



CUSTOMER INTERACTION SERVICES

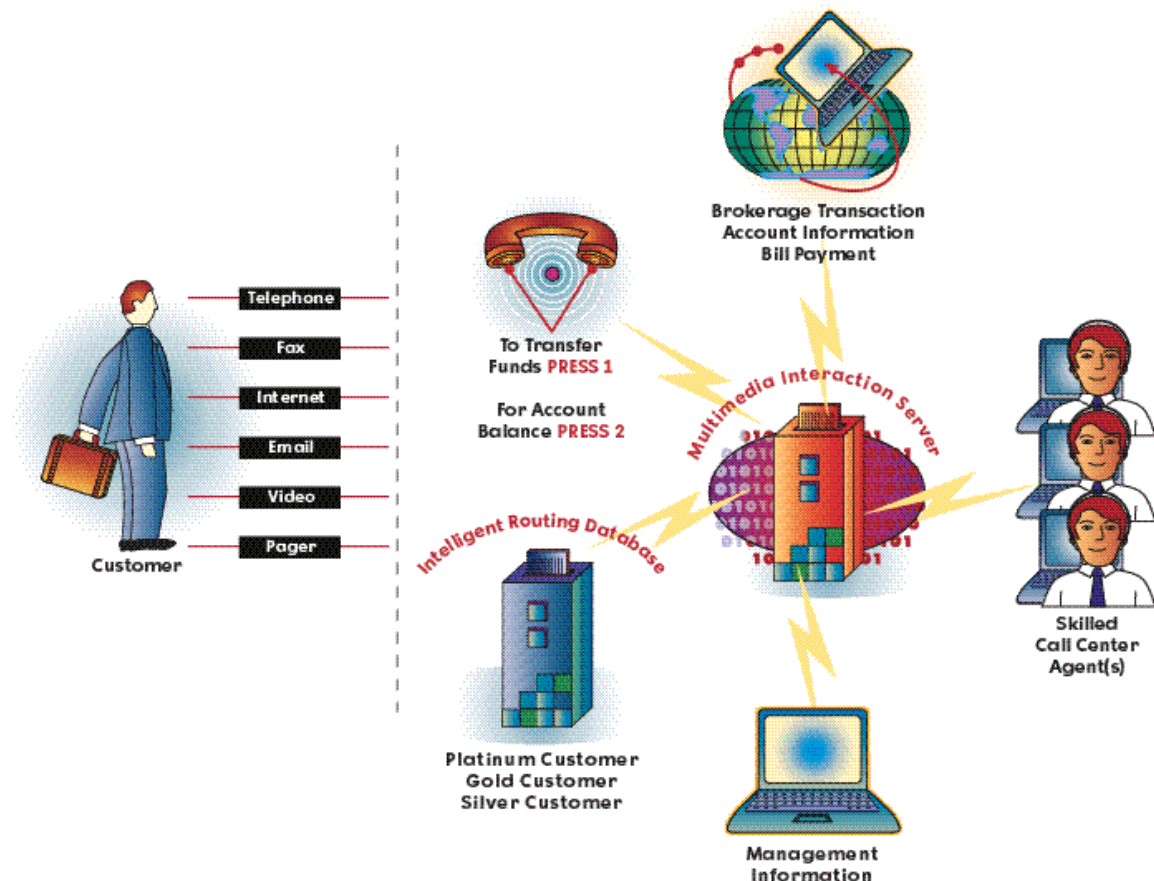
MULTIMEDIA SOLUTIONS TO HELP YOU INTERACT MORE SUCCESSFULLY WITH YOUR CUSTOMERS

TOTAL SOLUTIONS FOR FINANCIAL SERVICES NOW, TOMORROW, AND INTO THE FUTURE.

Customers want access to their financial services company anytime, anywhere – and in the media option of their choice. Customer Interaction Services delivers these comprehensive solutions.

Customer Interaction Services help banks, brokerages, insurance companies, and other financial institutions exceed their objectives. We combine innovative business practices and the most advanced technologies to redefine the way your organization interacts with your customers.

OUR PORTFOLIO OF SOLUTIONS



AT A GLANCE

- LEVERAGE THE LATEST TECHNOLOGY AND PROCESS DESIGN TO BEAT THE COMPETITION.
- IMPROVE THE INTERACTION EXPERIENCE WITH YOUR CUSTOMERS.
- GIVE CUSTOMERS ACCESS TO INFORMATION VIA PHONE, INTERNET, FAX, E-MAIL AND PAGER AT THEIR CONVENIENCE.
- DECREASE THE COST OF CUSTOMER SERVICE, INCREASE REVENUES AND PROFITS.

BELLSOUTH MULTIMEDIA FINANCIAL SOLUTIONS

With Customer Interaction Services, your customers gain the ability to use a variety of media options to communicate directly with their financial institution. Our portfolio of custom solutions includes:

• MULTIMEDIA CALL CENTER SOLUTIONS

Financial institutions can implement the latest technology to most effectively serve their customers whether they are calling from a telephone, sending a fax/ e-mail or even calling from the web. Customers calling can be intelligently routed to the agent with the most appropriate skills to provide the highest level of service and enable cross-sell and up-sell opportunities.

• INTERNET-BASED FINANCIAL SOLUTIONS

Organizations can migrate customer interactions to the Internet for account information, bill payment processing, brokerage transaction execution, on-line credit decisions, and a myriad of other electronic commerce.

• MULTIMEDIA SELF-SERVICE SOLUTIONS

Customers can access their account information, perform transactions and other services via the telephone or over the Internet.

• RECORDING/ MONITORING SOLUTIONS

Interactions can be monitored and recorded to verify transactions, help improve agent performance and improve the customer experience.

• WORKFORCE MANAGEMENT SOLUTIONS

Where do you find the best agents, supervisors and managers? How do you train, develop, retain, and most effectively utilize them? BellSouth can offer software and services to solve these and other problems associated with the call center workforce.

Customer Interaction Services from BellSouth Business can help you enhance relationships with your customers, increase revenues and reduce costs, please contact:

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