

# Deltapath®

## The future ways of interacting with your customers

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Founder & CEO



Deltapath® CSmile™ - Video Contact Center

# An Award Winning Company

## Deltapath® Wins Best Business Solution Product Award



WINNER  
HK ICT AWARDS 2014



Silver Award  
銀獎

HONG KONG  
ICT AWARDS  
2014 香港資訊及  
通訊科技獎

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# Typical Ways of Interaction in SME world

 Face to face at the retail shop.

 Telephone

 E-mail

 Whatsapp

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## How about social media?

- Facebook is gaining traction in the SME world. Good for product promotion.
- New SME in the B2C space often only have a Facebook page with no website.
- Spread by word of mouth



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## Social Media is not...

- For communicating private matters (complaints) with your customers
- For pricing discussions with your customers
- For providing support and post-sales service.

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# Customer Expectations

"If a customer has to call customer service,  
then something has gone wrong with their  
experience."

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## What About Sales?

”If a prospective customer is interested in your product or service, they want a professional to help them through the buying process without any delay.”

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# Social Media

## Negative feedbacks

spread rapidly!

### Posts To Page



**Max Ng** ▶ IKEA Hong Kong 宜家

December 24, 2014 at 10:45am · Hong Kong · 🌐

hi,  
I called your hotline and waited for over 10 minutes but no one response, I need to know how to replace the product as the product was broken when I just used 1 day which is ridiculous!!!

[Like](#) · [Comment](#) · [Share](#)



**Paul Musgrove** ▶ IKEA Hong Kong 宜家

December 21, 2014 at 2:42pm · Macau, Macau · 🌐

Please can you explain to me, where in your returns policy it says that i "CAN NOT" return something that has been opened? i can not find even one word that states that. I recently ordered two cushions from Ikea, and i want to return them for a refund. I was told by your staff that i could not return them because they had been opened, How can i see if the product is faulty if i cant open it to see if it is indeed faulty. this is absolute nonsense, because you could very easily sell people products that you know are faulty, then when they try to ask for a refund, tell them that they cant have a refund because the product has been opened, i feel that this is breaking the law. Also the cushions are supposed to be 50X50 but they are only 45X45, so really you have sold me a product that does not follow product labelling laws. please provide me with the details that i have requested as i will seek legal advise.

### Posts To Page



**Camilla Chan** ▶ IKEA Hong Kong 宜家

January 1 at 5:31pm · Tai-po-hui · 🌐

打左幾日cs hotline 都冇人接...你地係唔係做生意架!!! 唔該改善下d 服務啦

[See Translation](#)

[Like](#) · [Comment](#) · [Share](#)



**Mike Chan** ▶ IKEA Hong Kong 宜家

December 30, 2014 at 10:30pm · 🌐

約左今明(30/12)1800-2200送貨，我由6點等到10點，貨冇送，電話又有個，冇留言，冇message，完全冇交帶。咁大間公司，咩服務黎???

[See Translation](#)

[Like](#) · [Comment](#) · [Share](#)



**Moonflower Lam** ▶ IKEA Hong Kong 宜家

December 30, 2014 at 12:06pm · Hung Hom · 🌐

超級過份！

安排好26號送的貨，到現在仲未送貨！打hotline, 長時間冇人接聽！😞😞😞



究竟我可以搵什麼人，可以送番我的衣櫃和書櫃！😡😡😡😡

如果你們再不安排送貨，我明天立即投訴消委會！😡😡😡😡



# Whatsapp

- Is not...
  - For business communications.
  - For multiple employees
  - For lengthy discussions
- No organization, no reporting, no tracking
- One-man-band image

