



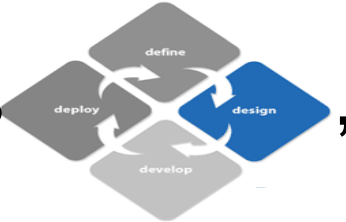





CrowdEngineering

Building the human grid

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Crowdsourcing

With CrowdEngineering's CrowdForce it is easy: you start designing the process , involve the community , manage and monitor times , delivery  and quality  by using tools  integrated with existing platforms.

Customer Service: a success story

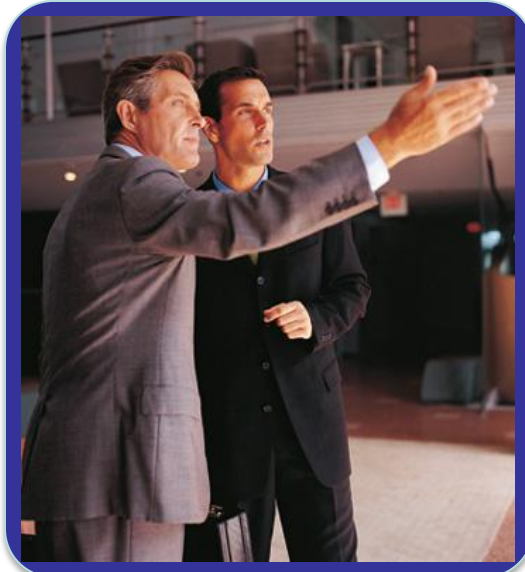
Crowdsourcing customer support of a Telco operator:

- Goal: cost reduction of customer support while improving the quality of the service
- Solution: involve power users in the process of support of other customers

Results:

- 3% of global requests managed by the new channel after just 3 months
- **High customer satisfaction**
- Successfully managed over 500.000 requests during 2007, 95% of which without any intervention by internal operators
 - Estimated savings around 3M\$ (6\$ per request is the lower bound for EU market)

Crowdsourcing at work (1 of 2)



Customer Support

Customers helping other customers reducing requests managed by company's call centre



Sales & Marketing

Community members selling or influencing customers with the power of the word of mouth



Products' Lifecycle

Members contributing in every phase of the value chain: requirements, development, test, sales and finally support

Crowdsourcing at work (2 of 2)



Knowledge sharing

Leveraging competence of employees of a company or members of a community .



Testing

Internet or community users testing products or services anticipating problems before general availability



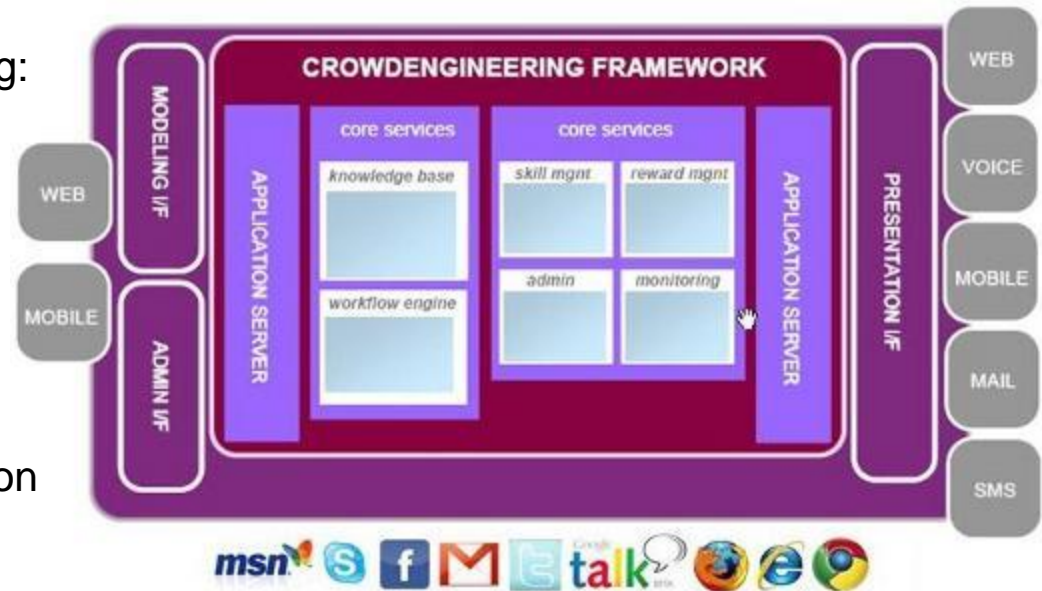
Predictive marketing

Tapping on the wisdom of crowds to predict market evolution and choose the right strategy to succeed

