

Kapture Customer Helpdesk Platform

Businesses known for Exceptional *Customer Support ♥ Us*



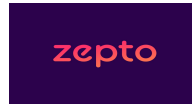
STEVE MADDEN



Stanley
Black &
Decker



DIESEL





B2B/B2C/D2C SaaS based omnichannel service automation
platform for conglomerate companies to offer

Delightful Customer Support



Creating Happy *Customer Experiences*



Kapture automation makes your customer service more efficient.



Improve **CSAT scores upto 27%** with a customer support platform that enables superior customer experiences.



Make your customer service more intelligent & contextual.



Customer Service ***Digitally Transformed!***



A *Simplified* Support Solution



Integration with all major platforms.



Omnichannel Support on all platforms (Phone, Chat, Email, Facebook, Twitter, Insta, WhatsApp, and more)



Increased customer retention, agent productivity, improved FCR.

Omnichannel *Support*

A complete package for all *your business processes*

Hi need to place replacement request Please help me with the order status



Let your customers reach out to you through their preferred platform. Agents get entire customer history on a unified dashboard..

Manage complex processes with Kapture's assisted agent interface, or machine learning-chatbot through messaging platforms like Facebook, WhatsApp, or Website and Customer facing App.

Collect Feedback, enquiries, escalation etc. Different workflows for different types of customers, make it easier to onboard customers and collect data, track and log all interactions.

Powerful *Integrations*

With seamless integration with ***e-commerce website***, you can view customer and orders in details and take actions from the platform



