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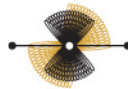
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December 03, 2009

ClickFox Provides Cross-Channel Analysis for Fortune 500 Company



By [Raju Shanbhag](#), TMCnet Contributor

Tracking the performance of a company's services across various platforms can prove to be hugely profitable for the organizations. But proper and accurate tracking of these services involves lots of expertise and knowhow of the internet. Realizing this, a Fortune 500 energy services provider has selected ClickFox ([News - Alert](#)), a customer experience analytics, or "CEA," software and Solutions Company, for cross-channel analysis across service transactions.

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- Source: BenchmarkPortal

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INTERACTIVE INTELLIGENCE

The modern day customer experience is spread across various channels such as web, chat, agent, IVR, kiosk, retail store/POS, mobile and more. According to ClickFox officials, its CEA solution delivers a single, powerful view of the total customer experience across and within all

communication channels.

This recent agreement combines existing Web site data with computer telephony integration, or "CTI ([News - Alert](#))," and interactive voice response, or "IVR," system data. This provides deeper insight into how web task flow processes are directly impacting customer effort, customer satisfaction and operations costs, ClickFox officials said..

Marco Pacelli CEO of ClickFo, said that this is one of several utility companies leveraging ClickFox's technology to gain visibility into the complete customer experience, from Web site all the way through to customer service representative.

"With our deep domain expertise in the utility industry, we have developed a set of best practices around the highest priority issues impacting the customer experience and service levels," Pacelli said.

This Fortune 500 company has been using ClickFox services since 2008 to track and analyze customer behavior on their Web site, particularly with regard to self service. Since then, the company has been receiving valuable information on how factors like field service, authentication processes and bill payment issues impacted critical metrics like self service containment.

Recently, the company [signed](#) a multi-million dollar contract with an international wireless provider to analyze, understand and act on customer

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experience intelligence across all interactions points. ClickFox offers customer experience analytics, or "CEA," software and solutions. With the addition of ClickFox CEA, business units will enable enterprise-wide visibility into operational excellence to support their strategic emphasis on excellent customer experience.

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Raju Shanbhag is a contributing editor for TMCnet. To read more of Raju's articles, please visit his [columnist page](#).

Edited by [Kelly McGuire](#)

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