

Third Eye Messaging



**Third Eye Innovations
(M) Sdn. Bhd**

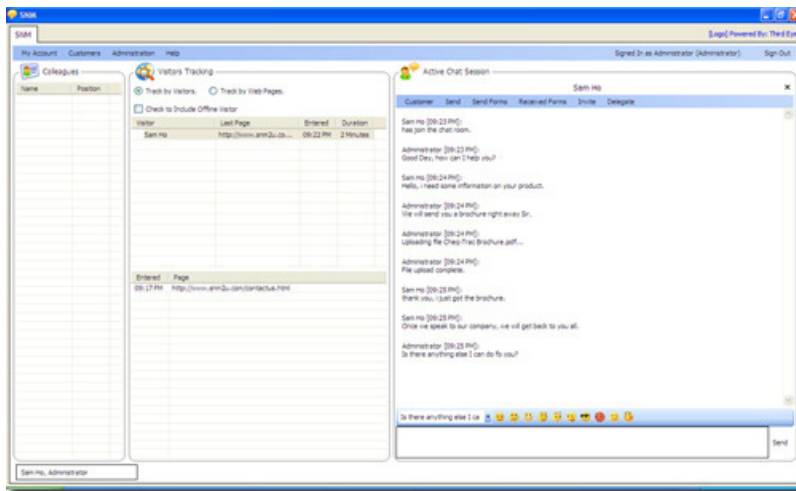
Third Eye Messaging (TEM) Overview

Third Eye Messaging (TEM) is a business quality Instant messaging solution oriented at providing effective and inexpensive communication technology to enterprises, for interaction with their Customers.

The solution brings the enterprise as a virtual office from the customer perspective. The website of most enterprises today is most often a mere brochure or sometimes coupled with limited capabilities of executing some transactions. The objective of implementing the Third Eye Messaging solution is that the organization represents itself in its natural form even on the web. Like how phone numbers make the organization accessible across the globe, Third Eye Messaging brings about access and sound collaborative capabilities for the organization across the globe using the Internet medium.

The model of the Third Eye Messaging is comparable to an organization doing business with its existing customers or prospects in a way like they normally do, except that the medium is different. The quality of the customer experience is significantly enhanced as compared to self-service on websites. The cost is significantly reduced as compared to one-to-one meetings and telecom based customer interaction.

In order to achieve the above, the Third Eye Messaging solution embeds technology onto the website of the company such that the company's officers can represent themselves and in the process, the website is not mere reading material for customers but a point to interaction.



The kind of collaborative and communication capabilities provided by the solution range from simple text chat to high-end desktop collaboration.

All the communication and collaborative capabilities are setup and managed in a manner that suits the need of the business.

The Third Eye Messaging solution is thus a key to ensure that an organization provides quality in their customer interaction to enhance revenues and also minimize costs. It is a solution that is a key part of every business... Sales!



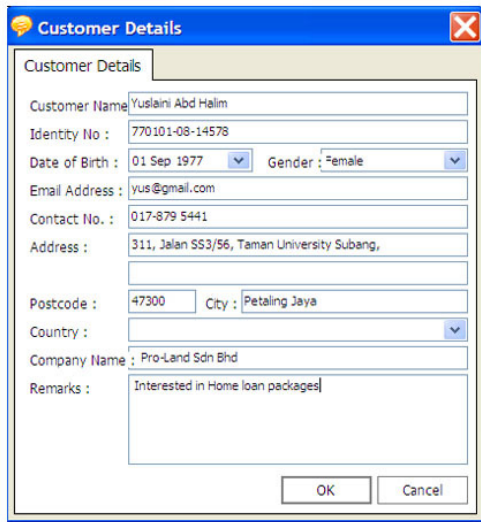
Third Eye Messaging (TEM) Features

The following are the capabilities provided to your business under the Third Eye Messaging Solution. These capabilities make Third Eye Messaging a core requirement in your business process. The features are aimed at ensuring that you make your customer happy.

Customer Tracking and Profile Maintenance

- Site Visitor tracking facilitates you to track every visitor in to your site, Channel information to him and convert customers browsing process into sales.

- Every time a customer logs in, Third Eye Messaging notifies your Officer with an alert and provides him with the customer's navigation information.



- Third Eye Messaging integrates with your existing systems to provide your officers with single-click action to view with the entire communication and transaction history of every customer with your organization and helps your officers to understand your customer and deliver more personalized communication.

- Customer Profile for every customer gives your Officers a clear picture of the buying and payment pattern of the customer for a desired period of time.