Orders History

Customer details

Profile & Prioritise Customers

Orders

ORDER ID	CREATE ID	TOTAL AMT	STATUS
668236	21:02:25	300	TAS

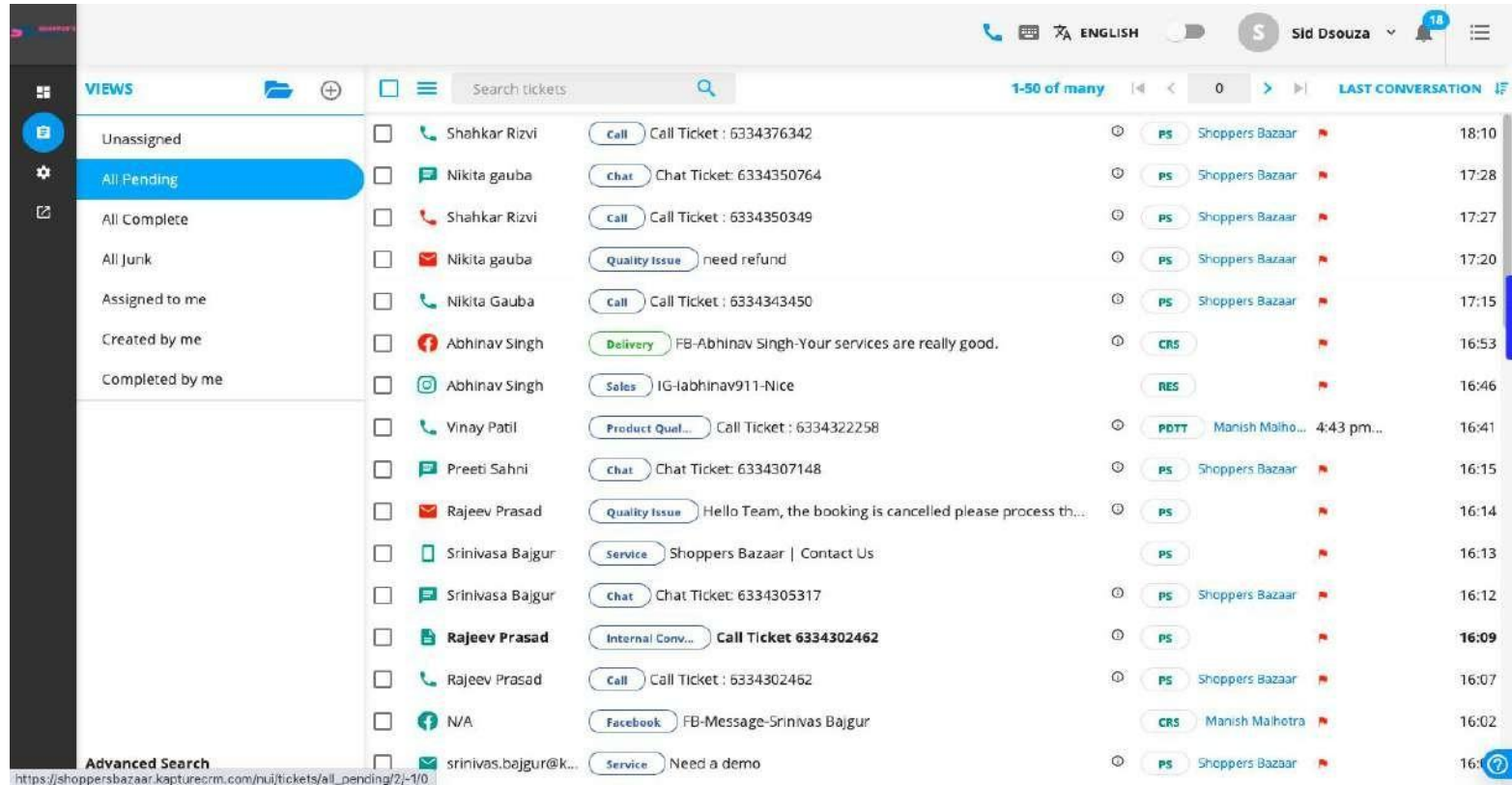
History

3rd Mar 14:03:25	Task Created at 21/02/25	Via Chat Task
9th April 20:10:10	Task Created at 17/03/20	Via Mail Task

Powerful Ticketing - Dashboard

View each ticket in detail

With Kapture, agents can spend more time on solving problems, handling more customer queries instead of indulging in manual tasks and juggling between multiple platforms



