



CERTONA

Personalize • Optimize • Profit

Resonance® Call Center™

CALL CENTER PERSONALIZATION AND REVENUE OPTIMIZATION

Retailers understand the value of getting to know each customer's unique needs, even as these needs change with each and every shopping experience. This means analyzing each shopper's behavior to instantly deliver relevant product recommendations, offers and promotions tailored to the shopper's individual needs and preferences, through multiple channels.

Resonance® Call Center™ leverages the power of Resonance® behavioral profiling and individualized customer targeting to deliver personalized product and offer recommendations for customers calling into a call center. Through the Resonance software-as-a-service (SaaS) platform, purchase history is integrated into Resonance profiles to make product recommendations and promotions even more relevant to the individual shopper. Recommendations are real-time and relevant, not stale or 'one-size-fits-all'.

USE RESONANCE® CALL CENTER™ TO BRING REAL-TIME PERSONALIZATION AND REVENUE OPTIMIZATION TO THE CALL CENTER

Present call center agents with optimal product recommendations and up-sells in real-time

Leverage web site behavior, purchase history and catalog product profiles into cross-channel sales

Apply your business rules and merchandising goals to Resonance multi-algorithm optimization

FEATURES

- **INDIVIDUALIZED** RECOMMENDATIONS PRESENTED IN REAL-TIME BASED ON EACH SHOPPER'S CURRENT BEHAVIOR, HISTORY, PREFERENCES AND OTHER ATTRIBUTES
- **SELF-OPTIMIZING**, NEURAL NETWORK BASED RECOMMENDATION ENGINE WITH SEVEN PATENTS PENDING
- **CUSTOMIZED** STRATEGIES CREATED BY YOU TO MEET YOUR UNIQUE MERCHANDISING GOALS
- **RESONANCE INSIGHT** MANAGEMENT CONSOLE TO CREATE, TEST, DEPLOY, MEASURE AND REPORT

BENEFITS

- **OPTIMIZE** REVENUE WITH MORE SALES, HIGHER AOV, GREATER ITEMS PER ORDER AND BETTER CONVERSION RATES
- **ENGAGE** SHOPPERS IMMEDIATELY WITH PERSONALIZED RECOMMENDATIONS TAILORED IN REAL-TIME TO THE CONTEXT OF THEIR ORDER
- **CONVERT** SHOPPERS WITH OPTIMIZED PRODUCT RECOMMENDATIONS, CROSS-SELLS, UP-SELLS, AND PROMOTIONAL OFFERS
- **REDUCE** COSTS AND IT WORKLOAD WITH LESS TIME SPENT ON MANUAL MANAGEMENT OF RECOMMENDATIONS AND PERSONALIZATION
- **CONTROL** MERCHANDISING AND BUSINESS RULES TO YOUR SPECIFICATIONS
- **ANALYZE** WITH IN DEPTH, REAL-TIME REPORTS AND ANALYTICS



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ABOUT THE RESONANCE® PLATFORM

Resonance is a real-time, multi-channel personalization and revenue optimization platform. Resonance SaaS solutions automate a retailer's ability to provide real-time, relevant, individualized product recommendations, promotions and content—from the web to the call center, email marketing and all your customer touch points.

Resonance turns hit or miss shopping interactions into personal and effective experiences by tailoring visits to the individual. Online, call center, email or mobile, however you interact with your customers, Resonance profiles shopper behavior and automatically makes recommendations that are real-time and relevant.

With Resonance you will:

- Make money – Increase your revenue per visit and average order value
- Save time – Offload and automate management of personalization services
- Integrate – Optimize the benefits of personalization across multiple channels

Resonance serves your multi-channel needs with applications for web, email, call center, point-of-sale, social networks and mobile.

Resonance® Recommendations™—real-time personalization for e-commerce web sites

Resonance® Email™—personalization of transactional emails and marketing campaigns

Resonance® Alerts™—automated management and personalization of alert emails

Resonance® Call Center™—real-time personalized recommendations in the call center

CONTACT CERTONA TODAY TO DISCOVER HOW

RESONANCE® CALL CENTER™

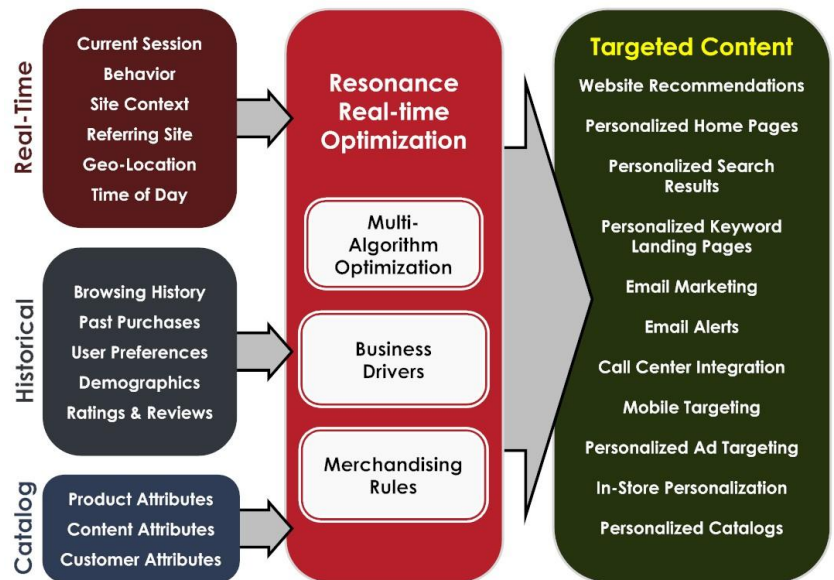
CAN WORK FOR YOU.

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Resonance Personalization Platform



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