Officer and Call Management

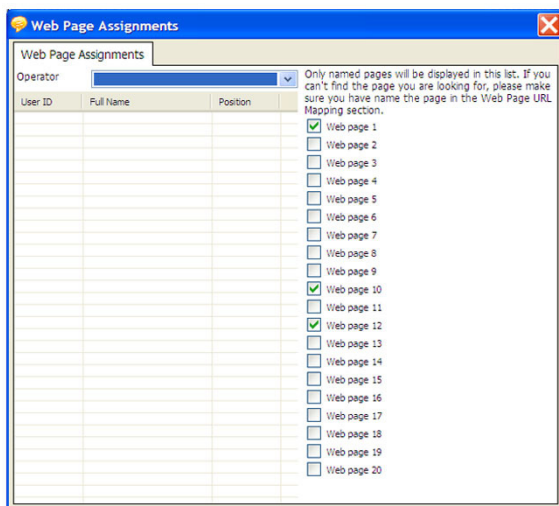
- Third Eye Messaging enables you to create separate web call buttons strategically placed throughout your site that will direct the calls only to a specific group of Officers on your team eliminating the time wasted in analyzing and transferring the calls.
- Third Eye Messaging allows you to group your Officers according to their functionality and area of expertise.
- Third Eye Messaging scales to accommodate any number of Officers with in a group and any number of groups in your domain.
- It is now possible for one or more of your Officers to represent more than one group with-in your company, or many of your corporate sites/domains.
- When all of your Officers are engaged, new customer calls enter a queue system. The system monitors, who is waiting, the group they are waiting for, and the length of time they have been waiting.
- Apart from normal business hours customers can be notified as to when the officers will be online next.
- Your administrators can assess the performance of your officers, as they can view and monitor all chat sessions in progress at any time.



Instant Messaging

- Your Officer or Customer can initiate real-time interaction with each other either through a text or voice chat, from your website.
- To facilitate enhanced service quality and better customer experience your Officers can refer to each other, through Inter-Officer Instant messaging.
- In cases where only a particular representative could handle a customer or where the customer need to converse with another officer your officers can transfer the call to the respective officer.
- The whole instant messaging is rich and of a quality that appeals to the customers. Third Eye Messaging facilitates *you* to customize your chat windows to project the image of your business.

True Collaboration



- Your Officers can stream electronic forms, which your customers require from time to time. These forms open in a separate new window automatically.
- When the visitor is filling up a particular form, the Officer can see what he is filling and provide him assistance. And your customers can immediately fill these forms and push it back to the Officers.

- Your Officers can guide your customers to information available deep down in any website or can open the respective pages in separate windows at the customer's end.
- In case your Officers and customer need to collaborate on other applications that either of them may have, or where your officer need to configure something on your customer's the Third Eye Messaging Desktop Collaboration can be used.

Customizable Library and Streaming

- Fully customizable preset responses in Third Eye Messaging helps in cutting down your Officer's response time since your Officer can stream messages from this library at the click of a button and save valuable typing time.
- Third Eye Messaging facilitates your Officer to manage a customizable file library of important files like your product catalogue, product comparison report and product price list, which they can instantly send to your customers.



- With Third Eye Messaging your Officers are empowered to open pages from any website, which opens in new browser windows at your customer's end.
- Third Eye Messaging provides *you* with a feature of streaming graphical reports and pages with images enhancing your customer experience with your Officers.

Bottom-line enhancement now!

Increasing Sales Opportunities

Increase sales opportunities and enhance customer satisfaction by answering complex questions and resolving issues as they occur.

Customer satisfaction is the key to profitability and handling complex situations and resolving issues as and when they occur brings that about.

Cost Reduction

Operators can handle up to four customers simultaneously, dramatically reducing the cost per interaction over traditional inbound phone calls. Labour has been identified as one of the most significant costs in a sales / support environment.

Phenomenal reduction of communication costs is a result of this solution. The solution brings in efficiency and optimum utilization of resources whereby CSRs can simultaneously handle up to four customer calls when compared to only one in the case of the traditional inbound telephone calls.

Human element into the web

A customer looking for something or some information will be more at ease conversing with someone from the company, so that he gets the information he wants instantly without having to search for it.

A Store with a Sales Person

If you own and operate an online store and are in search of a qualified sales person to interact with your customers over the telephone, our Third Eye Messaging can easily address this need and provide a customer-friendly alternative. Traditionally, your prospective customers have either sent you an e-mail message or called you and then waited patiently for a response. Any processing delays could result in customer attrition. Your customers could even switch to your competitor's site or lose interest in the product or service being offered. In any case, you would forfeit sales. However, if you have an online sales and support team backed by our powerful and feature-packed Third Eye Messaging live chat application, the interaction with your customers would be instantaneous and far more rewarding. Third Eye Messaging would reduce the response time and ensure prompt conversions.



Customer acquisition tool

Organizations can use the tool to acquire new customers when the solution is inter-linked with their online promotions.

Customer retention tool

This solution will definitely make customers to want to come to you more and remain yours.

As good as face to face

The Third Eye Messaging solution brings in the efficiency level as a face-to-face meeting. The collaboration feature, which helps you to fill up forms etc online with some guidance from the CSR of the company when necessary, makes the live truly live.

Quickness

The features like forms streaming and collaboration helps you to finish a deal online immediately, when compared to traditional methods. Responses happen at great speeds especially when there are features like Library of responses.

About TEI

'Third Eye Innovations (M) Sdn Bhd' is an R & D base technology company with a major focus on Messaging, Collaboration, Multimedia and 'Technology Services'. Our next generation "information technology infrastructure" gives us a keen understanding of business processes and a wide exposure to global trends in Information Communication and Technology (ICT).

Our highly qualified and experienced professionals with their technical expertise, sheer enthusiasm and selective-industry specific knowledge lead projects. This develops innovative systems and solutions. This help clients leverage the benefits of new technologies and superior skills, apart from handling the backend processes with the exploitation of best technologies.

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