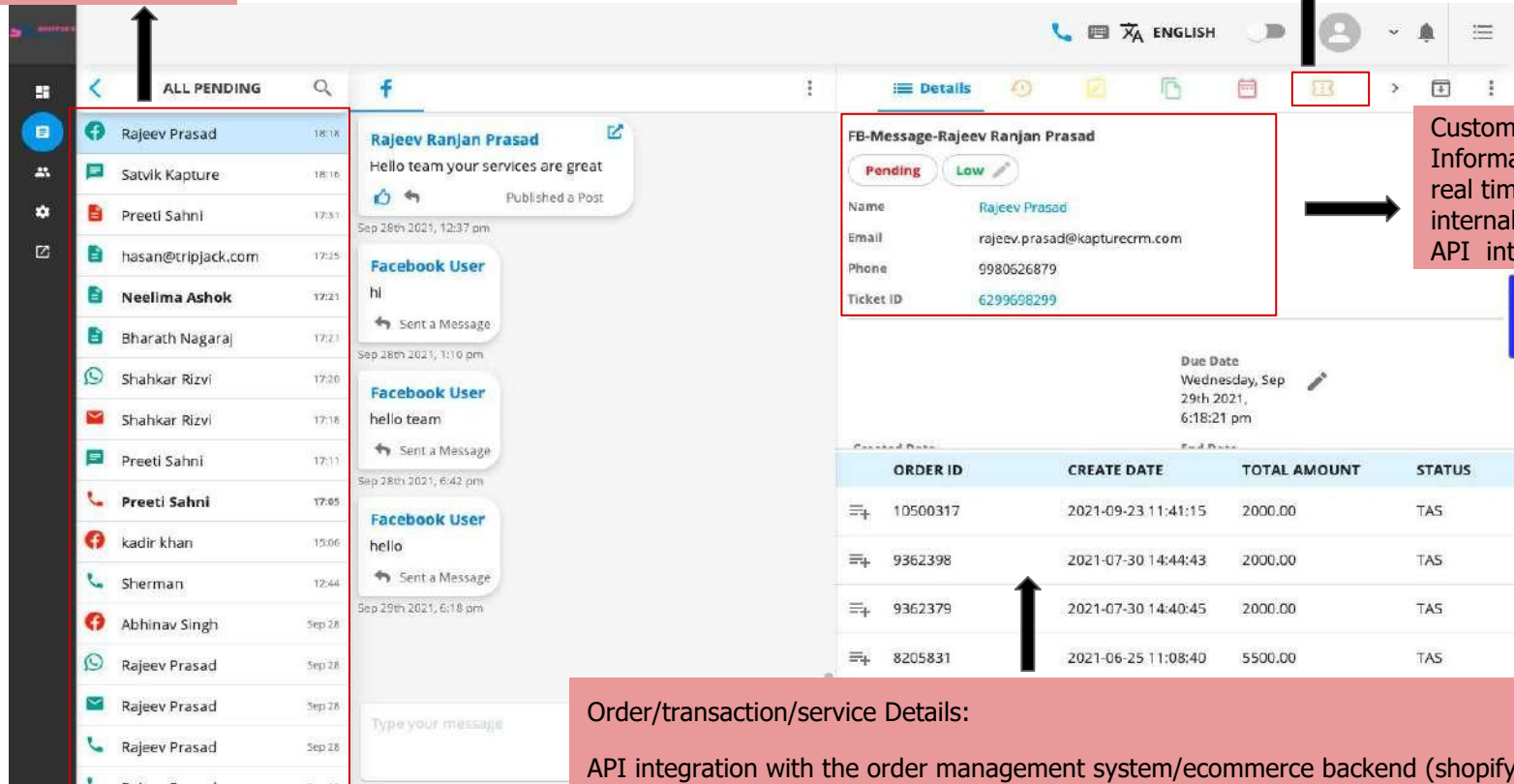
The screenshot displays the Kapture Powerful Ticketing Dashboard. On the left, a sidebar contains a 'VIEWS' section with filters: Unassigned, All Pending (highlighted), All Complete, All Junk, Assigned to me, Created by me, and Completed by me. The main area shows a list of tickets with columns for agent, channel, ticket ID, subject, status, and time. The 'All Pending' filter is active, showing 15 tickets. The top right of the dashboard includes a user profile for 'Sid Dsouza', a language selector set to 'ENGLISH', and a notification bell with 18 alerts. The bottom left corner features an 'Advanced Search' link and a URL: https://shoppersbazaar.kapturecrm.com/nui/tickets/all_pending/2/-1/0.

Agent	Channel	Ticket ID	Subject	Status	Time
Shahkar Rizvi	Call	Call Ticket : 6334376342		PS	18:10
Nikita gauba	Chat	Chat Ticket: 6334350764		PS	17:28
Shahkar Rizvi	Call	Call Ticket : 6334350349		PS	17:27
Nikita gauba	Quality Issue	need refund		PS	17:20
Nikita Gauba	Call	Call Ticket : 6334343450		PS	17:15
Abhinav Singh	Delivery	FB-Abhinav Singh-Your services are really good.		CRS	16:53
Abhinav Singh	Sales	IG-labhinav911-Nice		RES	16:46
Vinay Patil	Product Qual...	Call Ticket : 6334322258		PDTT	16:41
Preeti Sahni	Chat	Chat Ticket: 6334307148		PS	16:15
Rajeev Prasad	Quality Issue	Hello Team, the booking is cancelled please process th...		PS	16:14
Srinivasa Bajgur	Service	Shoppers Bazaar Contact Us		PS	16:13
Srinivasa Bajgur	Chat	Chat Ticket: 6334305317		PS	16:12
Rajeev Prasad	Internal Conv...	Call Ticket 6334302462		PS	16:09
Rajeev Prasad	Call	Call Ticket : 6334302462		PS	16:07
N/A	Facebook	FB-Message-Srinivas Bajgur		CRS	16:02
srinivas.bajgur@k...	Service	Need a demo		PS	16:00

Customer 360 (everything about the customer in a single screen)

Complete allocated ticket view

Past conversations



The screenshot displays the Kapture Customer 360 interface. On the left, a sidebar shows navigation options. The main area is divided into three sections: a list of pending tickets, a chat conversation, and a details panel.

