

SkyCreek's Comprehensive Enterprise Communication Platform (ECP)



Maximizing Customer Engagement and Ensuring Customer Satisfaction

Disparate Communication Systems Create Problems for Your Customers and Impact the Bottom Line

Effective communication is the cornerstone of customer satisfaction, engagement, and retention. However, many businesses are operating within communication silos when their CRM, business support systems, ERP, billing, network, and other applications send customer notifications on their own.

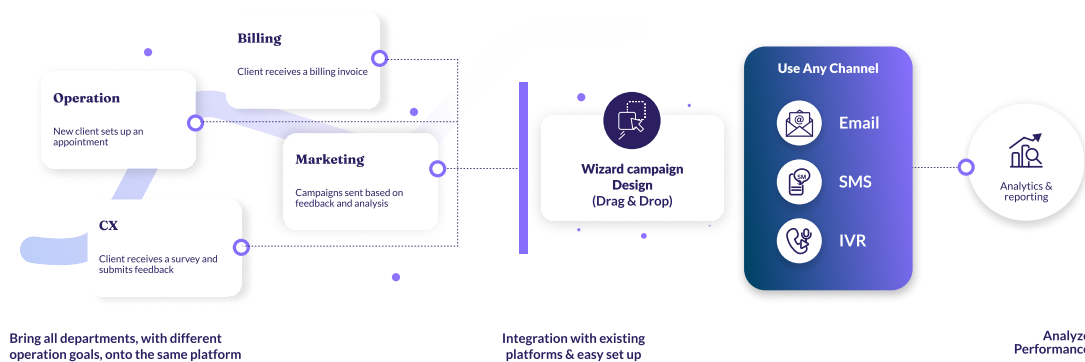
Fragmented customer communications significantly impact operational efficiency and customer experience. Enabling centralized management of customer communication preferences is difficult. Maintaining multiple systems creates an additional overhead. What makes it worse is the lack of visibility into ongoing communications and the inability to track customer experience across all journey touchpoints.

The only way to meet customer expectations is to implement a central communication platform that delivers information to customers using their preferred channels.



The Ultimate Communication Solution

ECP Summary/Capabilities Visual



An Enterprise Communications Platform (ECP) offers centralized management of customer communications across different communication channels (SMS, IVR, Email) from different departments within your organization. It captures the end-to-end customer journey, covering every engagement stage and providing a consolidated view of all customer communications with centralized reporting and dashboards.

This unified approach brings order and coherence to customer communications, significantly enhancing the customer experience. It not only simplifies internal processes but also ensures a consistent and tailored experience for the end user. It works like your customer communication command center, ensuring you're always hitting the mark with your messages, no matter how big or busy things get.

Introducing SkyCreek

The SkyCreek Enterprise Communication Platform comes with all the capabilities to configure and deploy the right communications on the right channel at the right time. It integrates with enterprise systems, enables multi-channel customer communications, and provides all the needed configurability and reporting. A single communications platform eliminates the complexities of disjointed systems, ensuring reliable message delivery and robust data analysis capabilities.

Operations, Marketing, Customer Care, and Customer Experience teams can effortlessly orchestrate the creation, management, and delivery of critical communications through different channels. The intuitive workflow design offers departments autonomous ability to manage their campaigns, often without the involvement of internal IT Dev support. This helps alleviate challenging workloads, leading to greater operational efficiency and enhanced customer satisfaction.



Alerting

Opsgenie

Prometheus

Hipchat

Slack

Datadog



Workforce

CSG WFX

Oracle TOA

Arris



Billing System

Icoms

CSG

Arterra

Amdocs



CRM System

Microsoft Dynamics

Salesforce



Data Integration

Kafka API

API

Batch

JMS

Client Onboarding and Training with SkyCreek

SkyCreek takes a consultative hands-on approach that includes comprehensive training and onboarding assistance to clients following their ECP purchase. We are committed to ensuring clients not only quickly feel comfortable using ECP but collaborate on an initial strategy and campaign creation to immediately provide value tailored to your unique organization's business needs.

This may mean training dedicated personnel to gain proficiency in utilizing the ECP to deploy, QA, and manage campaigns. Or, we can take more of a leadership and consultative role to provide dedicated professional services to help design, QA, and build out your campaigns in ECP as a close team member motivated to help you achieve your business objectives.

