

# Infinity Customer Interaction Management

Infinity Customer Interaction Management (CIM) empowers organisations to do new things, faster, more efficiently, more flexibly and more securely with their existing technology infrastructure.

Our technology slots into your existing IT infrastructure, getting your people, systems and processes pulling together. It equips organisations to successfully serve customers, enhances productivity and lowers costs. It also provides powerful data insights to improve business processes and spot opportunities.

Agents are able to work faster and more fluently because Infinity CIM gives them easy access to the information they need to service customers from a single unified desktop. Call answerers are guided through multiple processes in an intelligent manner, where the next step presented follows logically from the responses already gathered, resulting in faster, more accurate customer interactions, less hold time, fewer call backs, and no need to transfer customers.



Infinity CIM empowers agents to treat every customer as an individual.

With access to the complete customer journey of phone interactions, website visits, emails, purchases and social media comments, agents can seamlessly manage interactions that cross multiple channels, and personalise upsell, cross-sell, and renewals offers to meet a customer's wants, needs and circumstances.

The technology transforms raw data held in multiple systems and databases into measurable and actionable information. The insight gained can be used to improve processes, identify performance gaps, pinpoint service issues, predict customer behaviour and define personalised solutions and offers that boost loyalty and satisfaction.