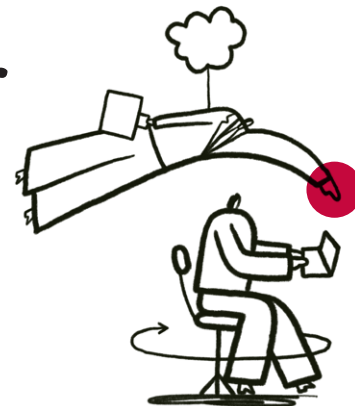


# Empower your customer service team to build stronger relationships

CUSTOMER ENGAGEMENT CENTER



1

## KEEP TRACK OF YOUR CUSTOMERS

Monitor your customers' needs and online shopping behavior, thanks to deep integration with Intershop Commerce Management.

2

## INTERACT SEAMLESSLY

Communicate with buyers using their preferred channels and answer all their questions in real-time.

3

## INCREASE CUSTOMER SATISFACTION

Guide your customers through their entire buying journey by offering expert advice via co-browsing.

4

## BOOST CONVERSION RATES

Support your customers from selecting the right products to completing their online purchase and beyond.

Give your customers a helping hand at every point in their journey with Intershop's Customer Engagement Center. Offer assistance at the right moment to boost sales and satisfaction.

**“Buyers who can’t find what they need will seek out one of your competitors.”**

Gerrit Enthoven, Director Sales EMEA

### Offer superior support for B2B buyers

Intershop Commerce Management enables you to create best-in-class storefronts for any device. But no matter how good the user experience, your buyers will still have questions.

That's especially true for B2B sales. With more complicated products and services and additional quoting and approval processes, **shoppers often need more information** to make confident buying decisions. Intershop's Customer Engagement Center is an ideal way to provide extra support and advice to ensure your customers get exactly what they need.



### Benefit from a more personal approach to customer service

With the Customer Engagement Center, you have the power to improve your company's customer service while reducing average handling time and associated costs. This tool is the perfect companion to various storefronts, giving your customer service team the ability to **respond quickly and communicate with your customers** at any point in the buying journey through their preferred communication channels.

## Improve the interaction with your customers

The Customer Engagement Center provides deep insights into individual customers and their shopping process, enabling your customer service or sales teams to reach out at just the right time, **to answer questions or help complete their order.** Besides boosting conversion rates and order values, it also provides countless opportunities to increase customer satisfaction and build lasting relationships.

## How it works

The Customer Engagement Center is fully integrated with all your Intershop platform capabilities. Communicate with shoppers on channels they prefer and **answer questions in real-time.**

# Key features

- 1 Co-browse and quick order functionality** to lead customers to the right products and help them complete their orders.
- 2 Two-way communication** for convenient conversations that you can easily pick up wherever you left off.
- 3 Seamless integration** with Intershop Commerce Management to make sure your customer service has the same information as your customer.
- 4 The modern interface** lets you focus on your customers and their concerns – not the technology.
- 5 Personalized coupons** improve customer satisfaction and provide a great incentive for dissatisfied customers.



## Why it matters for your business

Exceed your customers' expectations and drive sales with the support that addresses their specific needs, on their preferred channels.

## Reduce your reliance on IT

Enhance your storefronts and customer service capabilities with a fully integrated customer engagement solution that requires minimal IT support.

The screenshot shows the 'intershop customer engagement center' interface for a user named Patricia Miller. The interface includes a search bar with the user's name, a profile icon, and an 'END CONTACT' button. Below this, the customer's name 'Patricia Miller' is displayed. The main content area has tabs for 'Overview', 'Quick Order', 'Coupons', and 'CoBrowse'. The 'Quick Order' tab is active, showing a form with 'Shipping Address' and 'Invoice Address' fields. The 'Shipping Address' field contains 'Ms. Patricia Miller, Berliner Str. 20, Potsdam 14482, Germany'. The 'Invoice Address' field contains 'Ms. Patricia Miller, Potsdamer Str. 20, Berlin 14483, Germany'. There is also a 'Payment Method' dropdown menu set to 'Invoice'. To the right, a summary table shows 'Subtotal' as \$1,389.92, 'Shipping' as \$122.59, 'Tax' as \$241.49, and a 'Total' of \$1,518.51. At the bottom, there are buttons for 'SEARCH PRODUCT', 'TAKE OVER CART', 'COUPON', and 'PLACE ORDER'. A footer section shows the shipping address and SKU.

Summary	
Subtotal	\$1,389.92
Shipping	\$122.59
Tax	\$241.49
<b>Total</b>	<b>\$1,518.51</b>

Co-browse and quick order functionality to lead customers to the right products.

# intershop®

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