We provide:

- A holistic collaborative discussion on how ECP and SkyCreek's Professional services can best align and integrate with your organization and resources to craft a custom onboarding experience that immediately delivers value.
- **Thorough and personalized onboarding support:** The initial onboarding includes setting up our client's profile and users to align with their unique objectives.
- **In-depth employee training:** Our team provides base-level hands-on training to the employees of our clients who are meant to use the ECP.
- **First campaign design and execution:** We design and launch the first customer communication campaign as part of initial training, showcasing the ECP's capabilities, workflow and serving as a guide for future campaigns.
- **Ongoing assistance with professional services:** We provide a range of services to our clients for a fee, which are not directly available within the ECP. Our services offer project assistance such as crafting and refining campaigns to meet top industry standards, setting up custom integrations with the client's software, and building new features specifically designed to meet your business's needs.

Key Features

01

Integrations

- Syncs with existing workflows for immediate use
 - Improved customer interactions with centralized data
 - Enhanced information flow and accessibility
 - Seamless cross-department communication
-

02

Setup

- Onboarding assistance including training
 - Low-code environment (ease of setup, integration, and quick launch)
 - Drag and drop tools to create dynamic flows and support multilingual content
 - Proven production process that includes design, approval, testing, QA, and versioning
 - Customized user roles for permission/access
-

03

Messages

- Create personalized SMS, emails, and outbound IVR calls
 - Mobile/Desktop responsive
 - Customized logic – Integrate customer/order/service-based information to personalize messages based on customer interaction and account details
-

04

Dashboards

- Single view to access outbound customer touchpoints, campaign volume/ trends, and communications in detail
 - Customer activity report across campaigns
 - Detailed communication data to see sent emails, SMS conversations, and IVR recordings
 - Schedule reports for email delivery
-

05

Configurations

- Utilize the customer's preferred channel of communication
- Conduct surveys in multiple languages
- Surveys can use multiple types of questions like multiple choice questions, etc.
- Workflows are based on specific interactions, responses, and timing

