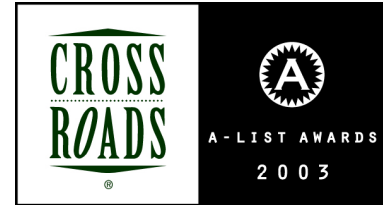


## NativeMinds, Inc.

San Francisco, CA

### NeuroServer

➤ Self-Service Customer Support Solution



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#### CUSTOMERS AT WORK

Fortune 100 companies with very strong brand identities were among the reference customers. Common strategic objectives included:

- Promoting and servicing a brand through a self-service Web presence
- Achieving a more cost-effective way to manage large numbers of incoming requests from customers and technical staff
- Supporting differentiation of the brand from its competitors

#### WHY NATIVEMINDS?

NativeMinds NeuroServer creates Virtual Representatives, or vReps, designed for large organizations looking to offload support calls for the most frequently asked questions and to enhance the customer, partner, or employee experience through personable yet automated online service. NeuroServer manages customer interaction by responding to customer questions either with a direct response or by leveraging an existing CRM system to provide additional support. Through reporting and analysis, NativeMinds allows businesses to measure vRep performance, increase vRep productivity, and react to business changes. To analyze effectiveness, companies can track resolution rates and volume trends as well as actual conversations between the vRep and customers.

#### COMPANY INFO

NativeMinds is a private company with 50 employees.

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[www.nativeminds.com](http://www.nativeminds.com)

#### BUSINESS IMPACT

*Near-term value:* NativeMinds' reference customers have effectively used vReps to automate the process of answering frequently asked questions both by customers and by internal technicians. One reference customer cut the volume of emails into the contact center by 30% using a version 1 vRep. In a technical support situation where up to 90% of contact center resources are focused on answering the same 10% of the questions, reps were redeployed to make a user-visible difference. For example, before adopting a vRep, it took one company four days to respond to a "difficult" question. With a vRep covering 2,000 popular topics, the same staff can now turn the difficult answer around in 45 minutes.

*Enterprise innovation:* Customers have experienced the success of early use and are continuing to add new content areas that will provide additional value to the company.

*Technology gains:* Reference customers say NativeMinds has succeeded where previous attempts with FAQs and search engines have failed. It enables a wide range of people to quickly find answers online. It also enables them to tell if the information is not available, truly necessitating an email or call.

#### SUCCESS FACTORS

*Project strategy:* Content is the key to success. Organizations with content spread over business groups and geographies should plan some time to identify appropriate content and owners. Some reference customers used the divide-and-conquer approach during development and testing, later consolidating multiple vReps into one vRep that could be presented at the corporate brand level on the main Web site. Once running, vReps are organic personalities that need ongoing updating.

*Skills:* Companies typically have two skill sets supporting vReps. Content owners monitor daily requests to make sure the vRep is answering appropriately and continually build new content. IT supports the product and tunes its placement on the Web site.

*Resources:* All customers needed the expertise of NativeMinds to implement the first vRep. Successive vReps can be handled internally with the appropriate staffing.

*Fit:* NativeMinds is an excellent fit for contact centers focused on answering questions with largely predetermined answers.

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#### ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.