

# AWD<sup>®</sup> AWD/Contact<sup>™</sup>

AWD/Contact<sup>™</sup> is DST's next-generation customer management desktop solution for high productivity and world-class customer service. With AWD/Contact, your customer service representatives (CSRs) enjoy the benefits of a fully integrated, workflow-enabled contact center environment:

- Rapid implementation
- Vital information in a highly visual form
- Integration with workflow, computer telephony integration, digital call recording, and the Internet
- Links into your other application systems for customer account information and product marketing
- Support for thin client environments

## Multi-Channel Capture

As AWD's integrated customer service interface, AWD/Contact extends business process management (BPM) to real-time interactions.

AWD/Contact provides you with a unified view of all customer contacts, regardless of the channel of communication, including mail, fax, phone, e-mail, Web call-back, Web collaboration, Web chat, and voice-over IP.

Tight integration between AWD's capture suite and business rules engine reduces implementation costs and ensures that all transactions are processed consistently.

## Preintegrated Solution

Because AWD/Contact is fully integrated with AWD, users have access to the complete history of customer interactions: calls, letters, faxes, e-mails, chat transcripts, and other contact points—all of which are housed in AWD's customer repository. AWD/Contact integrates with AWD/Voice to support leading CTI and digital call recording systems.

AWD/Contact's table-driven business activities feature helps you define interactive, dynamic scripts to guide

your CSRs through customer inquiries and enable up-sell and cross-sell opportunities. In addition, AWD/Contact's ticker line broadcasts continuous updates on call queues, workload, and other client-defined information.

## Driving Your Profitability

The ability to make the most out of every interaction with a customer is critical to any customer management solution. AWD/Contact's consolidated customer view presents your CSR with the overall value of that customer to your organization, including all products and services used as well as a record of all prior contacts. This information, combined with AWD/Contact's dynamic scripting and links to your product and marketing systems, gives the CSR every tool necessary to answer the customer's inquiry and to initiate marketing opportunities for other products and services.

## Designed to Fit Your Technology Needs

AWD/Contact is designed to meet the dynamic challenges facing today's customer management environments.

AWD/Contact's point-and-click design facilitates flexible configuration and quick setup of scripts and call-flows.

AWD/Contact uses three-tier technology that supports XML, XSLT, HTML, and DHTML. Available cross-platform, the middle tier handles communication with your AWD server and other application systems.



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