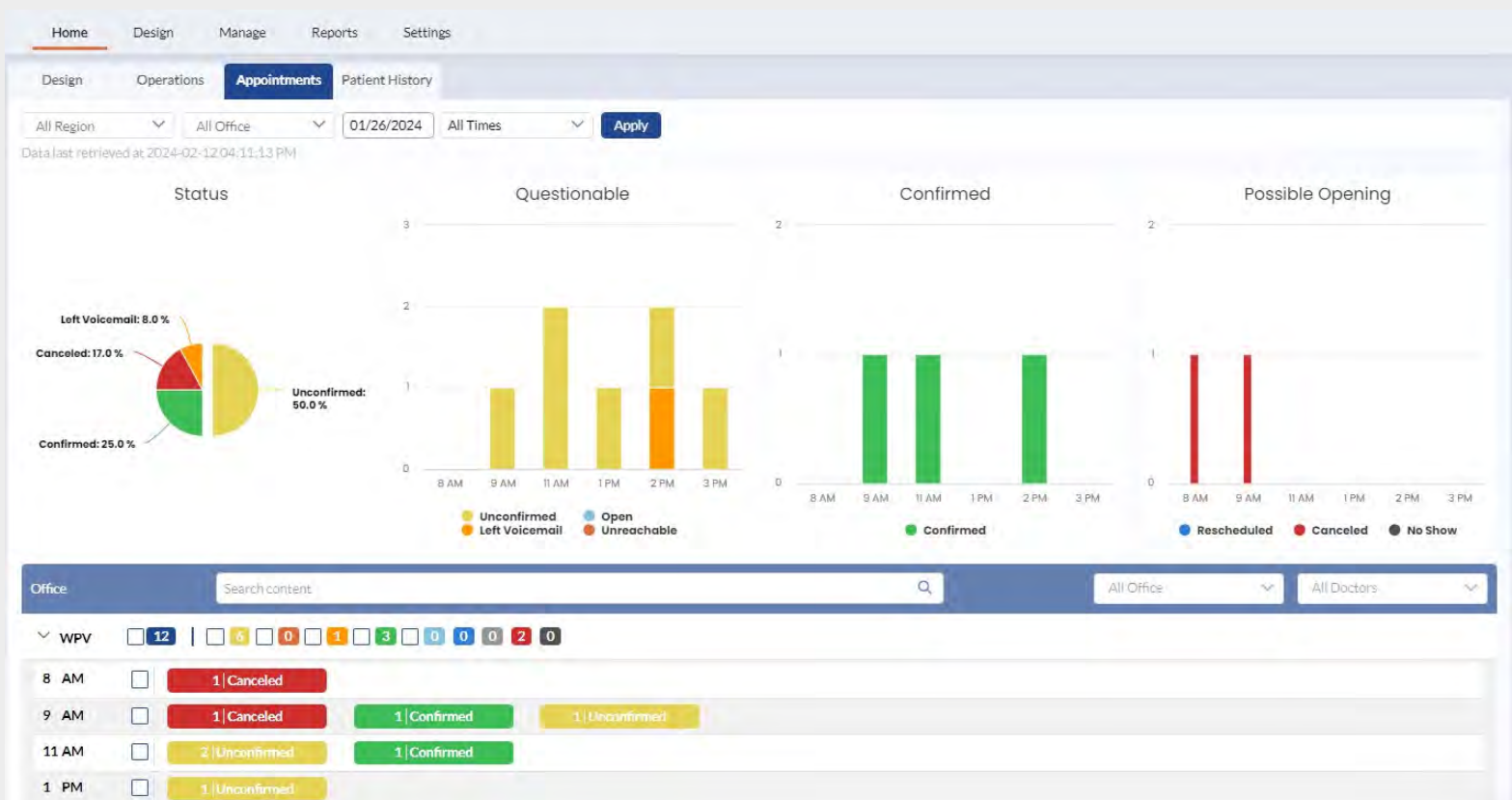
Solutions

Appointment Management

The platform elevates client engagement by automating appointment reminders at every stage of the appointment lifecycle, fitting both in-office and field service scenarios.

- Seamlessly integrates with your existing systems, ensuring smooth data flow and scalability as your business grows.
- Offers a full suite of reminder tools across text, email, and IVR, with customer escalation features.
- Reaches customers on their preferred platform and frequency, ensuring effective communication.
- User friendly dashboard to evaluate real time cancellation, confirmation, or rescheduling option responses to manage customer appointments.

This ensures efficient communication and improves the overall experience for customers.



Solutions

Surveys

SkyCreek's Survey Management Solution is a versatile tool for different industries to gather and analyze customer feedback via multi-channel surveys.

- Configurable survey design, distribution, automated reminders, robust analytics and reporting.
- Configurable scoring criteria within the Survey Analytics Module to access comprehensive insights through daily survey results, alerts, comments, reports, and weekly summaries.
- Monthly coaching scorecards broken out by the company's operational employee hierarchy.
- Data-driven customer insights to enhance customer service, brand experience, and products to drive business growth.

This solution can help improve customer retention, identify profitable segments, reduce churn, optimize pricing strategies, enhance service, and support product development needs.

OTP

The OTP solution fortifies the integrity of sensitive transactions and information exchanges by requiring additional authentication steps.

- Provides unique one-time codes via SMS/email for secure customer identity verification during transactions.
- Assures your customers of additional trust and security in their business transactions.

This prevents unauthorized access, identity theft, and SIM cloning to protect customer data and maintains compliance with industry regulations.

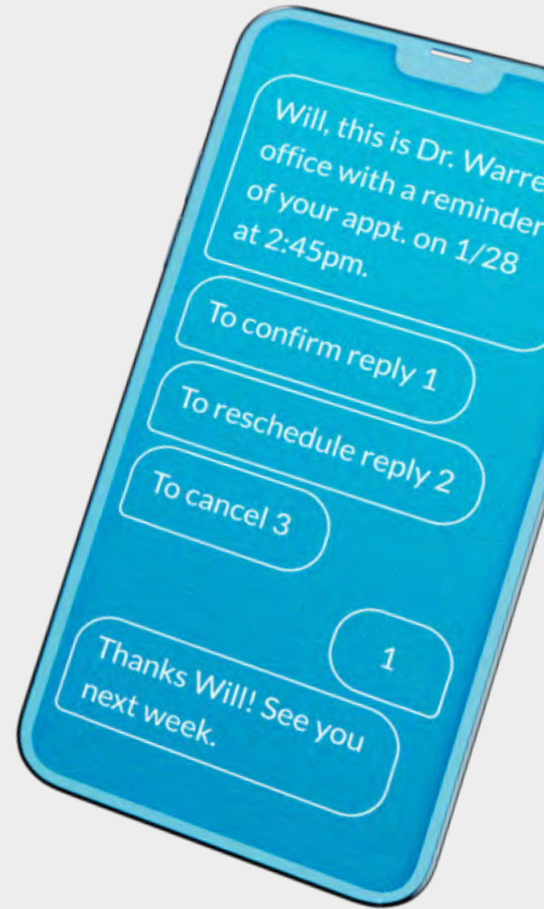
Solutions

Alerts

The Service Alert Communication Management Solution helps companies reduce response times through near-real-time monitoring and automated notifications.

- Integrates seamlessly with existing systems and automatically triggers alerts.
- Offers tailored alert preferences, including channel selection and alert types.
- Supports mass notifications to millions of customers in minutes.

This enables sending a large volume of notifications on service updates and supports immediate alerting for issues or emergency notifications in real time.



