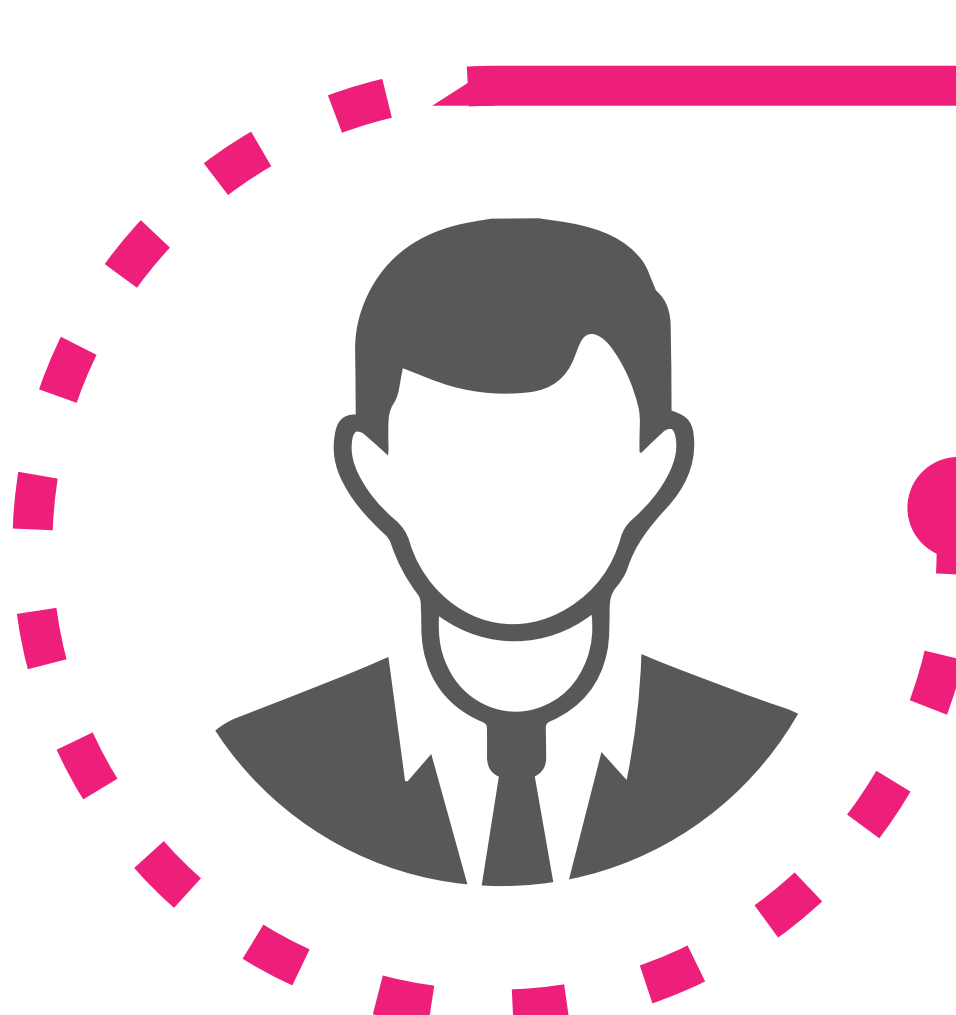
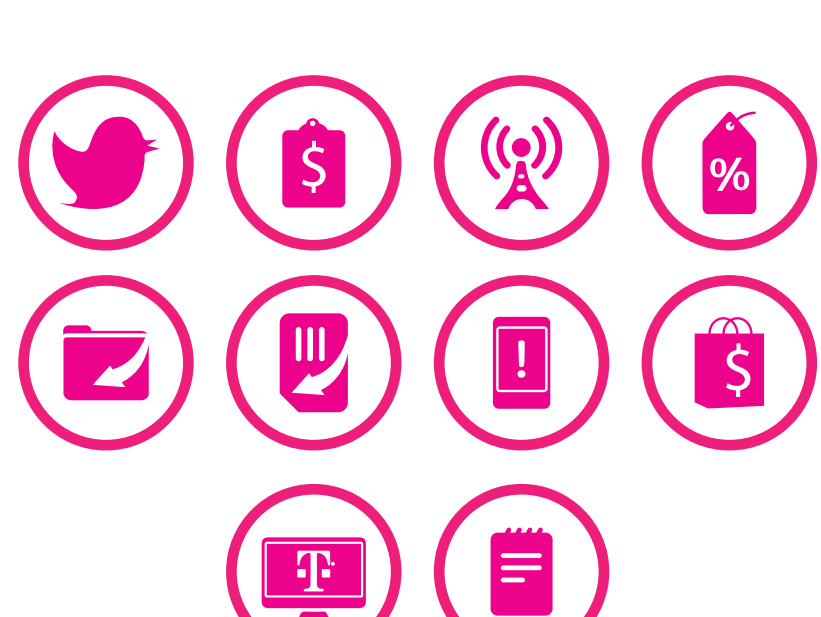




