



Metaphor Engage Data Sheet



Make Omni-Channel Customer Engagement a Reality

Your customers are sophisticated and want increasingly personalized, efficient and seamless interactions. But between multiple communication and purchasing channels, responding to these changing needs takes agility and innovation.

Omni-channel technology is the answer, but achieving and applying it successfully can be a challenge. Without a fully integrated infrastructure with room to scale, the customer experience likely remains fragmented, and your operations will struggle to perform to goal.

Metaphor Engage: Better Integration in a Customer-Driven World

Metaphor Engage is a cloud-based omni-channel solution that transforms your business by integrating all channels (phone, web, email, SMS, IVR, social and others) and backend technology into one, more easily managed solution. And with all systems aware of each other, a customer's journey is always up-to-date and available across all channels.

Unlike other solutions, our platform leverages and integrates existing technologies and communication channels. Instead of replacing your expensive technology, Metaphor Engage works with what you already have. IT costs become minimized, and because integration is done once, you can deploy your omni-channel infrastructure and start offering an ideal customer experience faster.

With better integration and communication, customers enjoy seamless experiences across all channels – all within a highly scalable and secure environment. Once in place, Metaphor Engage lets you add more systems as your business and customer needs evolve. No more locking in to specific vendors or expensive replacements.

However simple or complex your particular environment is, Metaphor Engage makes omni-channel attainable for organizations of all sizes.

Metaphor Engage allows you to:

- Integrate all technologies and back-end systems so they communicate with each other.
- Centralize and manage business processes related to all channels from one decisioning engine.
- Unify data, communications and business processes for greater control.

The USAN Difference: Businesses Transformation through Technology

As a leader in customer engagement solutions, USAN was among the first to specialize in omni-channel technology. Our expertise spans over 25 years and across multiple industries, including financial, health, utilities and telecom. Organizations worldwide rely on us to drive innovation and deliver superior solutions that delight customers and transform their business. In an ever shrinking world where the focus is shifting from operations to the customer, organizations need to be more flexible and agile than ever. This is why we combine the technological and industry expertise to help businesses stay competitive, responsive to market needs and profitable.



Metaphor Engage

✓ Technology Features

- Metaphor Engage allows for flexible data access (XML, JSON, etc.) across any platform, simplifying the exchange and use of information throughout your enterprise.
- The Engage platform offers centralized system management through its robust monitoring and troubleshooting tools.
- Performance-based monitoring and exception processing is available within the Metaphor Engage platform in order to manage failover, scale-up, scale-down, and more.
- Metaphor Engage supports end to end encryption so that data security compliance needs are fulfilled.
- Metaphor Engage enables you to build business logic in self-contained, reusable chunks that improves time- to-market and ensures consistent service delivery.
- The platform provides a high performance infrastructure for network and data access, dynamic business rules, and multitasking. This ensures rapid development of error- free, high performance production applications.
- Adapters are available for handling every common data API, ensuring that the Metaphor Engage platform can integrate with and become aware of your critical business systems and data.



Business Benefits

- **Faster Change Management**
Metaphor Engage converts rigid, siloed environments into agile business systems. You can respond quickly to emerging market opportunities by deploying new applications or enhancing functionalities in existing systems. With a flexible integration layer, Metaphor Engage connects all your systems and channels, no matter how simple, complex, or how many vendors you use. You control all business processes that drive your connected channels, so changes are simpler, take less time and cost significantly less.
- **Metaphor Engage Rules Engine**
The Metaphor Engage rules and workflow engine takes omni-channel further by giving you unprecedented control over every aspect of customer interactions, from responding to customer requests to proactively engaging them across your omni-channel landscape. Define rules for inbound or outbound interactions, across any channel, while recognizing backend activity. Communicate with all connected channels and centralize your business processes so that they all operate the way the customer wants.
- **Improved Business Intelligence and Agility**
View all interactions across all communication channels in real-time. Metaphor Engage tracks data and delivers customer activity across all channels in your chosen format. Stay on top of market trends, adapt to changing conditions and make business decisions faster. Capitalize on opportunities or mitigate risks with a wealth of data at your fingertips.
- **Real-Time Updates**
Most system updates are done after-hours to avoid lost productivity. Metaphor Engage lets you change components on the fly, during your busiest hours, and without disrupting ongoing activity. Changes appear automatically while in-use processes continue to execute, keeping the customer interaction smooth and consistent.
- **Faster Deployment by Experts**
We leverage your software, systems and platforms to build a powerful infrastructure. Because we work with existing technology, you can keep your best-of-breed systems and avoid locking in to specific vendors.
- **Better Customer Engagement**
With Metaphor Engage behind the scenes, your customers can directly and intelligently interact with your business, on their own terms, and in their preferred channels—all while you track customer data and optimize your next interaction.



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To learn more about Metaphor Engage, visit
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