

## Cention QuickAsk

*Cention QuickAsk* - is a "Question-Answering" system that allows clients to search for information on a website by writing questions and instantly receive direct and correct answers.

It is a powerful tool for self-service where the clients use their own language when they search for information. The software takes care of misspelled words and search by using a language pattern, this technique is far more advanced than regular keyword based search engines.

*Cention QuickAsk* delivers quick answers but more important it delivers the *right* answer. By letting the clients take command of the website with the proper tools, it will help them to quicker find the information they are looking for without needing to contact the your company support.

In this way errands are deflected and prevented from turning into costly telephone calls or emails.

Therefore *Cention QuickAsk* brings a rapid **ROI** as it delivers information at a fraction of the cost compared to those channels.

*Cention QuickAsk* - enhances your website and make all the information more accessible and helps to promote an image of being a provider of good service. In these days of a corporate need to make your data accessible online over new medias a product like

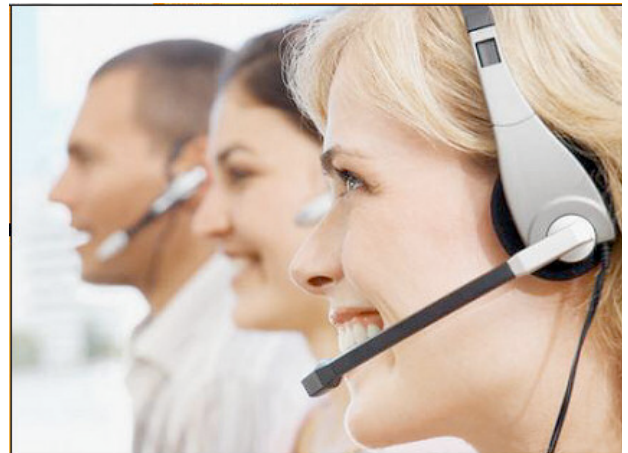
*Cention QuickAsk* is a must to fulfill your client's needs.

*Cention QuickAsk* - is based on the **Q-technology**\* which analyses and interprets the client's questions and search queries and instantly provide direct answers or several alternatives to them.

Connected with *Cention Workflow*, *QuickAsk* is used to support operators internally in the contact centre finding the right answers when they handle telephone calls or emails.

**The same information can be used to serve several needs!**

The system can be implemented to work as stand-alone search engine product for you website, intranet or together with other products of the *Cention Suite*.



*Cention QuickAsk* combines advanced technology that delivers accurate results with a low complexity in the implementation and maintenance of the system.

*Cention QuickAsk* can be set up to deliver results in a short time.

\* *Q-technology* is a highly sophisticated language search technology that is built upon language pattern matching. Combined with the existing keyword search strategies employed by other software, the use of Q-Technology provides significant improvements in accuracy. The technology is researched at the Swedish Royal Institute of Technology with *Cention* working closely to provide application in real world environments.

### Some of the benefits include:

- **A nice a quick way for your client to get answers to their questions.**
- **A neat way for you to keep track on what questions your clients ask for.**
- **A way to make money as the impact on your call centre might be slightly less.**

### Contact: