



## BLUE MARTINI CONTACT CENTER

The Blue Martini Contact Center module provides customer service representatives with browser-based access to Blue Martini applications, enabling them to provide unparalleled telephone-based customer service from any location with Internet or Intranet access. Contact Center enables customer service representatives to serve any type of customer, regardless of whether that customer is a large business account or a consumer.

### EMPOWERED CUSTOMER SERVICE REPRESENTATIVES

Through Contact Center, agents take orders, answer questions about order status, update customer and account profiles, and create returns and accommodations. They can easily access detailed product, cross-sell, and up-sell information. Customer service representatives use Contact Center to handle virtually any type of payment. The solution enables agents to accommodate customers through various measures such as price discounts or complimentary shipping. Agents also use Contact Center to track all customer interactions by creating and managing cases and tasks.

### FULLY INTEGRATED FUNCTIONALITY

Contact Center is built using the same framework as other Blue Martini modules, enabling the same high quality, consistent interactions with customers across all touch points. Whether a customer has placed an order on the website or via a mobile wireless device, customer service representatives can access full customer account information and provide seamless service. All of these features translate into greater customer satisfaction, more frequent orders, and larger order sizes.

## ABOUT BLUE MARTINI SOFTWARE

Blue Martini Software is the leading provider of sales optimization systems. Our software proactively guides sales people, partners, and customers through sales interactions, helping them to sell more. Over 160 companies worldwide including Carrefour, DuPont, Harley Davidson, Kohl's, Mitsubishi, Panasonic, Saks Fifth Avenue, and Sprint have adopted our sales optimization systems to sell more effectively. Blue Martini Software is headquartered in San Mateo, California and can be reached at 650-356-4000 or [www.bluemartini.com](http://www.bluemartini.com).

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## CONTACT CENTER MANAGER

The Contact Center Manager provides a browser-based interface for customer service representatives to support order taking, order status checks, customer profile edits, product searches, product cross-sells/up-sells, returns processing, exchanges, and accommodations. Contact Center enables task and case assignment for customer service and displays the activities relevant for the customer engaged. Optimized to achieve high productivity and impact the Contact Center user interface provides quick-keys, active panes, and context-sensitive links/operations.

## TRANSACTION SERVICES

Using Contact Center, agents conduct the order taking process including quote/order entry, pricing, promotions, and shipping. Contact Center also provides calls to services for tax calculation, payment authorization and processing and returns processing. By leveraging capabilities from Blue Martini Interactive Selling and Blue Martini Relationship Marketing, Contact Center agents can easily guide customers to the right products for their needs, provide targeted selling messages at the right time and offer a highly compelling customer experience.

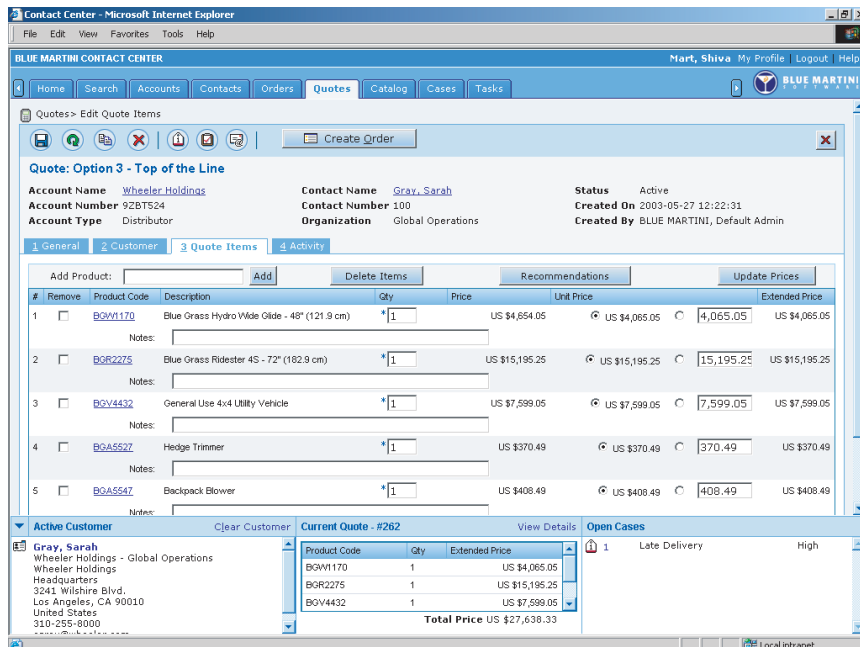
## GROUP MANAGEMENT AND DISTRIBUTED ORDER MANAGEMENT

Contact Center manages the access and editing rights of each customer service representative. This allows administrators to grant or revoke privileges— singly or by group — for read, write, and update access on an account-by-account basis.

Groups can be created to reflect internal or external constituencies. Administrators can set up external partners and internal employees on the system with their own set of customers and products that they work with. For instance, a company can assign a set of large corporate customers to a team that specializes in corporate accounts, and small businesses that it sells indirectly through channels to dealers that will serve them.

## CONFIGURABLE, SINGLE UNIFIED INFRASTRUCTURE

Contact Center supports selling to consumers and businesses from a single, unified infrastructure. Contact Center also provides an API that allows the easy extension/customization of the Contact Center Manager.



Contact Center. Customer service representatives can help customers place or modify an order while the customer is on the phone. The user interface prompts the customer service representative to propose cross-sell and up-sell opportunities.