‘PMCC’ enables organisations to empower customers, enhance their satisfaction and improve the customer experience with personalised support solutions.

**Market Opportunity**

The first port of call for most customers with a product/service query or issue is an online search. Research by the Consortium for Service Innovation shows that people are actually 10 times more likely to search a company’s website for an answer to their query than to call the company’s customer helpline. They are also 30 times more likely to search online discussion boards for advice. Since online searches can yield a variety of results, automated and personalised solutions for finding answers, regardless of language, are a key driver for improving customer satisfaction and retention.

**Technology Highlights**

CNGL’s personalisation experts developed a web-based personalised multilingual customer care (PMCC) technology that personalises delivery of open-web and user-generated forum content for multilingual customer queries.

PMCC technology provides focused assistance to customers by drawing on the best combination of content, and providing a proprietary search and retrieval tool for each customer’s online technical queries.

Large volumes of multilingual technical documentation become more searchable and responsive, ultimately providing better search results in multiple languages.

**Applications**

The PMCC technology enables companies to reduce costs, increase satisfaction and track support activity for each customer based on past behaviour, so that future interactions can be more personalised.

- **Customer Support**: Provide a low-cost customer centric support solution with personalised customer tracking that makes technical documentation more searchable and responsive.

- **Customer Retention**: Improve the customer experience and customer loyalty, and ensure repeat business with more satisfied customers.

**IP Status**

PMCC is available to license from the CNGL Centre for Global Intelligent Content. Contact our commercial team for more information.

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