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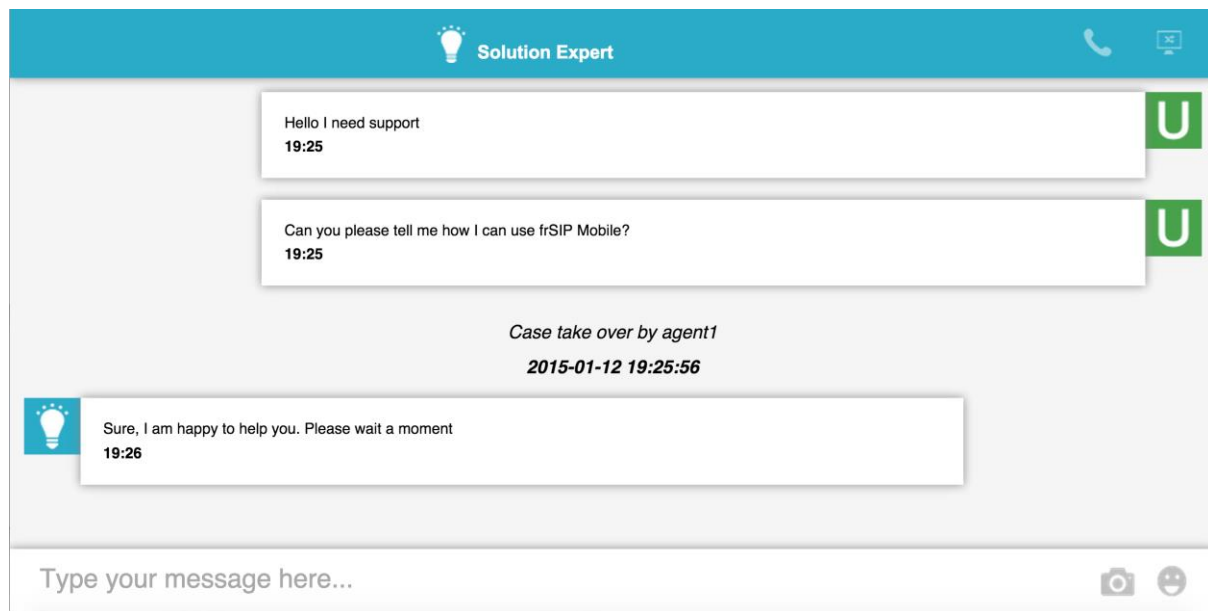
# The new ways of interacting with your customers

- Allowing your customers to click on a button on your website or facebook page and interact with you via:
  - Text Chat
  - Audio Call
  - Video Call
  - Desktop screen share

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# Live Chat

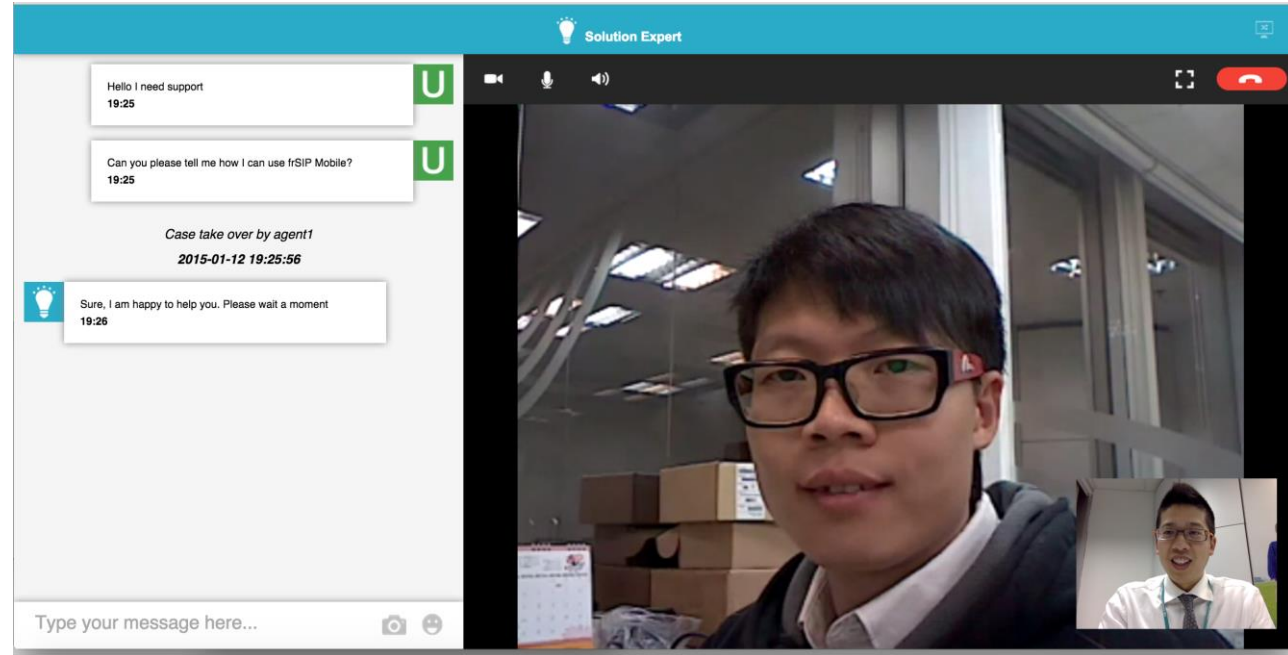
- Distribute to the next available agent.
- Send text, photos, videos, to each other.
- Detail report and history for compliance



