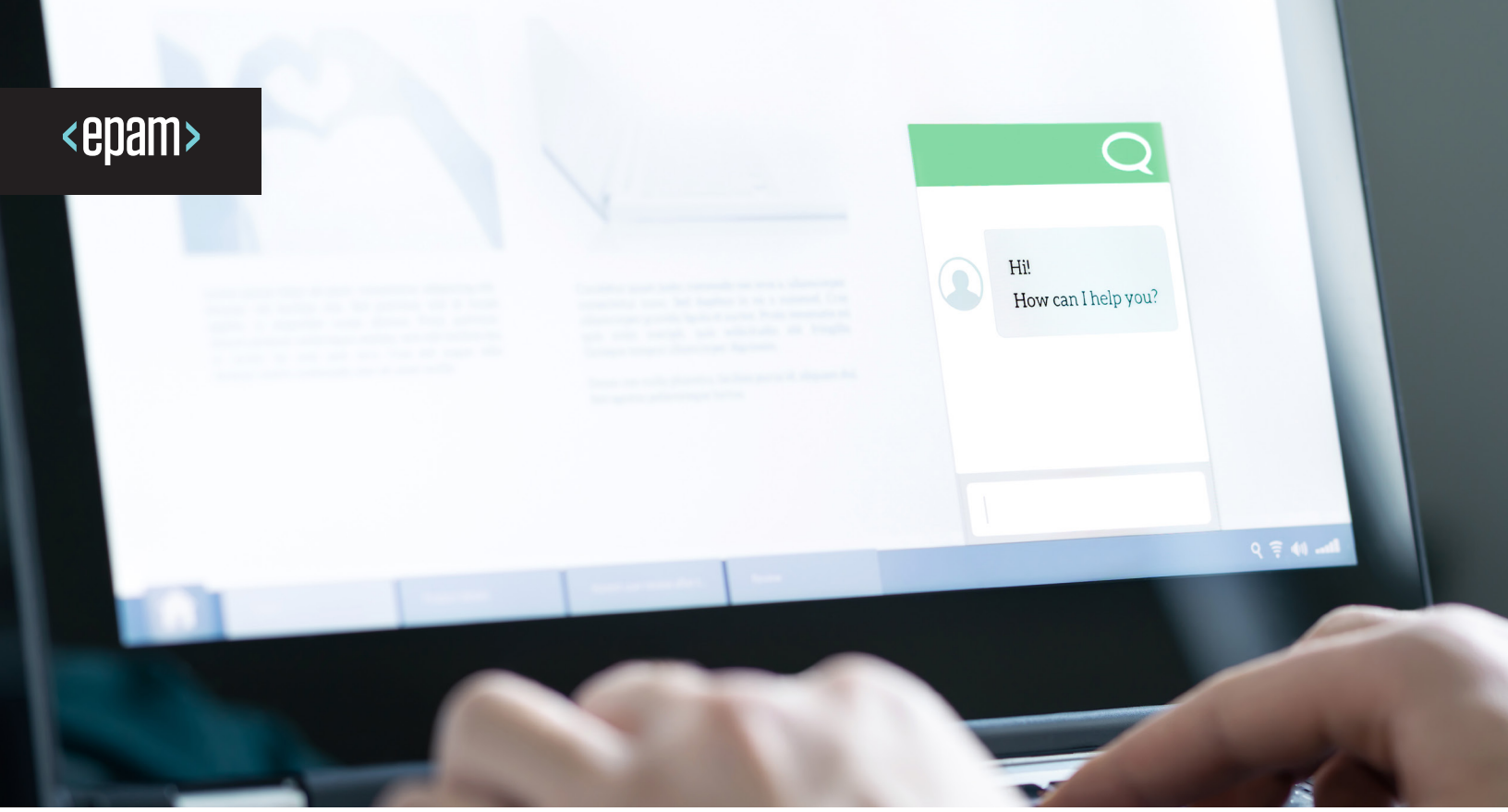


Optimizing Customer Support Through EPAM's Self-Service Solutions

The ability to quickly find solutions, and answers to questions on the web, is more important than ever to today's consumers. More than 90% of consumers surveyed, in Microsoft's Global State of Multichannel Customer Service Report, expect companies to have a self-service support portal or FAQ page on their website where they can find the information they're looking for.

