



APPIAN FOR RETAIL

INTELLIGENT CONTACT CENTER

The Appian Intelligent Contact Center™ powers contact centers at some of the world's leading organizations. Backed by the #1 rated case management solution, the Intelligent Contact Center™ provides a complete, single view of the customer while driving rapid resolution. The result is superior agent performance and world-class customer experiences.

Delivering amazing experiences to attract and retain customers is critical for retailers, especially with the number of convenient shopping choices consumers have. However, siloed operations, manual processes, and legacy systems present significant barriers to achieving seamless and engaging customer experiences.

From sales and customer rewards to order processing and returns, retail leaders are transforming the way they deliver customer experience—and differentiating their brand.

MODERNIZE FOR MAXIMUM IMPACT

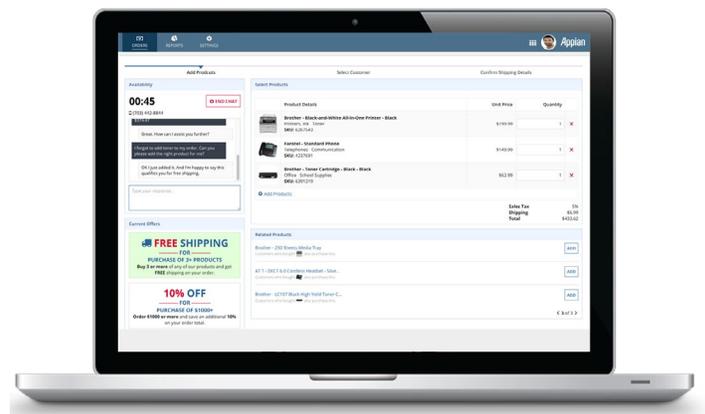
Transform your contact center with an innovative platform that enables you to quickly deliver an integrated customer experience across channels and customer touchpoints.

 **Unified 360° Customer View**
Unify data and interaction history for a true, 360° customer view for intelligent agent interactions and outstanding customer experiences.

 **Phenomenal Agent Experience**
A single, easy-to-use interface driven by sophisticated AI to support agents in servicing customers and delivering personalized recommendations.

 **Exceptional Customer Experiences**
Provide seamless customer experience across channels and touchpoints, with embedded knowledge management, to ensure inquiries are resolved right the first time.

 **Essential Integrations**
Integrate siloed data and back-office systems to orchestrate complex processes and extend the value of your technology investments, including SAP and existing contact center technologies.



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A SINGLE SOLUTION TO IMPROVE CUSTOMER ENGAGEMENT

Unified Customer View

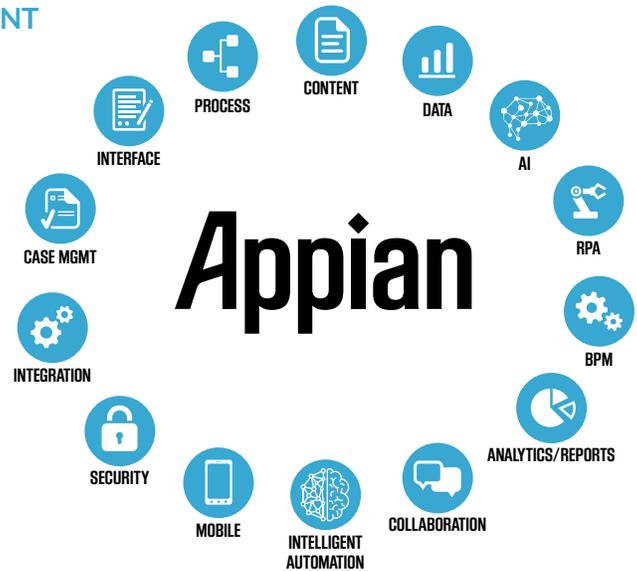
Unify data from across your organization to create one actionable customer view.

Universal Agents

Dynamic Case Management, AI, RPA, and intelligent processes help guide agents to handle any situation—fast.

Embedded Omni-channel Engagement

Turn multi-channel support into a true omni-channel environment with embedded voice, chat, and SMS in a single interface.



EXCEED THE KPIs THAT MATTER MOST:



Increase

Customer Satisfaction
On-time Delivery
Call Quality Scores
Cross-sell Opportunities



Improve

Service Levels
Order Fulfillment Accuracy
Service Recovery Costs
Agent Productivity



Reduce

Average Handle Time
Call Abandonment
Cost Per Interaction
Agent Turnover

APPIAN CUSTOMERS ARE REALIZING:

- **80%** reduction in processing time
- **Over 40%** operational cost savings
- **60%** increase in customer satisfaction
- **9x** faster customer service

مجموعة المتبولي المتحدة
United Matbouli Group 

UMG is Saudi Arabia's largest retailer of appliances and electronics. They had disparate systems to manage their customer service, ordering, fulfillment, and product distribution that added complexity in servicing their customers. Using Appian, they delivered a single integrated interface to make agent's jobs easier and allow them to be more responsive to customers. The results included: 300% faster resolution of customer issues, reduced interaction handle time, and the time to create a new service case cut in half.

Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com