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# Live Video Call

- Browser based video call on Chrome / Firefox
- No plugins required.
- See agent's desktop screen share



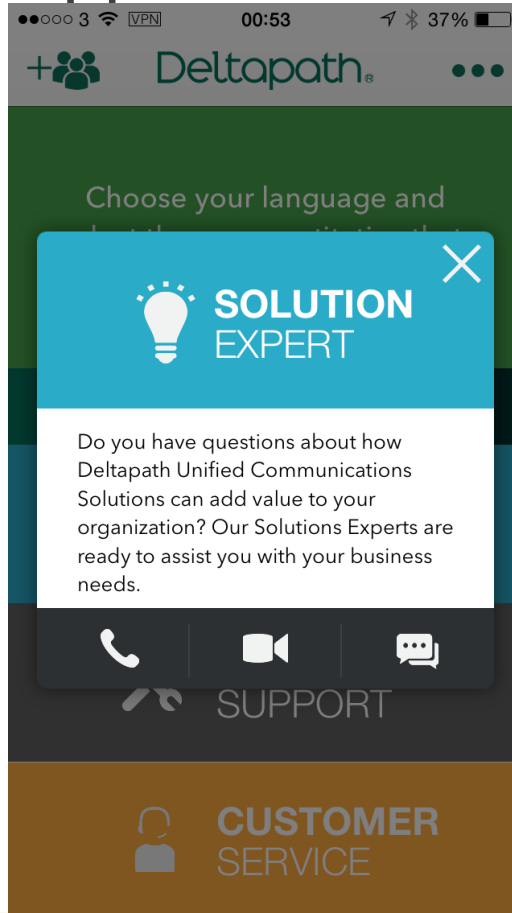
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# What about those without a computer?

- Download your company's mobile app with  
Tap a few buttons and connect with your team.
  - Text Chat
  - Audio Call / Call Back
  - Video Call / Call Back
  - Desktop screen share

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# C Smile™ mobile app



- White label with your organization's logo
- Helps to build your brand

# How Does Cloud Come Into Play In Communications?

- No more investment into expensive telecommunications infrastructure
- Enjoy cutting edge telecommunications technology that was once only available to large enterprises.

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# The Delivery Method

## What kind of **Cloud**?

Choose the contact center solution that best suits your needs.

- ❖ Public Cloud – A public cloud model that you are sharing the same server with other tenants while enjoying a lower monthly cost.
- ❖ Private Cloud - A dedicated platform that is not shared by anyone but your organization.
- ❖ Hybrid- Host your own private cloud. Let Deltapath take care of the initial investment & ongoing maintenance but host the entire system at your premises, usually for reasons of compliance.

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Quality live sales & customer  
support has a direct impact on  
your **bottom line**

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# Speak with Customers

A **personal** customer service always deliver the best experience to your customers.

The customer can meet your professional customer service officer with just one click on the mobile app, Deltapath® CSmile™, rather than having to decipher over-the-phone instructions, making it a much less stressful experience.

## On any devices

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World Mart



Deltapath CSmile  
with your company logo

Thank you for calling World Mart's  
customer service hotline.

My name is Louis.  
How may I help you?

I want to make  
a complain...

Angela  
(customer)



CS Rep

Technical

Sales Rep



Louis  
(CS Officer)

CS Rep receive a video call via  
Deltapath Call from a customer



Video Call button  
embedded on website

# a lot more benefits...

- Created the potential for increased sales of sophisticated products through better accessibility to your services
- Increase first-contact resolution by collaborating with visitors, sharing documents and co-completing returns, customer service, or credit adjustment forms.
- Concentrate on sales and service and not on technological maintenance by using a simple cloud service architecture that requires no configuration or maintenance by your technical personnel.

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## and more ...

- **Provide instant lifelike support with video** without intruding on the design of your website. The Call Button can be quickly and easily integrated into your existing website.
- **Accent your company's brand** by creating customized applications and modify the interface to match your brand or website design (customized applications are at additional cost).
- **Keep visitors on your site** by answering questions, explaining products, and positioning your company as a place where visitors are provided the opportunity to make right purchasing decision for them.
- **Lower customer service costs** through higher levels of self-service.

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