Companies who rely on a helpdesk should consider leveraging tools like chatbots, tutorials and microlearning modules for self-service. Through EPAM's self-service user support model, your company's operations and customer service team can reduce service costs and optimize support to free up resources for more complex tasks.

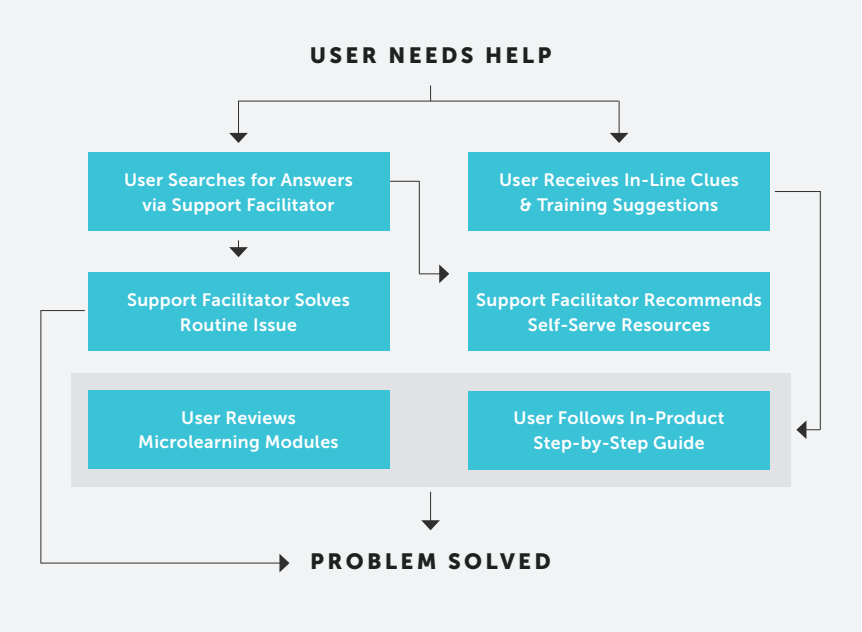
HOW A SELF-SERVICE SOLUTION CAN BENEFIT YOUR BUSINESS

- **Reduced service costs:** Less time needed for onboarding, increasing productivity and the ability to manage team load
- **Support optimization:** Resources are freed up, allowing for more time to focus on complex tasks and meaningful interactions
- **Improvements in customer experience & retention:** Customers receive informative, relevant and quick answers upon their first contact, exceeding expectations
- **Increases in user productivity:** By equipping them with the knowledge they need to become product experts, users are more efficient and productive

EPAM'S SELF-SERVICE USER SUPPORT MODEL

In the current user support model, the consumer creates a ticket and starts a one-on-one session with a specialist. This approach overloads the support queue and creates frustration for users.

EPAM's self-service user support model helps customers find the answers they need more quickly and seamlessly without relying on call centers, ultimately increasing user adoption and satisfaction. To get started, EPAM offers a free assessment on the ROI your company can achieve by implementing our self-service support model.



There are four key components of EPAM's self-service user support model that provide users with proactive and intuitive learning so they can find answers to their questions without contacting support services.

Chatbot/Support Facilitator
Basic Q&A sessions with a virtual assistant that can recommend learning tools or provide step-by-step guidance

Guidance & Tutorials
Comprehensive, step-by-step guides integrated into the product and delivered through a sequence of pop-up tips

Microlearning
Basic Q&A sessions with a virtual assistant that can recommend learning tools or provide step-by-step guidance

Hints & Tips
In-line clues prompting a user to relevant resources and step-by-step guides

EPAM'S EXPERTISE

- 25+ years of experience in learning content and technology development
- 10+ years of experience in conversational artificial intelligence and intelligent automation
- End-to-end services from business consulting and UX/UI design to software engineering and delivery optimization
- Robust client portfolio from start-ups to Fortune 500 brands across various industries, including Financial Services, Media & Entertainment, Business Information Services, Retail & Distribution, Travel & Hospitality, Healthcare & Life Sciences, and more
- Numerous accelerators and frameworks that reduce time-to-market

ACCESS YOUR FREE ROI ASSESSMENT TODAY & LEARN MORE ABOUT HOW EPAM CAN HELP YOU TRANSFORM YOUR CUSTOMER SUPPORT SERVICES

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