



Right service. Right channel. Right now.

Meet TrueServe™ by Deloitte Digital—an integrated suite of leading contact center technologies and industry-specific accelerators designed to help you deliver a better human experience while creating a more efficient contact center. TrueServe™ has the flexibility and modularity to meet you where you are on your journey and accelerate your path to value.

In the age of experience, every business is a service business.

Accelerating technological change, new workforce and workplace dynamics, and rising consumer expectations have ignited new possibilities and demands for service experience delivery. In order to meet today's demands for differentiation and growth, you need to capture the energy in this potential—and fast.

By 2023¹ ...

56% of contact centers will **prioritize customer experience** over cost.

75% will move critical service tech to **cloud**.

79% will invest in more **artificial intelligence**.

51% say **new self-service capabilities** will be a top-3 budgetary priority.

The future of service.

SERVICE LEADERS FACE A RANGE OF CHALLENGES.

Point solutions and channel proliferation create complexity while making it difficult to deliver the connected experiences that customers expect.

Increasing consumer demands accelerate the need for more responsive service solutions.

Major shifts in the talent market are challenging the ability to attract and retain staff.

Limited budgets and resources require flexible consumption models.

A NEW PARADIGM FOR SERVICE DELIVERY IS NEEDED.

A shift from omnichannel to “right-channel” thinking enables organizations to improve both cost management and experience value.

Cloud, AI and automation are essential to get the best from humans working with machines.

Elevated experiences, workforce management and staff augmentation are critical to respond.

A single, integrated solution is necessary to meet needs for scalability and agility.

Why TrueServe™?

1 Right-channel approach.

- Improve customer experience by getting customers into the right channel based on their needs
- Allocate agents' time towards more rewarding interactions
- Address potential staffing shortages and combat rising operating costs with seamless call deflection

2 Data-driven insights.

- Gain visibility into customer behavior and sentiment
- Better understand and manage your staff
- Increase contact center responsiveness with insights from built-in analytics and reporting

3 Accelerated time to value.

- Leverage a preconfigured suite of leading contact center tools for CCaaS, CRM, WFM, CAI and analytics
- Control costs with an as-a-service delivery model
- Benefit from a modular solution designed to support flexibility in your technology stack

TrueServe™ connects it all, so you don't have to.

TrueServe™ is ready to help you deliver the right service, on the right channel, right now. And with cloud, AI and analytics capabilities built in, it can help prepare you for whatever challenges and opportunities tomorrow may bring.

Key features



Conversational AI-driven self-service

The self-service features seamlessly support both voice and digital channels. The voice capabilities include integrated rich chat interactions that provide a unique and differentiated multi-modal experience.



Flexible orchestration

The pre-built orchestration layer has the flexibility to allow our self-service solution to seamlessly connect with any technology ecosystem while supporting APIs, interaction management, and configurable redaction and encryption.



Contact center as a service

The solution offers a comprehensive, scalable suite of contact center capabilities built on leading cloud-based technologies with full integration into our self-service features and agent console.



Next generation agent console

The agent console brings a 360-degree view of the customer to the forefront with agent assist capabilities including next best action, dynamic knowledge, transcription, sentiment analysis, guided and scripted workflows, and a consolidated softphone to simplify the job of the agent.



Outcome-based design and analytics system

The conversational AI design and analytics system measures overall business value for virtual assistants and provides granular, actionable insight into the customer experience journey with an outcome-based analytic model and the ability to measure performance against goals.

Elevate the human experience.

TrueServe™ delivers a unified experience to improve employee engagement, customer satisfaction and ultimately, business value.



Customer



Live agent



Manager



Fit for purpose. Primed for growth.

Deloitte has helped transform the contact centers of many Fortune 100 companies around the globe. TrueServe™ leverages that cross-industry experience to provide out-of-the-box relevance and utility for a wide range of common contact center needs as well as sector-specific requirements.

Here's a small sample of the prebuilt solutions within TrueServe™.

Authentication

Quickly authenticate a customer so they can gain access to their privileged account information.

Contact management

Update customer's address, phone, email and contact preferences via phone or chat.

Bill payment

Provide account balance and payment information, accept payments, and set up auto-pay.

Case status

Allow a customer to review their recent cases as well as the status and updates for each case.

Password reset

Enable a customer to seamlessly reset their password and recall their account username.

A powerful ecosystem. A single solution.

Deloitte's strong relationships across the cloud technology and digital contact center ecosystem—combined with our systems integration capabilities—mean that you get the ease of a single solution built on leading tools and platforms.

Interested? Get in touch or visit our [page](#).

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