



REAL BUSINESS VALUE AND
FAST ROI

UPSTREAM WORKS FOR FINESSE

Upstream Works provides a comprehensive Business Impact Analysis Framework and ROI Tool for omnichannel opportunity development.

Default industry values are provided, or an organisation's specific data can be used, or a combination of both. Areas of assessment include customer retention, satisfaction and effort, agent productivity, fraud prevention and transfer rates.

BUSINESS IMPACT ASSESSMENT FRAMEWORK

AGENT SUCCESS



Increase agent productivity.
Increase first contact
resolution and reduce
transfers.

CUSTOMER EXPERIENCE



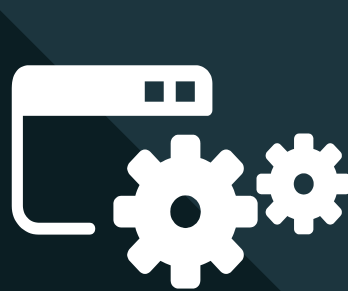
Reduce effort.
Improve satisfaction
and loyalty.

BUSINESS EFFICIENCY



Increase Efficiencies.
Increase Revenue.

TECHNOLOGY OPTIMISATION



Improve operational
processes. Streamline
workflows and integrations.

MEASURABLE BUSINESS IMPACTS



INCREASED AGENT SUCCESS AND PRODUCTIVITY

With access to full customer
information and easy-to-use,
consistent tools agents can
not only save time but are
also able to readily discuss
relevant product offers.



INCREASED CUSTOMER LOYALTY AND FCR

Track contact reason, details
and outcomes and reduce
unnecessary repeat contacts.



INCREASED BUSINESS EFFICIENCY WITH INTEGRATIONS

Collaboration Meeting Room
license to enable WebEx
meetings on video endpoints.



REDUCED RISK AND LOSSES WITH FRAUD PREVENTION

Personalise service, offer more
relevant sales interactions and
take advantage of the 'Next
Contact Prediction' feature.



LOW CUSTOMER EFFORT AND FEWER COSTLY TRANSFERS

Revised IVR options, skill
changes, training and other
operational improvements
can be identified with the
reporting functionality.



INCREASED CUSTOMER VALUE WITH IMPROVED CX

Personalise service, offer more
relevant sales interactions and
take advantage of the 'Next
Contact Prediction' feature.

SOFT BUSINESS IMPACTS

With the Flex Plan, you can choose the right subscription based on your business size and needs. Each option includes technical support.



EXPANDED CUSTOMER BASE

Improved customer satisfaction allows you to
expand your customer base through positive
word of mouth and referrals.

FASTER TIME TO MARKET

Having an open, flexible solution enables new
channels and offers to be introduced quickly.

INCREASED INNOVATION AND COMPETITIVENESS

Beat the competition reports enable continuous
measurement of success and highlight opportunities
to improve.

WHY NATILIK AND UPSTREAM WORKS?



1:1 CONSULTATION

We help you to investigate
opportunities by looking
at the true impact that
UWF can have on your
business outcomes.



ACHIEVE MAXIMUM ROI

We work with you to
determine opportunities
for cost-savings and
increased revenue
through UWF.



ACCELERATE SALES

Work with the
Natilik/Upstream team
to determine the business
impact, ROI and
business case.

SEE WHERE WE CAN TAKE YOU

To learn more about Upstream Works for Finesse,
then please contact your account manager.



NEW YORK LONDON SYDNEY

www.natilik.com