) execution strategies and analysis of target results activity support.
- Continuously creating lead by tailored customer management, such as e-mail, push, and banner, etc., for each customer.

#### ✔ Real-time information analysis

- Analysis of the real-time visitor information and the results of targeting execution.
- Providing customized service strategy based on customer experience through analysis of contact history, counseling routing and counseling results for each channel.

# IPRON-Omni reflects years of experience of our customers and our engineers at Bridgetec

## Key Function

- Integrated multi-channel counseling**
  - Phone, chat, video, smart counseling, SMS, e-mail, SNS.
  - Multichannel Integrating Routing and Complex Channel Counseling Support.
  - One-point counseling based on integrated softphone.
  - Providing a seamless channel-to-channel mobility.
- Real-time Targeted Marketing**
  - Analysis of web visitor behavior in real-time.
  - Targeting rule-based banner, push, etc.
  - Dashboard and statistics of targeted marketing activities.
  - Dedicated customer and prospective customer management.
- Analysis and utilization of customer context**
  - Integrated analysis of customer experience data by channel.
  - Analysis of customer contexts based on counseling history and call recording.
  - Customized and personalized service based on customer experience.
  - Automatic scenario configuration chatbot, smart helper.(FAQ)
- Integrated Operations Management**
  - Integrated operations management of multi-channel resources.
  - Business and counselor-oriented operations management environment.
  - Multi-channel integrating dashboard, tracking and statistics.
  - Integrated management of configuration, such as operating hours, holiday management, etc.



## Specifications

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>■ Installation environment</li> <li>- OS : Linux</li> <li>- DB : Oracle 11g</li> <li>- PC : Windows XP or Windows 7</li> </ul> | <ul style="list-style-type: none"> <li>■ Minimum system requirements</li> <li>- CPU : Intel Quad Core 2.4 GHz * 1</li> <li>- RAM : 16GByte Memory</li> <li>- HDD : 300 GByte * 2</li> </ul> |
|---|---|