MCCCT
multi channel customer touch initiative



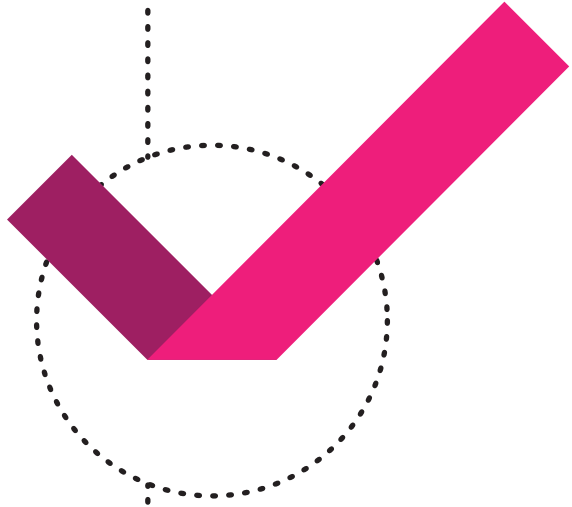
enabled end-to-end customer engagement



across all channels

customer touches to better understand & fulfill each customer's needs.

by capturing & analyzing



moving customer experience from a

siloes
transactional
reactive &
discontinued engagement model



T-Force

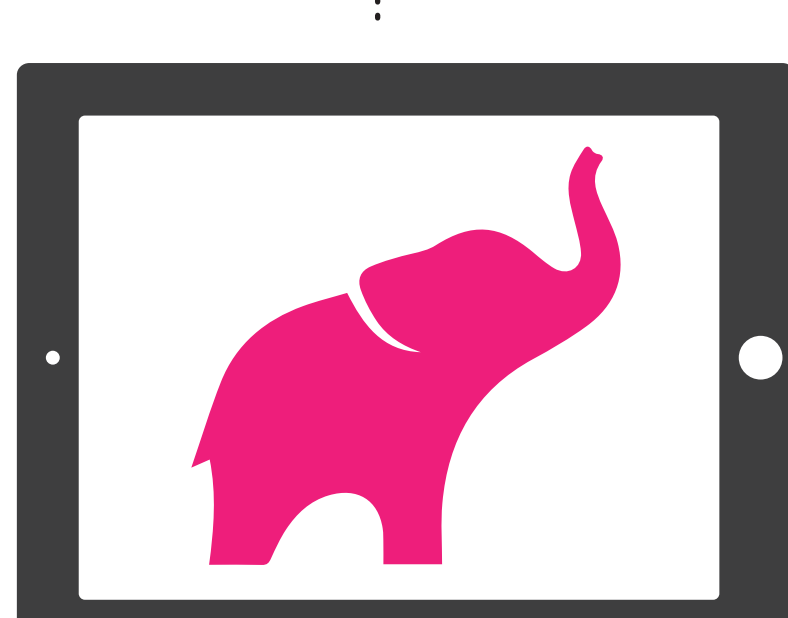


retail agents

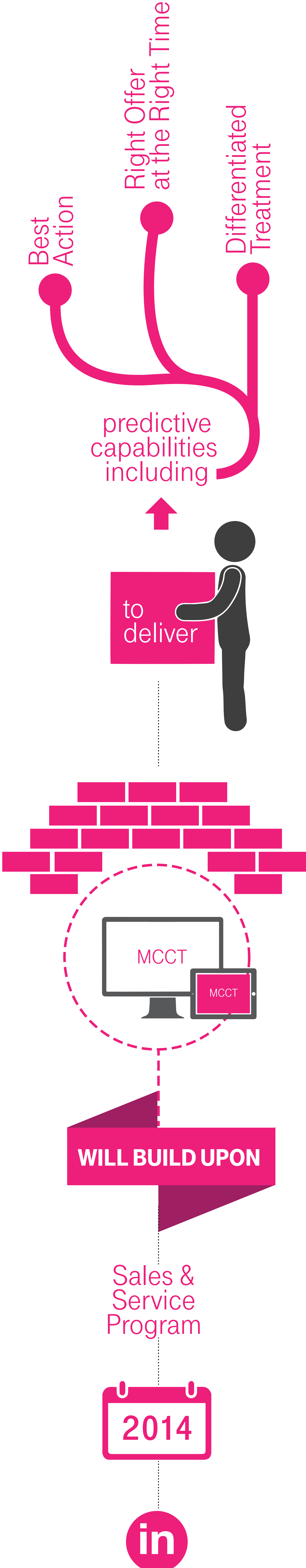


CARE

to



a unified & proactive model across both traditional & emerging channels





Miriam
agent



Jenna
angry customer

network issues

device issues



Next
Best
Action



Happy Customer