CrowdEngineering's proposition

CrowdForce is **the only BPC** (Business Process Crowdsourcing) solution, providing:

- Process control
- Quality and service levels control
- Milestones and escalation flows management
- Tools to generate easily and rapidly applications
- Native integration with communication channels and legacy systems
- Community's management, profiling and rewarding



“Customer service organizations that are looking for ways to reduce customer service costs should look at CrowdEngineering's approach”, Gartner, Cool Vendors in Social Software and Collaboration, April 2010

Company to watch, Altimeter Group, Social CRM: The New Rules of Relationship Management, March 2010

CrowdForce's platform

CrowdForce



Community management



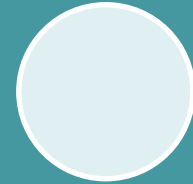
Process design and management



Monitoring and integration with legacy systems



Time and escalation flows management



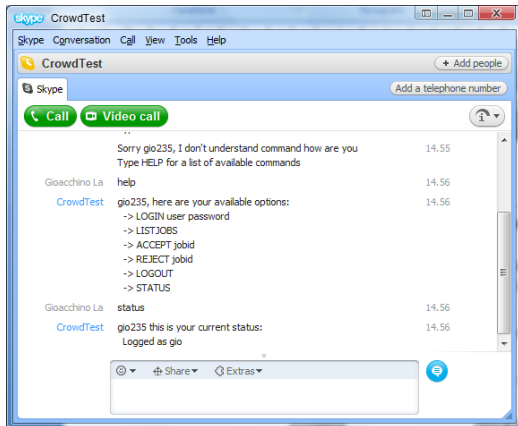
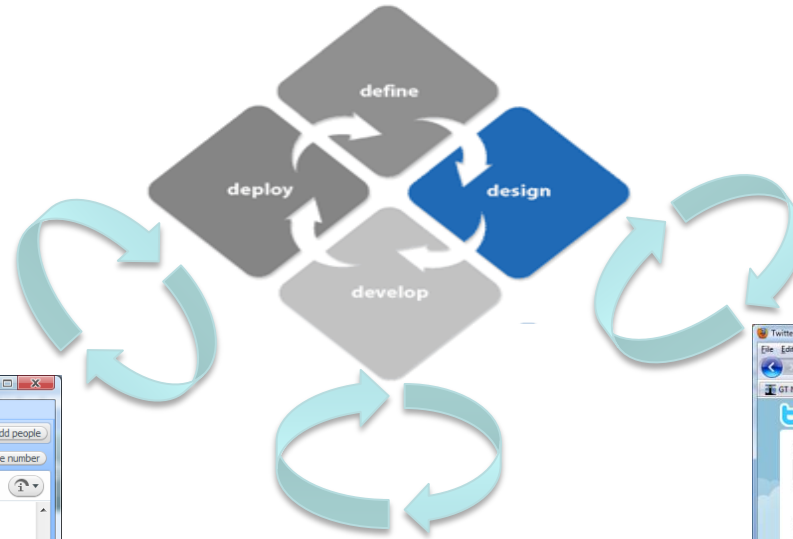
Process quality management