Marketing Campaigns

SkyCreek's SMS marketing solution leverages the high open rates of mobile messaging to deliver targeted, timely promotions and reminders.

- Integrates with CRM and databases for unified customer communications.
- Provides campaign design, contact management, automation, and analytics features.

The benefits of SMS communications include instant reach, high open rates, personalization, and cost-effectiveness. This enhances customer engagement and contributes to business growth in various industries.

The Advantages of Using SkyCreek

SkyCreek is a powerful tool for businesses to deliver streamlined, standardized, and effective customer communications.



- 1. Unified Communication Across Departments:** Different departments within a company use varied systems for customer communication. SkyCreek integrates these disparate systems into a centralized platform to efficiently deliver and manage multichannel customer communications.
- 2. Easy Integration with Existing Systems:** Designed with integration in mind, this software easily integrates with your existing enterprise software systems (workforce management, billing, or ERP systems), eliminating the need for custom code.
- 3. Multichannel Delivery:** The platform enables departments to communicate with customers through multiple channels - email, SMS, or IVR - while adhering to a single corporate standard and branding.
- 4. Configuration using a Wizard:** The intuitive visual drag-and-drop interface of the 'wizard' tool simplifies communication configuration. Companies can set up campaigns and triggers to automatically send out reminders or messages via different communication channels from a single platform.
- 5. Reporting and Analytics:** The solution provides detailed reports on end-to-end customer journeys and feedback. Companies can understand customer preferences and behaviors to tailor business strategies for better engagement and customer experience.
- 6. Ongoing Support:** SkyCreek provides ongoing support to clients post purchase which includes operational support, ECP usage support, and a dedicated account manager to assist with any other needs.

Caters to Various Industries

SkyCreek transcends industry boundaries, catering to the unique needs of various sectors.

Utilities Industry

In the utility industry, the platform automates communications related to field service appointment scheduling, reminders, and cancellations, leading to optimized resource allocation and reduced costs. Additionally, clients of SkyCreek have the opportunity to send survey communications to get immediate insights into the customer experience.

Telecommunications

Telecommunications companies leverage the platform to provide personalized appointment options for installations and repairs, enhancing customer experience and loyalty. These notifications help to ensure customers are at home and expecting field service specialists, reducing missed appointments and related costs. Additionally, updates on service changes and promotion of new plans can be delivered with personalized campaigns.

Healthcare

In the healthcare sector, the platform's streamlined appointment scheduling and automated reminders minimize patient wait times and improve patient care. This also reduces payroll expenses by maximizing the time available to employees across departments. Additionally, campaigns are easily configured to keep patients updated on their bills, appointments, and other updates like changes in hours of operation. Healthcare providers use the survey solution to improve customer satisfaction and troubleshoot potential issues.

Case studies

Here are some examples of how SkyCreek helps businesses across different industries.



Comcast Communications addressed a significant challenge of customer no-shows for scheduled repair appointments by partnering with SkyCreek. The solution involved an automated, multi-channel communication process that allowed field technicians to update customer appointments and move on efficiently. This "Not Home Verification" (NHV) campaign led to an 800% increase in return on investment, with savings of \$5.24 per instance, amounting to over \$300,000 in monthly savings. Additionally, it eliminated 185,000 calls to the service center.



New Jersey Natural Gas (NJNG), recognized as one of the most trusted brands, leverages SkyCreek to analyze vast amounts of customer feedback through surveys, guide strategic improvements, and reinforce a culture centered on customer satisfaction. This data-driven approach, distinguishing between positive and critical feedback, has notably enhanced NJNG's customer service and overall operational effectiveness.



Florida Cancer Specialists (FCS), a billion-dollar healthcare organization, leverages SkyCreek to overcome communication challenges, leading to a more efficient patient experience. By enhancing their appointment reminder system and implementing a patient-management dashboard and an emergency notification module, FCS improved patient confirmation rates by 20% and reached over 95% of patients with reminders. This resulted in better clinic productivity, lower costs, and increased patient satisfaction, with significant cost savings on notifications and daily calls.

Conclusion

SkyCreek is a robust solution for service-oriented businesses aiming to streamline communications. Automating routine notifications and integrating multiple channels into a single platform alleviates the challenges of customer service and outreach, ensuring that businesses remain connected with their customers through every step of the service journey.

The success stories from industries like utilities, healthcare, and telecom show the tangible benefits of implementing SkyCreek, such as a significant return on investment, improved customer experiences, and operational cost savings, making it an invaluable asset for any customer-centric organization.

Click on the link to learn more about [SkyCreek](#) and connect with us to see how we can help enhance your customer experience.

Contact Information for further assistance from SkyCreek

Website: <https://www.skycreek.com/>

Contact no. 855.759.2733