boomerang

boomerang UI

boom engage

Product Information

Version 2.0

boom engage

Build interactive customer engagements across multiple channels

Provide customers with convenience and choice by offering alternative methods of engagement, that deliver the desired outcomes for your organisation.
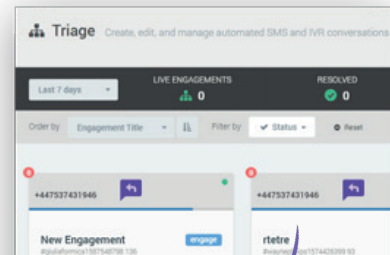
boomEnage allows an organisation to build fully interactive customer journeys to automate engagement across different communication channels, creating a seamless experience for the end user whilst reducing an organisation's cost to serve.

Allowing customers to initiate engagements via SMS or voice, boomEngage helps organisations to fulfil a range of customer enquiries automatically, ranging from a support request to a booking enquiry, all without the need for manual intervention.

Any unresolved enquiries can be dealt with by exception, by directing a report containing a summary of the engagement to the relevant department, furthermore, customers also benefit from a 'frictionless' experience, which delivers the desired outcomes without asking them to wait in a call queue, go to a website or send an email.

Delivering a hugely impressive return on investment, whilst extending choice, boomEngage helps a range of organisations transform their customer interactions.

Typical use cases

Service Desk

- Automated management of inbound support requests (troubleshooting, 'how to', etc)
- Agents can interact with end users from their email client to resolve support requests

Incidents

- Provide a mechanism for the public to report incidents in real-time (e.g. crime, suspicious behaviour, public health risks, delays or service disruption

Customer experience

- Initiate customer feedback surveys or polling campaigns to drive engagement

Self-serve

- Allow customers to request information (e.g. nearest location), schedule a call back or make reservation)

Give Engage a try

Send an SMS message with the word: **HELP**
to +44 786 000 1999

and follow the reply instructions.

No real-life actions will be taken based on your responses to the SMS messages. SMS are charged at standard network rate

[Find out more on our website]   [Email us]

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Key capabilities

Intuitive interface for building customer journeys

Initiate engagement from an outbound broadcast or allow end users to engage directly

SMS and Voice engagements (with additional channels to follow)

'Hot-key' selection for immediate divert of urgent or critical requests

Real-time data 'look-up' from Boomerang system data or third party systems

Summary of every engagement sent to a designated department (for agent follow-up)

Options to include links to payment gateway and e-sign service for end-to-end fulfilment

Allow customers to schedule a call back and connect them with an agent at the agreed time

Trend analysis of end user behaviour for continual improvement

Get started with boomEngage today

boomEngage benefits

Customer

- **Choice** - A customer has more ways to engage with an organisation
- **Frictionless** - Queries resolved via a single communication channel
- **Convenience** - The end user dictates the nature and pace of engagement
- **Seamless** - Automated journeys remove the frustration of wait times and repeat messages
- **Proactive** - Information can be retained on a mobile device for future reference
- **Efficient** - Creates a consistent customer experience, saving time

Organisation

- Reduce front line staffing burden and training costs
- Deliver a 24/7 support channel without major investment in resources
- Avoid recurring queries by providing reusable information stored on the customer's device
- Enable efficient management of resources during a crisis
- Easily prioritise inbound enquiries based on severity / urgency
- Ongoing process improvement using trend analysis

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