Using analytics to optimize channel allocation

Today, organizations are increasingly realizing the benefits of using business intelligence to optimize channel allocation. CGI Connect provides an integrated multi-channel offering that includes advanced decisioning capabilities and the latest in collections channel technology, enabling clients to improve the customer experience through effective channel management and reduce collection costs.

A component of CGI’s Collections360® suite, CGI Connect supports interactive voice response (IVR), dialer, text message, email, and web portal needs by leveraging CGI partnerships and also delivers a variety of technology solutions that meet our clients’ diverse channel management needs.

With this offering, organizations can facilitate multi-channel, 24x7 customer service through customer preferred channels, enhancing the overall customer experience while, at the same time, reducing operational costs.

A COMPLETE CHANNEL MANAGEMENT OFFERING

Key features of CGI Connect include the following:

- **IVR/dialer**: provides unified contact center technology solutions, including advanced dialer technology and integrated IVR solutions
- **Multi-channel communication**: provides the ability to communicate with an account/customer via different channels, such as two-way SMS (mobile) and one-way email; through these interactive channels, communications can drive the customer to a web portal to make a payment or promise to pay
- **Web Promises**: a related CGI solution that, when integrated with CGI Connect, provides a communication and validation link between bank-branded websites or IVRs and collection systems, facilitating “agentless” collections; consumers can use this tool to make online payments, arrange promises to pay, update contact information or request information

With CGI Connect, organizations benefit from a comprehensive and innovative solution that, through advanced analytics, optimizes channel allocation, the customer experience and the bottom line.

For more information about CGI, visit [www.cgi.com](http://www.cgi.com), or email us at [info@cgi.com](mailto:info@cgi.com).

Founded in 1976, CGI is one of the largest IT and business process services providers in the world, providing business consulting, systems integration and managed services. CGI has an industry-leading track record of delivering 95% of projects on time and within budget, aligning our teams with clients’ business strategies to achieve top-to-bottom line results.