



Retail - Customer Support

Optimizing Customer Service to Create Competitive Advantage

Solution Benefits:

- Enable customer service technicians to provide faster and better service
- Store warranty and product information with the product for easy access
- Detect possible product abuse and record when any damage occurred in the chain of ownership
- Data security for customer confidentiality
- Standards-based: ISO/IEC 18000-6:2010 and EPC Global C1G2
- On-demand information for real time decision making for dynamic bundling and pricing programs at the customer's location
- Easy to deploy and integrate with existing networks and access control

The Intellex Solution for customer service and support can help to improve service calls by reducing the time required on-site, improving the accuracy of product information available to the service technician and enhancing the opportunity for add-on and extended warranty sales. Intellex provides the ability to gather complete product history and service information and make it instantly available to the customer service representative without requiring customer input.

The Need for On-Demand Visibility

Retailers are looking for new ways to generate revenue and increase customer satisfaction and loyalty. By providing superior and more efficient customer service, retailers improve profitability by reducing call times and enabling service representatives to more quickly and accurately diagnose a problem. This also enhances the opportunity for add-on sales and extended warranty packages.

The Challenge

The increasing complexity of consumer electronics combined with a lack of information about a product's history and warranty information represents challenges for customer service technicians. Questioning customers about their warranty plans or about potential damage to a product is inefficient as well as troublesome for the customer. Efficient customer support requires providing customers with quick and accurate in-home diagnosis on requested products and the ability to instantly and accurately assess if repair or replacement is warranted and what is covered under the warranty or an extended service plan. Service technicians often have incomplete or inaccurate information when they arrive at the customer's location. Gathering required information from the customer is time consuming and prone to error. Providing incorrect estimates and time consuming processes and repairs can lead to a decrease in customer satisfaction and loyalty, reducing the opportunity for future purchases.

The Solution

Intelleflex provides the ability to improve customer service operations by streamlining service and integrating information with a customer service management system.

With Intelleflex XC3 Technology™, product information, including warranty and maintenance history, can be stored directly on a product. Integrated, wireless diagnostic access to the product via XC3 Technology enables quick and accurate diagnosis of the product's performance and maintenance history as well as accurate warranty information.

Intelleflex also offers sensor options what can be incorporated into the product to detect possible product abuse and recording when damage occurred in the chain of ownership. This data helps to provide the service technician with a quick and accurate assessment of the product's condition. This information can directly tie into cloud-based services that provides an easy-to-access product knowledge base for use by the customer support team. With better and more comprehensive information, technicians can more easily identify and suggest possible corrective actions. This minimizes the time spent on-site at the customer's location, while ensuring the best possible support solution.

Intelleflex also supports a Consumer Customer Relationship Management solution that includes the customer's current product information and purchase history. This eliminates the need for the customer to keep store receipts to validate purchase, enhancing the customer's service experience and eliminating the need for any disputes. The Consumer CRM also provides past product history and identifies possible service alerts, recalls and technical bulletin. In addition, the system can suggest, additional purchase options that can be offered to the customer including dynamic replacement pricing and bundles, based on information gathered by the technician and stored in the system.

The combination of these services maximizes the efficiency of the visit, and increases the potential for direct follow-on sales by providing timely options to the consumer.

XC3 Technology

Intelleflex solutions are enabled by Intelleflex XC3 Technology, allowing us to deliver the capability of active RFID-based solutions at a fraction of the cost.

- ISO/IEC 18000-6:2010 and EPC Global C1G2 standards-based
- Deliver read ranges in excess of 300 feet/100 meters
- Easily read tags and monitor the locations and flow of customers
- Operate seamlessly in RF unfriendly environments around metals and clothing
- Tags include on-board memory for cost-effectively tracking and storing information about the person or asset with multiple levels of security
- Intelleflex offers handheld and fixed readers, multiple form factor tags and antennas, as well as starter kits for piloting projects

Intelleflex Products Related to this Solution

- HMR-9090 Handheld and integrated product tags

For More Information

To learn more please visit our website or contact us directly. We look forward to hearing from you.

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