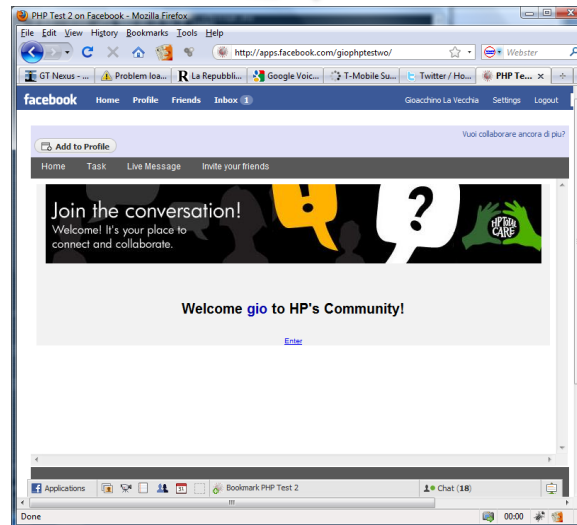
Community



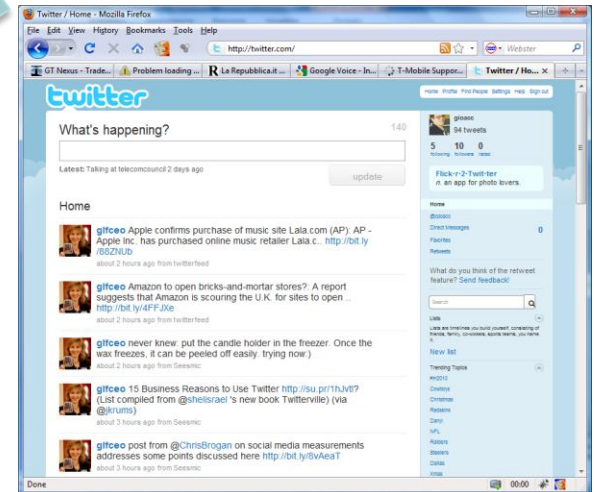
Seamless connection with crowds



Instant messengers

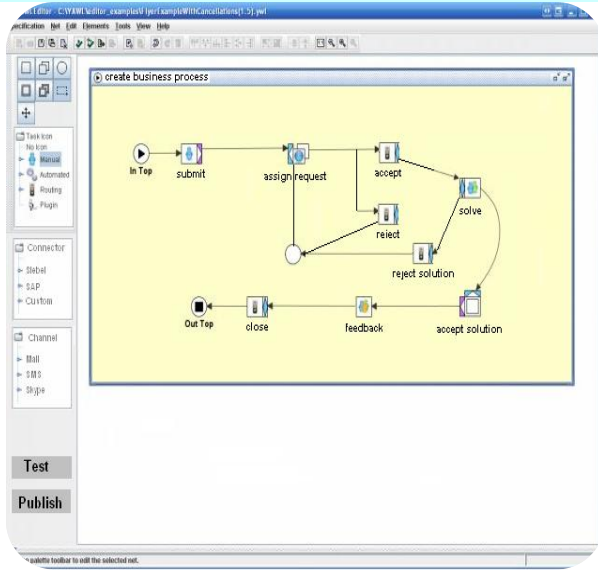


Facebook

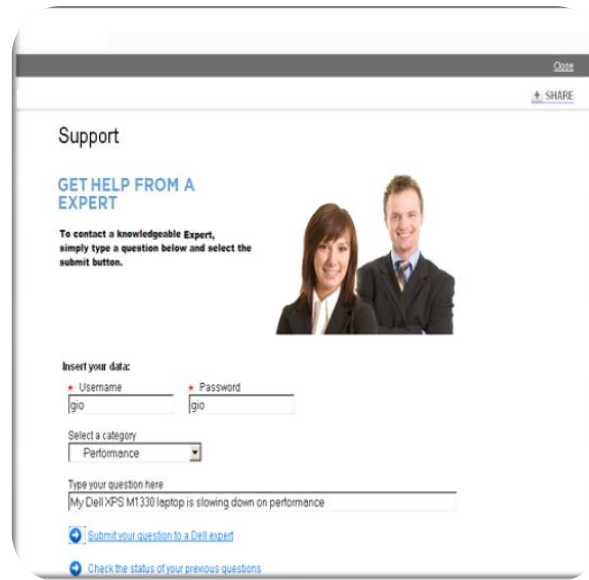


Twitter

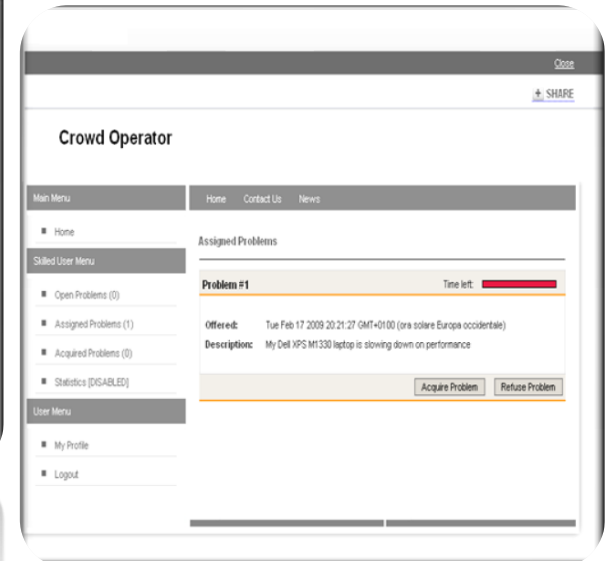
Rapid Deployment, Time to market



Easy and complete design through the advanced modeling tool



Full integration with customer interface and systems



Advanced control panel to manage process and community

CrowdForce in Wind's Libero Portal

CrowdForce is already deployed in Wind's Libero support portal. The section "Libero Risponde" of "Libero Aiuto" shows the pending support requests and the solutions available for Libero users.

The screenshot shows the 'LIBERO AIUTO' portal. At the top, there is a search bar with the text 'es. Recupero Password' and a 'CERCA IN AIUTO' button. Below the search bar, the main navigation area is divided into two columns. The left column is titled 'Aiuto per i servizi di Libero' and contains links for MAIL, LIBERO MOBILE, SEARCH, and BLOG. The right column is titled 'Libero risponde' and is highlighted with a red box. It shows three categories of requests: 'Richieste di dettagli' (1), 'Richieste aperte' (1), and 'Richieste