

CUSTOMER ENGAGEMENT MOBILITY SOLUTION
The Kinetic Communications Platform



THE POWER OF A SUPERIOR CUSTOMER EXPERIENCE



140% MORE is spent by customers who have the best experience
HARVARD BUSINESS REVIEW

2%=10% A 2% Increase in Customer Retention Equates to Decreasing Costs By 10%
EMMETT MURPHY & MARK MURPHY

89% Of Consumers Will Defect to a Competing Brand After Poor Experience
HARRIS INTERACTIVE

95% PROFIT INCREASE. Increasing Customer Retention Rates Can Increase Profit By Up To 95%.
BAIN & COMPANY

Customer Engagement Mobility Solution

- Mobile communications perfectly synched with your customer engagement processes.
- The reach and responsiveness of mobile communications with visibility and control for superior customer experience.
- The right communications tool instantly available at each step of customer experience workflow.
- Automatically connect distributed users across at each customer touchpoint.
- Automatic logging of customer communications tasks at each workflow step.
- Secure and compliant voice and messaging communications, even with BYOD.

The Kinetic Communications Platform from Tango Networks delivers managed mobile communications for your employees at each step of their interactions with your customers.

The Kinetic Platform ensures that mobile-enabled customer interactions are polished, professional, efficient and satisfying. These benefits lead to greater customer retention, more repeat business, and higher profitability.

Using existing PBXs and Unified Communications systems, the Kinetic Platform seamlessly integrates your employees' mobile devices into enterprise communications. The platform then synchronizes these mobile communications with customer experience management workflows.

- ▶ Permits rich UC features to be used on any mobile device including BYOD.
- ▶ Synchronizes communications with workflow so communications are orchestrated across distributed users and customer interaction steps.
- ▶ Integrates with the existing PBX / UC systems for seamless corporate communications even in mixed vendor environments.
- ▶ All calls can be centrally monitored and recorded, even on users' personal devices.
- ▶ Seamless handoffs and process flow across customer service representatives, call center staff, customer support, field service technicians and other stakeholders.
- ▶ Delivers industry-leading mobile identity management, with dual personas to separate business and personal communications.
- ▶ Implements single number contact for improved responsiveness and first-time call completion.
- ▶ Provides outbound caller identification using the corporate number including with BYOD.

THE RIGHT ENTERPRISE COMMUNICATIONS TOOL AT THE RIGHT TIME

What if your enterprise mobile communications were perfectly synchronized with every step of your customer engagement workflow?

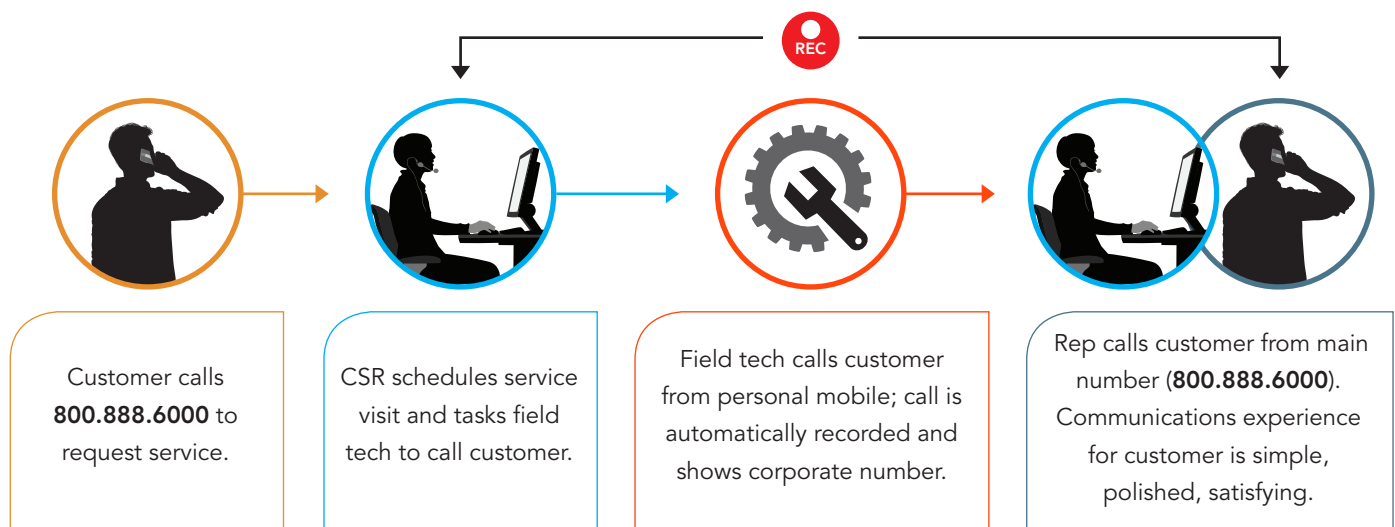
What if each employee at every touchpoint had the right communications tool in hand to respond at the right moment?

What if field workers and remote employees on mobile devices were uniformly aligned and engaged in providing the ultimate customer experience?

These capabilities are available today in the Kinetic Communications Platform from Tango Networks.

Kinetic Communications Platform

Seamlessly Orchestrated Communications Using Existing PBX / UC Systems



Capabilities

Workflow-Driven Communications

- Synchronizes and optimizes mobile enterprise communications with enterprise applications such as CRM, ERP, inventory, and others.
- Embeds the mobile device's "Green Button" into enterprise workflow, for a superior user experience with the device's native interface.
- Voice, messaging and other applications are available at the right time in the right form to streamline workflow and maximize operational efficiencies.

Policy Compliant, Secure Communications with Quality Assurance Monitoring

- Dual persona management automatically separates work and personal communications including BYOD without any user configuration or management.
- Centralized monitoring, recording, logging, archiving and analytics using existing systems for quality assurance and policy compliance.
- Ties mobile communications into your PBX / UC, not relying on third party apps or communication out of your control.

High Reachability for Distributed Workforce

- The mobile becomes an extension of the communications system.
- Standard business calling features such as call transfer, conferencing and hold operate on the mobile, even BYOD.
- Single number, first-time reach aids in efficient communication for better customer interaction.

Industry Innovation Leader

The Kinetic Communications Platform from Tango Networks has enabled more than 250,000 mobile end-points for enterprises around the world.

The platform is fully compatible with unified communications, business messaging and enterprise telephony platforms from leading vendors, including Cisco, Microsoft and Avaya.

Covered by 48 patents with 10 additional patents pending, the Kinetic Communications platform is the choice of five Tier 1 service providers for delivering high value services to their enterprise customers.



OPTIMIZE ENTERPRISE MOBILE COMMUNICATIONS WITH THE KINETIC COMMUNICATIONS PLATFORM FROM TANGO NETWORKS

- Unlock the power of mobility and BYOD with your current telephony and UC systems
- Leverage your current UC/PBX platforms to extend communications you control to any mobile device
- Supports archiving of voice communications (and text messages in North America only)
- Adopt a "Mobile First" strategy to retire desk phones without sacrificing telephony features
- Simply manage and enforce dual identities on user communications without intrusive device changes



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Contact Tango Networks today to explore how the Kinetic Communications Platform can optimize mobile communications for your enterprise.