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GETABBY LAUNCHES COMPLETE CARE (C-CARE) MULTICHANNEL SOLUTIONS A Step Up in Customer Communications

GetABBY Communications, announced GetABBY Complete Care (C-Care), an integrated inbound/outbound, multichannel solution for the customer care center. GetABBY C-Care integrates inbound interactive voice response (IVR) interactions with multichannel proactive communications, text-to-speech, website avatar, and smart device 'intelligent agent' into one solution to "allow customers to solve more problems in fewer interactions," says Jim Archbold, senior manager of solutions marketing at GetABBY.

"The solution is available for on-premises or hosted deployments and is geared toward several key vertical markets: municipal governments, healthcare, and transportation," according to Archbold. "These are verticals with similar pain points," he says, noting that they all receive a high volume of customer contacts over multiple channels for a multitude of different reasons. "These are all pain points that can really have a business impact. GetABBY C-Care enables businesses to manage the long-term customer conversation over these multiple touch points that occur throughout the customer lifecycle, whether the company or the customer initiates the interaction.

The solution goes beyond simply notifying callers or directing them toward lengthy IVR menus, it engages customers by offering them logical choices relevant to their initial interactions. For example, if a customer is calling the inbound IVR for the status of a health insurance claim that is still in process, GetABBY C-Care might suggest and initiate a claims status proactive notification when the claim has been processed; or, after realizing that an individual's flight from Dallas to Chicago has a layover in Cleveland – ABBY would offer the passenger a coupon for \$2 off at the airport TGI Fridays – which naturally would be sent to their cell phone. "We are talking about saving the customer time, effort, and money," Archbold says, "It's so much more seamless to connect with the client and allow him to do other things within that one interaction."

"While traditionally, businesses have focused on serving their customers well within a single channel, such as IVR, GetABBY C-Care is taking it a step further by offering a business solution that exploits multiple channels to better manage relationships over the entire customer lifecycle," said Jim Archbold. "How does each customer want to interact with us? How can we better serve that individual? When it comes to addressing questions, should it matter who initiated the conversation – or with what device? Answering these types of questions has contributed to a solution that we believe will be welcomed by consumers who crave more personalized, more flexible, and more Complete Customer Care."