risolte' (1). Below this, there is a section for 'Il mio aiuto' with a personalized greeting and links for 'Ultime FAQ visitate' (2) and 'Ricerche recenti (0)'. At the bottom right, there is a section for 'FAQ più viste' with two featured questions.

LIBERO AIUTO **CERCA IN AIUTO**

Aiuto per i servizi di Libero

Entra nell'area aiuto dei diversi servizi di Libero. Leggi le Faq e gli articoli di approfondimento

MAIL
Tutto sulla webmail, come si configura, si utilizza, si organizza la propria casella di posta

LIBERO MOBILE
Il tuo portale sul cellulare, per leggere la posta, vedere le news, tenerti in contatto con gli amici

SEARCH
Tutto sulla search, come usarla al meglio, come far trovare i tuoi contenuti

BLOG
Come si crea un Blog, si organizza e si arricchisce di contenuti, anche audio e video

LOGIN e DATI PERSONALI
Scopri come puoi gestire, aggiornare, verificare i tuoi dati di registrazione al portale

COMMUNITY
I servizi del Social Network di Libero, Chat, Cupido, Trovamici, Libero Foto, è tutto facile e divertente

VIDEO
Sei appassionato di video? Se li fai e li vuoi condividere, Libero Video è il servizio che fa per te

LIBERO LOCAL
Libero Local ti permette di trovare e recensire le attività commerciali di tutti i comuni italiani

