

UpTake Customer Care Family



The Upstream Works Difference

Knowledge • Automation • Guidance

Performance Management for All Needs

- Contact Center Performance Management
- First Call Resolution
- Contact Center Analytics
- Customer Experience Analytics
- Customer Care Data Mart
- Interaction Profiling

Tools For All Users

- Executive Dashboards
- Interactive “What If” Dashboards
- Multidimensional Analytic Reports
- Ad Hoc Analysis Tools
- Contact Center Operational Tools

UpTake - Improving Business through Customer Experience

Customer service can make or break your relationship with your customer.

So, how do you consistently deliver customer care that will build your customer base and win increased customer loyalty? The care delivered by your people must be managed with the customer front and center - using performance management guided by customer experience.

UpTake is a performance management and analytics solution driven by the customer experience and its relationship to every person and every touchpoint that contributed to it.

UpTake can help answer bottom line questions such as:

What customers are at risk and why?

What training is effective at improving customer care, and who needs it most?

What are we doing that is harming customer perception?

The Truth in Real Time

UpTake’s revolutionary Contact Sentry technology provides an unbiased single view of the truth, from the perspective of both the customer and the contact center.

With Contact Sentry, what the customer experiences and does is captured *automatically, as it happens*. This customer journey is correlated to agent actions, the touchpoint activities, and to business outcomes for immediate analysis by UpTake performance management tools.

Manage to Issue Resolution, Not Merely Calls

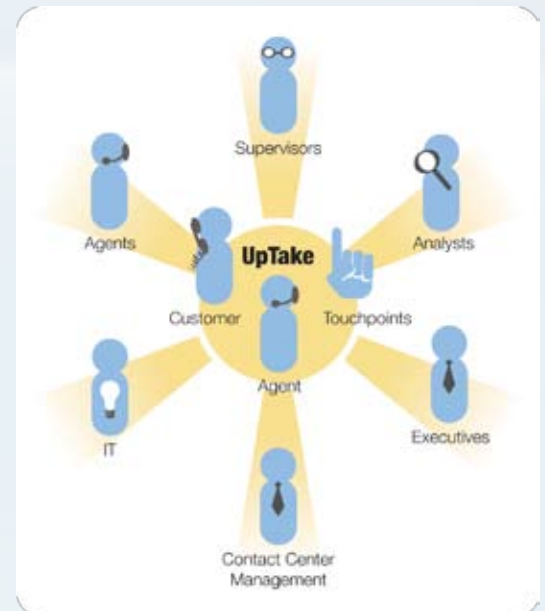
UpTake knows who made every contact, and why they contacted you. Every contact for a single customer issue is bonded together. This “resolution experience” view is at the core of UpTake performance management. Instead of managing unconnected calls, you guide your agents and improve your processes such that the customer’s needs are met as efficiently as possible.

Coach for Success

All calls are *not* the same. Each call type requires different knowledge, skills and process. UpTake lets you manage and coach agent performance by *contact reason* as well as by skills, in order to identify training and compliance gaps that lead to repeat calls and long handle times.

Identify and Recover Customers at Risk

Customers that have experienced adverse treatment, non resolution or are showing signs of dissatisfaction can be identified so you can proactively recover them.





The UpTake Family

- UpTake Customer Care Mart
- UpTake Interactive Analytic Reports
- UpTake Analyst
- TeamUp Performance Management
- LookUp Interaction Forensics
- UpTake Dashboards
- UpTake Business Consulting

Analyze by Multiple Dimensions

- Actual vs. Target
- Agent
- Assisted service vs. self service
- Call Outcome
- Call Reason
- Custom to your Business
- Customer
- Customer Satisfaction
- Efficiency
- Geographic Regions
- Line of Business
- Location
- Net Promoter Score
- Process Compliance
- Product
- Success (FCR, Conversion)
- Team
- Time
- Time Slice
- Voice of the Customer

Get the True Cost of Customer Resolution, Across Channels

UpTake captures all time and resources consumed, and ultimately the true cost to resolve a customer issue. UpTake's unique ability to track phone, email and chat interactions on an equal footing lets you see which channels are most cost and resolution effective.

Resolve Escalations and Disputes Quickly and Fairly

UpTake can hone in on any interaction, not only by customer ID, but by over 30 criteria. Interaction facts are tied to all related contacts, call recordings and other documentation. You have the backup to resolve the issue fairly, while protecting against fraud.

Balance Self Service and Assisted Service Without Hurting Customer Care

Self Service interactions that generate calls don't help the customer OR you. UpTake lets you analyze the patterns of self service interactions from Web or Voice Response that ultimately require assisted service so you can address issues appropriately.

Determine Where Best to Invest to Improve Customer Experience

UpTake makes it possible to analyze Contact Reasons that suffer poor resolution, longer handle times and/or poor customer satisfaction. You can see what these particular contacts are costing you in labor and lost revenue, and see the potential ROI in addressing them.

Make Outsourcers Accountable for Quality of Care

UpTake's ability to track customer interactions across multiple locations, even with differing technologies, means that you can hold your outsourcers accountable for resolving the contact and satisfying the customer.

Tools for All

Though customer care information is vital to everyone, each area needs to use it differently. The UpTake family has tools suited to everyone contributing to customer care. All tools work from the same UpTake data mart, and can be deployed as they are needed, instantly.



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