



IBM Expert Advisor

Moving beyond self-service to real-time interactive collaboration with expert advisors

Self-service kiosks have become a standard for service delivery in many industries. But what about customers who still want the comfort of face-to-face contact with a product specialist? What are the possibilities for reaching these consumers and making your products and services more accessible? The IBM Expert Advisor combines the benefits of live two-way video communication with the convenience of kiosk self-service.

The IBM Expert Advisor is about opening up the world of your customers' in-store experience via live video communication with expert personnel who can answer their questions in real time about such things as product comparisons and descriptions and home renovation questions. But let's take this concept a step further. Imagine the possibilities when that live contact speaks Chinese because your client's first language is not English, or communicates by sign language because your client is hearing impaired. Now you are providing your customers with a self-service kiosk solution that eliminates more barriers than ever before, allowing them to get the information they need to make the right purchasing decisions.

Create a powerful customer experience AND drive more revenue

Due to the high costs of specialists across an ever expanding range of products and services, it is not affordable to have specialists in every location. At the same time, potential customer satisfaction is impacted and revenue is lost if customers are not provided with the information and service they need while they are in the store.

The solution uses stand-alone, self-service kiosks that leverage converged voice, video and data networks in order to access expert advisors. This access to expertise is a cost efficient and effective method of ensuring that the right knowledge is available whenever and wherever customers and employees need it.

How IBM Expert Advisor Works

In a typical store, access to product specialists can be limited. The Expert Advisor complements an existing call centre or sales associates by providing detailed information to help consumers with their purchasing decisions.

The customer can talk to the expert directly, or via an optional phone headset if more privacy is required. The expert can help with simple information requests, complex explanations or even completing a transaction. The expert can direct the customer to a specific website in order to illustrate a point he or she is making.

By enabling a store to provide access to a live expert from another store location or contact centre via interactive self-service kiosks, customers obtain specialist knowledge and advice when needed. This enhances the customer experience, increases consumer satisfaction and boosts sales which otherwise would go to competitors if not addressed when the customers needed the services.



IBM Radius Kiosk with Expert Advisor software

Business Benefits

Live and real-time access at a self-service kiosk gives customers immediate contact with an expert. The IBM Expert Advisor ensures that you:

- customer questions and education are addressed by an expert
- customer requirements for products and services are assessed
- hearing impaired customers can conduct their business in sign language and still get expert advice
- clients who need a translator can do business at the store
- customer in-store experience and overall satisfaction is maximized
- overall brand loyalty and in-store revenues are increased.



Example main menu for the Expert Advisor solution

The IBM Expert Advisor can become an integral component of a multi-channel store strategy focused on helping you improve your customer experience, better define your brand, drive revenue growth and optimize customer loyalty... while at the same time not "breaking the bank".



Expert advisor speaking to a customer

Why IBM?

IBM has been a leader in providing self-service kiosks since the early 1990s. Our kiosks are installed worldwide, with applications spanning every industry – from airline check-in to internet banking to movie ticket purchase.

IBM's low-cost, full-function Radius kiosk is built around the IBM Anyplace Kiosk. With its small footprint and easily expanded options, this kiosk is an integral part of the Expert Advisor solution. The well established IBM Consumer Device Services (CDS) middleware platform and monitoring software are included. IBM NetCDS, a component of IBM CDS, provides browser management and security.

With a great range of affordable self-service kiosks, outstanding software, proven applications and services, IBM is your one-stop provider. We will help you make a difference – a difference that customers will notice, one that will win their business time and again.

Further Information

If you want to know more, please send an e-mail to vanessa.s.kim@ca.ibm.com or morrison@ca.ibm.com.

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