Libero risponde

- Richieste di dettagli **1**
- Richieste aperte **1**
- Richieste risolte **1**

Il mio aiuto

Ciao **Gioacchino**, ecco le tue ultime ricerche di aiuto

Ultime FAQ visitate (2) **Ricerche recenti (0)**

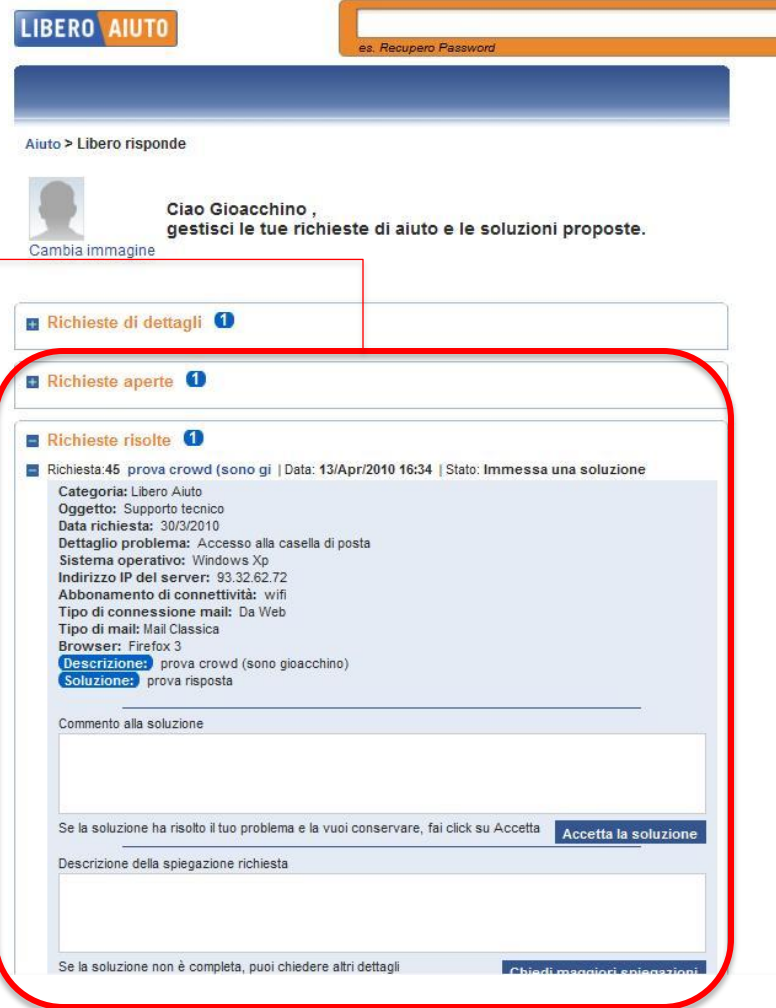
FAQ più viste

Quali sono i parametri di configurazione per il client di posta? | Vista: 495092

Come posso recuperare la mia password attraverso la domanda segreta? | Vista: 138385

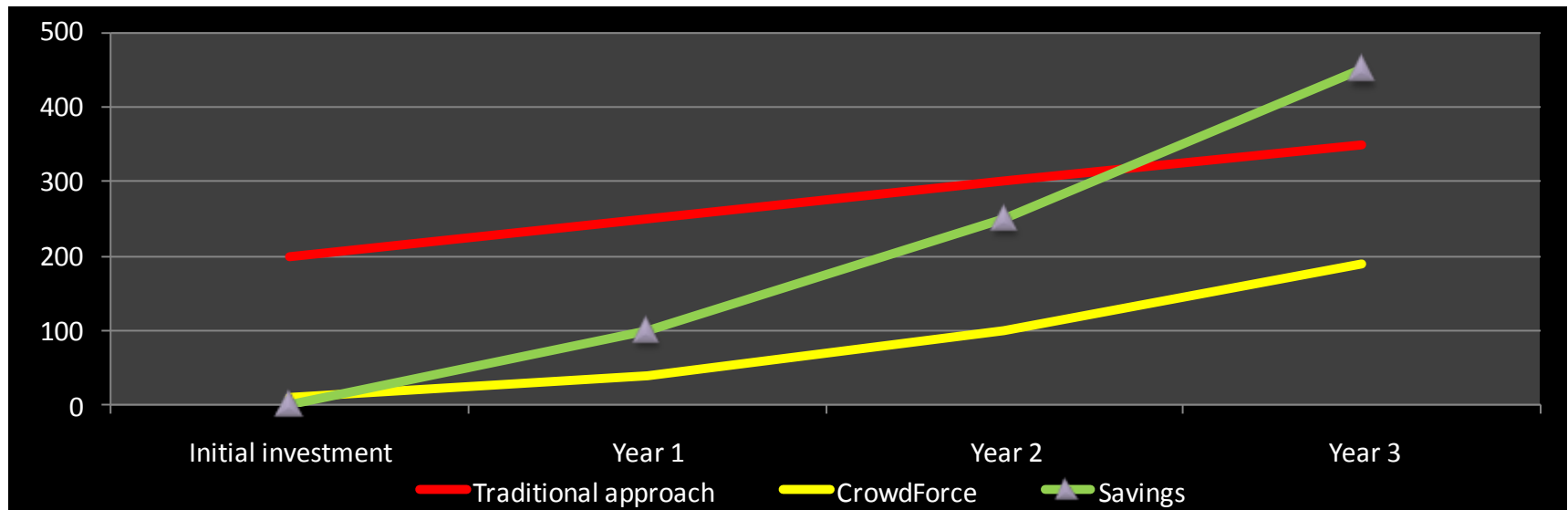
CrowdForce in Wind's Libero Portal

Support request form is embedded in the FAQ area of the Libero Aiuto portal. Asked questions can be monitored in the personal area where available answers can be approved or rejected.

