

# Feedback



We move ideas,  
not people.

## video contact center

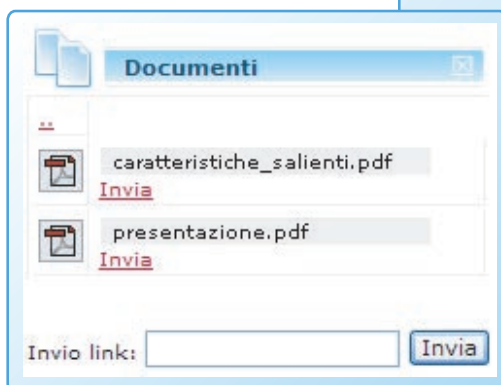
The virtual customer care  
with no space-time barriers

The **customer care** plays a key role in today's marketing to meet client **satisfaction** and **fidelity**.

That is why **Feedback Italia** created a **web application** to connect the customer using **audio**, **video** and **data** wherever he is, home, office, totem, LCD screen or mobile wire-less locations.

The **video contact center** adds the **operator contact** with a **friendly look** and **easy to use interface**.

This web-based application does not need any software installation because it is **run through the internet browser** by clicking on the **company link** the user wants assistance



The operator **talks** to the user while sending, if needed, **on line documents** or just showing them in the related window.

For **privacy reasons** the user can also have an **audio only communication** having just a microphone connected to the PC.

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How it  
works

The system **back office** has a hierarchy to handle the different types of users spanning from the **system administrator** that manages the users and their privileges, and a **supervisor** that manages the provided documentation to the **final operator**.

**No particular training** is required to use the system.  
A very **easy system** with the **advance human interface technology** that enhance the customer care and assistance.

Area Operatore

Benvenuto, operatore 34

Principale

Note di chiamata

Opzioni

Logout

Opzioni

Avviso acustico di nuova chiamata

Abilitato

Disposizione finestre di videochiamata

Operatore piccolo, utente grande

Operatore grande, utente piccolo

Conferma

Area Operatore

Benvenuto, operatore 34

Principale

Note di chiamata

Opzioni

Logout

Chiamate in Attesa

Nominativo	Tempo inserimento
Carmela Siciliano	06/03/08 19:05
Carla Bianchi	06/03/08 19:06
Francesco Zigli	06/03/08 19:08
utente	06/03/08 19:09
Ferdinando Maria	

The system has a **calling queue** that can be by received by **operator request**.

In the **internal managing dashboard** the operator notes **customer requests** and **references** to be used during the call and for further updates. An **internal database** is created with all the details of the incoming requests to be used for **assistance** and **statistic purposes**.

Oggetto: assistenza post vendita

Nome: Maria Falchi

Società: privato

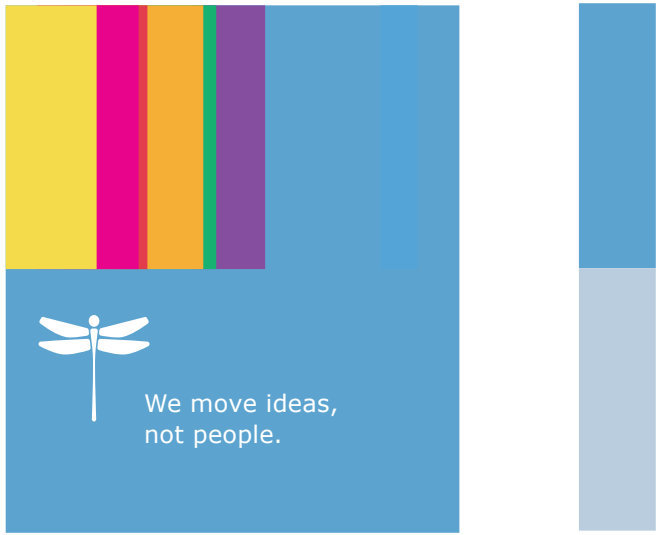
Email: mariafalchi@libero.it

Tel: 333/3456789

Note: La signora chiede assistenza post-vendita perchè il prodotto manca di libretto istruzioni

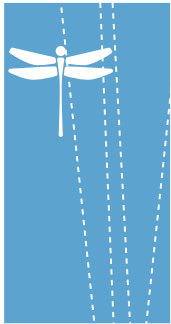
**Interface, contents, functionalities** and **layouts** are **customized** based on the company needs.

# Feedback



## video contact center

### Application Fields



Information service through **info point, totem, touch screen**

*busy passages areas*

*uneased areas*

**Customer pre-sales contact**

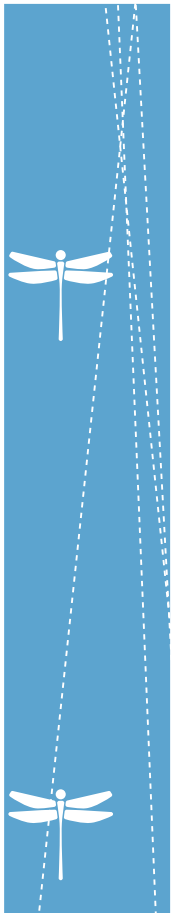


**Claims and problems handling**

**After sale remote support**

web based **Information Services** (PA2C, PA2B, B2C & B2B)

### Application examples



**SME** to **contact new customers** and for **aftermarket assistance**, increasing:

**customer satisfaction** to be closer to the client and their needs.

A **new company image** with a **hi-tech shape** to customers and users

**selling area widening** with no new locations openings

**BIG COMPANIES**

- for **presales** and **customer care**
- for **information** and services to **employees**

**LOCAL PUBLIC OFFICES**

(local public admin offices, rural districts, to help people in uneased areas) for:

- **customer care**
- **personnel cost reduction**
- **service widening**

for **establish a direct contact with the client** and a **trustworthy** visual connection

**BANKS, INSURANCES, THIRD PART SERVICES**

for services and information to the public

**PUBLIC INSTITUTION**

**LUXURY GOODS**

to satisfy the customers **curiosity** sharing **direct contact private** and **discreet**.