

Business engagement systems



Connect, Engage and Inform

At the heart of all Connect Assist services lies our on-demand Business engagement system.

We believe that the more we know about people – their needs, preferences, circumstances and challenges – the better able we are to target appropriate information, resources and support to them. This allows us not only to personalise services for individuals but to create efficiencies for organisations and companies in their business of supporting people – whether employees, clients, customers or donors.

As a result we have moved from purely customer relationship management to creating a customer experience.

The Connect Assist Customer Experience

Benefits of the Connect Assist customer experience system include:

- Keyword searchable information and knowledge management functionality;

- Ability to ask questions of the knowledge base with our Ask a Question facility;
- Surveys and assessments built into the system and triggered by client or user actions;
- Reminders and prompts individually designed to meet client or user needs;
- E-marketing for service or sales promotion, alerts, events and any other customer requirement;
- All elements of the customer experience management system can be linked to a contact centre (either the Connect Assist contact centre or a customer's existing contact centre or helpdesk);
- Data and analytics are provided as standard allowing you to track clients and users as they engage with your services.

To see how we could help your business by deploying our exciting Business engagement systems please view our client case studies overleaf.



Multi channel helplines

Case Study 1

A4e



A4e delivers frontline public services on an increasingly global basis. Operating from over 201 locations globally, A4e now operates in the EU, Middle East, Africa, India and Australasia. Their customers / service users are individuals, organisations and communities.

Central to their work is the personalisation of front line public services. This means providing customers with a voice and choice over the way in which they interact, use and benefit from their services by improving communication so that customers can access the service at a time and place that integrates with their lives.

The current recession is presenting a new group of people seeking jobs, many of them for the first time. Many of these people are

used to using the Internet to work and manage their personal lives. Connect Assist supports A4e by providing an interactive online job seeking and support service whereby clients using My A4e have access to a comprehensive library of useful factsheets, answers and videos, to help them in their job search campaign.

Clients are encouraged to contact A4e and get one-to-one support online from an A4e Advisor. Responses are held in a secure password protected site (My A4e Connect) for each client. Some of these answers are practical, others motivational. Client feedback is encouraged to help grow and improve these resources.

To discover more visit www.my4e.com

Case Study 2

Beating the Blues



Beating the Blues (BTB) is a successful web based computerised cognitive behavioural programme, approved by the National Institute for Health and Clinical Excellence. It was developed by interactive healthcare company Ultrasis with experts from the Institute of Psychiatry at London's King College. The program helps people challenge their responses to certain behaviours in order to treat mild and moderate depression and anxiety.

Users work through 8 modules, delivered on a weekly basis that assist them to identify problems specific to the individual. As a result, the user is able to break the cycle of negative thoughts and behaviour that can lead to stress, depression and increased

anxiety. Connect Assist has provided Beating the Blues Connect, a supported version of BTB where Connect Assist advisers provide support by telephone and online - helping clients complete the BTB programme.

The service is provided with:

- Motivational coaching provided by telephone
- E-mail/online engagement with a BTB coach
- Web self-service support and motivational platform
- Transactional email campaigns that keep clients focussed on completing their BTB journey
- Significant analytics capability

To discover more about Beating the Blues visit www.beatingtheblues.co.uk

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