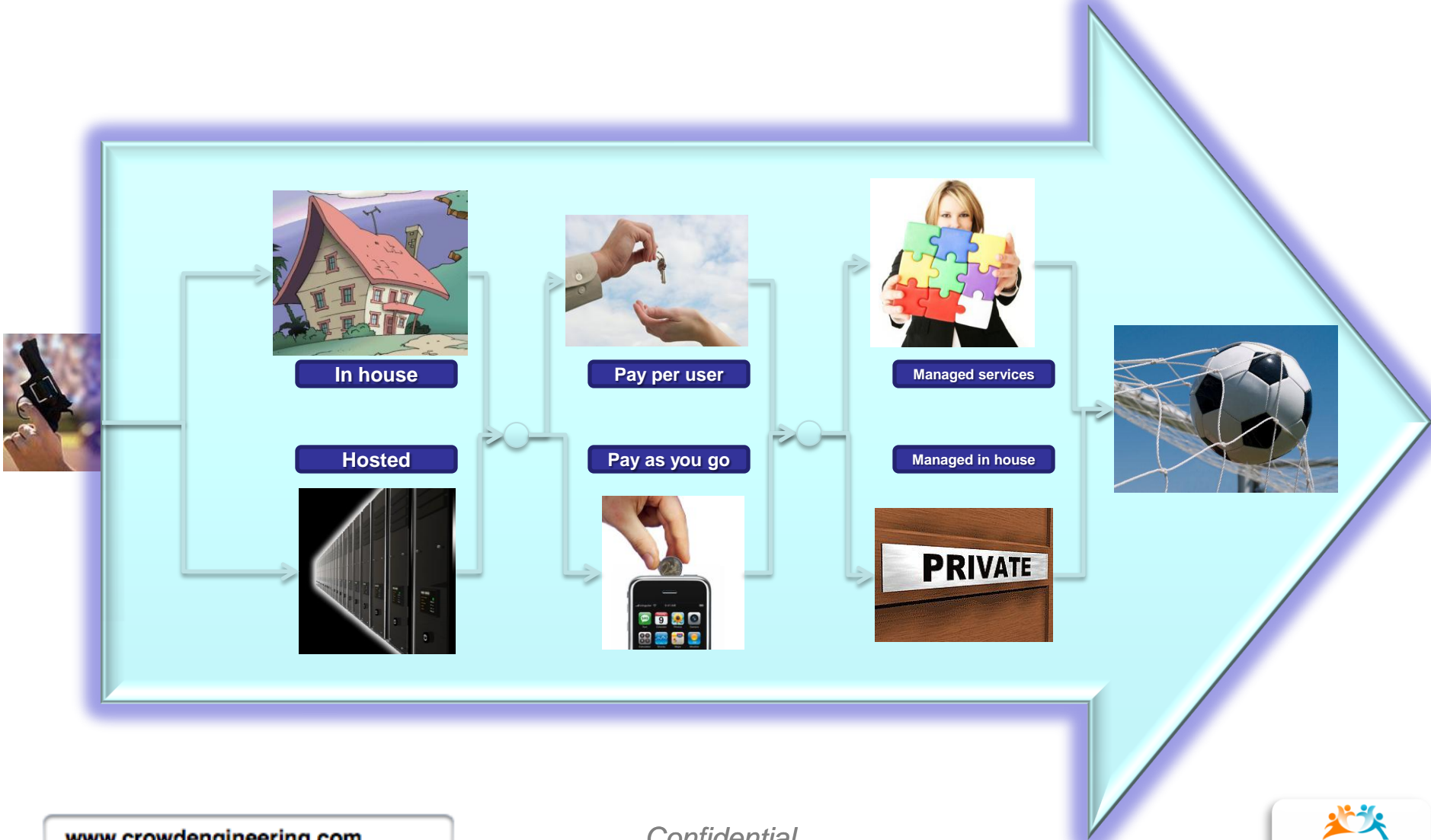


A Win-Win approach

CrowdForce's licensing enables a win-win approach, services' fees are in most of the cases a percentage of savings or revenues achieved with the deployment of the platform. Project risks are so minimized, results benefits maximized and Return Of the investment is closer.



Extreme flexibility





CrowdEngineering

Thank You!