



# EMPOWER YOUR ASSOCIATES WITH **AUGMENTED KNOWLEDGE INTELLIGENCE**

Built for Straightforward and Insightful Interactions, SmartLeap™ HelpTree Enables Your Associates to Deliver Top-Of-The-Line CX



## LEAVE LEGACY SYSTEMS IN THE PAST

Your frontline associates need a system that can help them walk the tightrope between First Time Right (FTR), efficacy, and CX. HelpTree is an augmented knowledge intelligence platform that delivers context-sensitive, byte-sized information in the form of interactive decision trees. It helps you provide a consistent Quality of Service (QoS), regardless of tenure, query, or language.

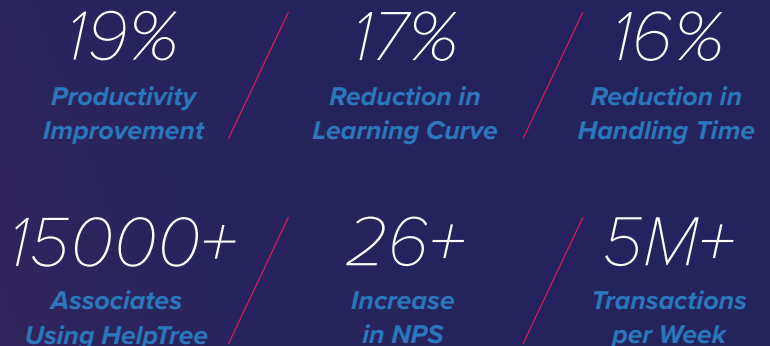
Enhancing productivity and delivering efficient and enjoyable experiences, HelpTree is a win-win-win for associates, operations, and businesses.

*HelpTree is built for aha moments. Intuitive, easy, and effective, it reduces the performance delta between tenured agents and newbies.*

## YOUR KNOWLEDGE BASE, BUT SMARTER

HelpTree delivers intuitive step-by-step guidance with decision capability to ensure seamless and timely interactions, delivering a consistent QoS and helping achieve FTR. HelpTree AI Assistant delivers a next gen-based knowledge retrieval process to deliver best-in-class support. Our strong feedback mechanism ensures your existing knowledge base and process changes are up to date.

HelpTree seamlessly integrates with your existing CRM or can function as a standalone solution to take your knowledge management to the next level.



## A KB PLATFORM BUILT FOR THE FUTURE

The difference between a good customer experience and an exceptional customer experience is your customer support associate, backed by the right technology and tools to deliver added value.

HelpTree addresses the entire knowledge management lifecycle. With a ringside view into various KB systems and what adversely impacts adoption, HelpTree is built to deliver intuitive and fulfilling customer experiences, improve resolution scores, and enhance process compliance.



**Empower your Associates.** Deliver step-by-step intelligence in the form of decision trees powered by Decision Network Architecture (DNA), helping associates find the shortest path to resolution.



**Enhance Existing Assets.** HelpTree adds a cognitive wrapper to your existing assets with zero duplication and zero programming effort. Import content from disparate data sources, assimilate content from the public domain and CRM systems, and link existing KBs.



**Deliver Byte-Sized Intelligence.** Associates get interactive, reliable, and easily consumable content during live interactions.



**Operation Change Management.** Drive consumption and improve CX by making informed alterations to content based on real-time insights and effectiveness tracking. Instantly communicate product and service updates to your support staff and update content on-the-go.



**Reduced Associate and Customer Effort.** HelpTree provides cognitive searchability and DNA-powered resolution steps. Effectively capture the chronology of the resolution provided, increasing accuracy and reducing After Call Work (ACW).



**Deliver Measurable Gains.** Identify KB compliance and conformance through HelpTree's inbuilt reporting and insights module.

HelpTree is an award winning, augmented, multi-lingual Knowledge Intelligence Platform that provides step-by-step guidance, reducing associate and customer effort with improved FTR, AHT, and CX metrics.

**Deliver exceptional customer experiences without breaking the bank.**

We make digital  
**human**<sup>TM</sup>

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Sutherland is an experience-led digital transformation company.

Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another.

We call it One Sutherland.

