

# CIO Applications <sup>europa</sup>

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## Top 10 CEM Solution Providers - 2019

**E**nterprises have leveraged AI to reduce the response time and personalize the customer experience. It has allowed companies to reduce the time to answer customer inquiries in real-time. AI is used to give the customers a first quick answer, to make them feel they are listened to and thus more patient before the second answer arrives. As AI can analyze behaviors, it offers a more personalized response the second time around. Chatbots have put companies in a much better position to get valuable consumer insights. AI is redefining the service center experience for the customers through bots having the ability to validate and understand unstructured data in the form of conversational-style speech. Speech bots are used as an intermediary channel for the AI back-end, as AI improves the accuracy and spontaneity of the response by the bot.

Integrating different business data silos enables businesses to fully understand how other business metrics could impact customer satisfaction and loyalty. Businesses gain customer insights primarily by analyzing customer feedback data with little or no regard for different data sources. By linking siloed and disparate data sources to their customer feedback data, companies gain insight through data analytics about their customers that they could not achieve by looking at their customer feedback data alone.

Speculating on the menaces associated with finding the right CEM solution, CIO Applications Europe's editorial board has conducted a profound assessment of CEM solution providers in the market and shortlisted the prominent ones. Based on market expertise and business prowess, the resultant list comprises the names of some of the best CEM solution providers such as OnePIN, Spectos, and Netigate. We present to you – "Top 10 CEM Solution Providers – 2019".

### Intelli Solutions

recognized by **CIO Applications** magazine as

**CIO Applications** TOP 10  
**CEM**  
SOLUTION PROVIDERS - 2019

*The annual listing of companies providing CEM Solutions helping clients build competitive advantage and transforming their businesses*



*Joe Phillip*  
Joe Phillip  
Managing Editor

#### Company:

Intelli Solutions

#### Key Person:

Panos Gialelis,  
Managing Director

#### Website:

intelli-corp.com

#### Description:

Intelli Solutions offers their proprietary digital solutions that cater to the three main areas of the digital transformation, including customer engagement, business retention, and revenue assurance

# Intelli Solutions

## Enhancing Customer Experience through Digital Transformation Solutions

The communication between organisations and customers is rapidly evolving. Digital channels have become mainstream, while consumers are permanently online. They want to engage with organisations on their preferred channels, as and when the need arises. In this 'always-connected' customer era, the organisations need to embrace digital transformation to deliver a seamless digital experience to their customers. Addressing this need is Intelli Solutions, with their proprietary digital solutions catering to the three main areas of the digital transformation, including customer engagement, business retention, and revenue assurance.

Intelli's holistic customer engagement solution provides organisations with digital customer onboarding, document verification and processing, and e-signature services to help them build long-lasting relationships with their customers whereas their business retention solution is directed toward building centralised infrastructure for running effective, customer-centric campaigns, based on customer data. The company's revenue assurance solution helps organisations in debt management and recovery, credit scoring, and digital payments.

In every digital transformation project engagement, the company explores the challenges such as organisational resistance to change, lack of a clear vision for a digital customer journey, ineffective use of customer data, and inflexible technology and development processes. Thereafter, it comes up with the right digital transformation processes to overcome these challenges. Furthermore, the company studies the customer market

of the clients to understand the unmet needs of end-customers and what the competitors are doing. Then it determines the ten to fifteen key attributes and KPIs such as customer journeys, time-to-market/time-to-service, new revenue streams from existing and additional sales models, and others for a successful digital transformation project execution. "At last and not least, we propose our technology and make the right customisations and configurations to design digital processes with a focus on enhancing digital customer journeys to generate business growth," remarks Panos Gialelis, MD at Intelli Solutions.

Besides, Intelli offers SynChordia Business suite, with Artificial intelligence (AI), face and ID recognition, documents verifications, machine vision and machine learning capabilities. The suite enables the organisations to gradually transform their manual processes into digital ones that have a considerable impact on driving better customer experiences.

Intelli has served many clients across telecom, financial, manufacturing and services sectors to empower their customers. One of their clients is Alpha Bank. In 2018, Alpha Bank decided to launch a prepaid card managed only via a mobile app. Here, SynChordia Onboarding service was employed for the automation of the user registration process where a simple selfie and photo of the ID card was enough for the issuance of the new card. It is relatively simple compared to traditional methods. This innovative project was launched during 2018 summer and is currently the only one of its kind in the Greek financial sector so far.

Over more than 15 years, Intelli has developed complete products and



PANOS GIALELIS  
MD

solutions suite and keeps investing heavily in R&D. Based on their vast experience and strong business know-how, they deliver market-leading software solutions to the large organisations in South-East Europe, the Middle East and North Africa. "Our expertise and proven success record in delivering complex projects for enterprise customers with the highest customer satisfaction levels possible, allows us to act as a Trusted Advisor that delivers quantifiable benefits for its customer base," says Mr Gialelis.

For the following years, Intelli's key strategic objective remains expansion abroad and enhancement of their solutions. From a technological point of view, Intelli is focusing mainly on the provision of software solutions based on a SaaS model. "Additionally, we will keep investing heavily in R&D and AI, which is unleashing a new approach for our customer experience strategy, design and development. Our target by implementing AI is to predict what customers want before they even know they need it," concludes Mr Gialelis. CA