

## Cention Segments

*Cention Segments* is a tool for qualitative analysis of your clients' interactions with your organisation. Communication could be in the form of incoming e-mails, SMS, chat, Web searches, data imported from other systems, or all of them in one segment.

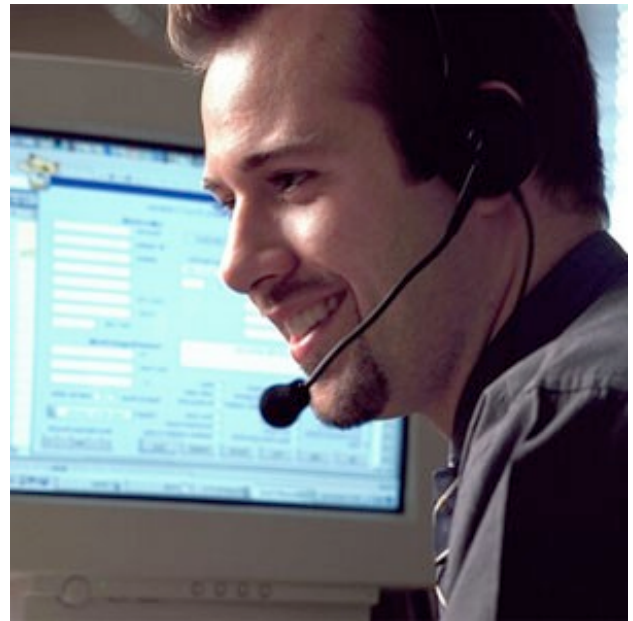
This tool helps you gain valuable insights about your clients' needs, interests and behaviour. It might also spot errors in your communications, or find areas where the online material needs to be better.

*Cention Segments* brings marketing potential to a new level. At the very heart of business is the effort to improve your knowledge about clients and prospects. All client interactions are saved in the *Cention Contact Centre* database, making it a mine of information to help you refine narrow segments of clientele, and to create with pinpoint accuracy groups that reflect marketing goals. The information can be used to extract sales leads, track customer reactions and understand customer demand at different times.

Using *Cention Segments* you can categorise client interactions from all the software in *Cention Contact Centre*, based on various criteria, including enquiries such as "When will you release your product in blue?", etc. The interface is intuitive and easy to use.

Once a segment is created, it is dynamic. If new client requests enter the range of the criteria, the client will automatically enter the segment. Two or more segments can be added to or subtracted from each other to create new segments, all in real time.

The segments can be exported into various formats - spreadsheets, PDF and XML formats - for use in other systems or reports. Results from *Cention Outbound* can also be used to make up a send list of outbound communication with your clients. *Cention Segments* can also be used to export data to *Cention Reports* to view as a custom report.



### Benefits include:

- Control a segment of clients in real time.
- Export functionality to your CRM system without a single line of code.
- Spot trends and react to them before your clients do.
- Make sophisticated reports on what could be improved in your organization's communications.

### Contact: