



The omnichannel communication platform for customer service and call centers

With GLASSIX, customers access your service and sales reps immediately and directly using the channel of their choice: WhatsApp, Messenger, online Chat, Facebook, Instagram, e-mail, SMS, phone, and more.

GLASSIX is an omnichannel digital communication platform that enables customers to establish direct communication and interaction with an organization's representative through a variety of channels and platforms—smartphones, tablets, and PCs, thus providing them with an innovative, fast and effective customer service experience.

Developed as the first-of-its-kind 'Omnichannel switchboard,' GLASSIX enables your reps to serve multiple clients simultaneously, switch between channels in-session, send instructional videos, photos, user guides and digitally-signed forms in real-time, and much more.

Omnichannel communication: the future of customer service

Omnichannel communication takes place simultaneously in a range of digital channels. Whereas enterprise-customer interaction used to be face-to-face or over the phone, GLASSIX enables customers to engage directly and immediately with customer care/support on a variety of digital platforms:

WhatsApp • e-mail • SMS • live chat • Facebook's Messenger • interactive digital forms • Instagram • phone calls • and more.

On the other end of the interaction, GLASSIX offers service representatives a single, unified user interface to handle all types of communications simultaneously, toggling quickly between channels during the session, whenever needed.

A single rep can concurrently serve several customers:



The benefits of GLASSIX's omnichannel communication platform:

- » **Stronger brand loyalty thanks to improved customer experience:** no more queuing up to talk with the customer care representative. Customers use GLASSIX to communicate with the rep promptly on their channel of choice.
- » Unlike phone calls, where service representatives can communicate with only one customer at a time, GLASSIX allows handling multiple interactions at once, significantly cutting waiting times for customers.
- » **Lower operational expenses by enabling organizations to serve more with fewer representatives.**
- » A richer service experience by allowing representatives to send instructional videos, photos and user manuals to customers in real-time to empower them to solve issues faster. Hence, fewer representatives are needed to cater to numerous customers.

GLASSIX's features

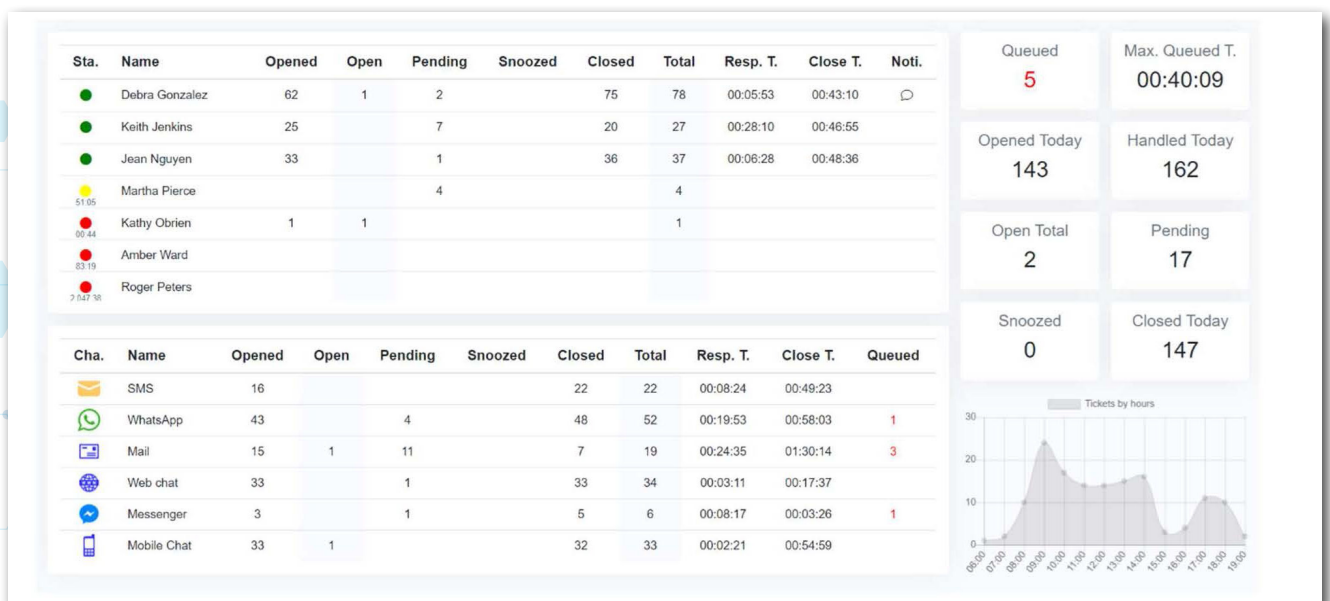
- » Communicate with multiple customers simultaneously on different channels and switching between them without disrupting continuity.
- » Route calls from the call center to digital communication channels.
- » Send instructional videos, photos and user manuals to the customer during an ongoing interaction.
- » A secure, easily integrated platform into larger solutions without disruption.
- » Deploying GLASSIX costs a fraction of implementing other solutions.
- » Potential conversion of up to 40% of incoming calls into messaging.
- » Generate digitally signed documents and send them to the customer during the interaction.
- » Conference call functionality.
- » An open API allows easy integration with CRM and CTI systems.
- » No server or client application installations needed to run GLASSIX to manage customer interactions.



GLASSIX features digital forms with digital signature capabilities from the user's smartphone, tablet or PC

GLASSIX's reports and dashboard

- » The System's management interface enables the call center's managers to monitor all agents' activities, analyze SLA-compliance, gain insight regarding frequent issues and problems affecting customer satisfaction and more..



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