

# Solutions for Retail

Connect with customers via their channels of choice, increase customer satisfaction & improve the bottom line.

## Connect Across the Customer Lifecycle

As a retailer, do you lack the staffing resources, time, or budget to deliver personalized, proactive customer communications? SPLICE enables trackable policyholder communications to be delivered via Phone, SMS and Voice First Devices like Amazon Alexa and Google Home. We connect insurance providers to the individuals they serve, enhancing the ability to engage and support policyholders with the essential communications they need.

## How it Works

Our award-winning Dialog Suite™ connects via API (Application Programming Interface) to your core systems, and/or CRM to deliver messages using real-time data, both in outbound messaging and inbound response. Data may also be uploaded directly on a regular or on-demand basis for specific use cases.

## Sample Messaging

See below for an examples of messaging that can be delivered by a insurance provider:



**Text Message  
(SMS)**

“Jane:  
Your furniture delivery is scheduled to arrive on February 1 at 12:00pm. Text “STOP” to opt-out.”



**Phone  
(Home or Mobile)**

“Hi Jane,  
This is John from SPLASH Mart calling to remind you that your credit card payment was due on January 31. To process your payment by phone, please press 1.”



**Voice-First Device  
(Alexa, Google Home)**

“Alexa, ask SPLASH Mart for a status on my delivery.”  
“Your delivery is scheduled to arrive on February 1 at 12:00pm. Is there anything else I can do to assist you?”  
“No.”

## Why SPLICE?

SPLICE creates better messages that people want to hear, delivered via their channels of choice, including Phone, SMS, and Voice First devices like Amazon Alexa and Google Home. Our cloud-based Dialog Suite™ uses big data and AI to deliver Data-Driven Dialogs® that can be leveraged across customer touchpoints, depending on the channel preferences selected by each patient.

# Benefits

- Increase sales from existing customers and opted-in prospects
- Reduce costs associated with inbound calls and informational store visits
- Increase VIP event engagement and day-of sales
- Measure ROI and continually improve SPLICE campaigns with the Dialog Dashboard™

## Dialogs That Grow As You Do

Our dialogs can be customized to your current customer lifecycle and continually evolve as your needs do. Below is a sample policyholder journey with just a few of the possible use case examples:

### Connect at key points along the Customer Journey:



## Contact us

For more information on our **Solutions for Retail**, call us toll-free at **1.855.777.5423**, email us at [sales@splicesoftware.com](mailto:sales@splicesoftware.com), or contact us on our website at [splicesoftware.com/contact](http://splicesoftware.com/contact).

Combining Art & Science in Connecting You with Your Customer.

[splicesoftware.com](http://splicesoftware.com) | 855-777-5423 | [sales@splicesoftware.com](mailto:sales@splicesoftware.com) | SPLICESoftware



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