Pending Tickets List:

Name	Time
Rajeev Prasad	18:18
Satvik Kapture	18:16
Preeti Sahni	17:33
hasan@tripjack.com	17:25
Neelima Ashok	17:21
Bharath Nagaraj	17:21
Shahkar Rizvi	17:20
Shahkar Rizvi	17:18
Preeti Sahni	17:11
Preeti Sahni	17:05
kadir khan	15:06
Sherman	12:44
Abhinav Singh	Sep 28
Rajeev Prasad	Sep 28
Rajeev Prasad	Sep 28
Rajeev Prasad	Sep 28

Chat Conversation:

Rajeev Ranjan Prasad
Hello team your services are great
Published a Post
Sep 28th 2021, 12:37 pm

Facebook User
hi
Sent a Message
Sep 28th 2021, 1:10 pm

Facebook User
hello team
Sent a Message
Sep 28th 2021, 6:42 pm

Facebook User
hello
Sent a Message
Sep 29th 2021, 6:18 pm

Type your message

Details Panel:

FB-Message-Rajeev Ranjan Prasad
Pending Low

Name: Rajeev Prasad
Email: rajeev.prasad@kapturecrm.com
Phone: 9980526879
Ticket ID: 6299658299

Due Date: Wednesday, Sep 29th 2021, 6:18:21 pm

Created Date: End Date:

ORDER ID	CREATE DATE	TOTAL AMOUNT	STATUS
10500317	2021-09-23 11:41:15	2000.00	TAS
9362398	2021-07-30 14:44:43	2000.00	TAS
9362379	2021-07-30 14:40:45	2000.00	TAS
8205831	2021-06-25 11:08:40	5500.00	TAS

Customer Information: Fetched real time from internal database via API integration

Order/transaction/service Details:

API integration with the order management system/ecommerce backend (shopify, magento etc) to fetch real-time order details and relevant details like delivery status, delivery executive details, transit details etc against each customer



Smart Ticket **Routing**

Kapture Automatically Routes Tickets/ Queries to Agents that are most suited to handle the issues.

Skill-based Assignment

Automate your workflow so that tickets are assigned based on requirements such as, agent expertise, cross-skills, volume of tickets, etc. This helps to maintain agent productivity and cost effectiveness.

Round Robin

Automatically allocate chat queries to available agents so that every customer is attended to in a timely manner. Round-robin ensures productive agent performance by evenly assigning chats to all active agents in the queue.

Zone-wise Assignment

Ticket lands in a specific queue based on customer city so that agents are better able to help with knowledge of the local language, region-specific issues, etc.

Rule – *Based Escalation*

Track agents response time for each ticket

ESCALATION
HOME • TICKET • TICKET ESCALATION

1 **CONDITION**
SELECT CONDITION FOR ESCALATION

2 **ACTION**
ACTION FOR ESCALATION

Folder

Select...

Alert Time^{min}*

12

Priority

High

Customer Classification

Select...

Any

After*

Generation

Status*

Pending

Last Conversation Type

Select...

AMC
 Call
 Chat
 Email
 Facebook
 Manual
 Instagram
 Mobile App

Condition*

After

Sub status*

Unattended

Queue

Select...

Match Child folders

No

CONTINUE

1 **CONDITION**
SELECT CONDITION FOR ESCALATION

2 **ACTION**
ACTION FOR ESCALATION

Auto Dispose

Escalation Name

Escalate To

Disposition Type

Priority

Escalation Name

Team Leader

Pending

High

Internal SMS Escalation

Assigned Template

Creator Template

Team Leader Template

Manager Template

Select...

Select...

Select...

Select...

Internal Email Escalation

Assigned Template

Creator Template

Team Leader Template

Manager Template

Select...

Select...

Select...

Select...

Internal Web Notification

☐ To assignee
 ☐ To Creator
 ☐ To Team Leader
 ☐ To Manager

Customer SMS Escalation

Customer Template

Select...

Customer Email Escalation

Custom Escalation Criteria

Set up an escalation management system to track both agents and customers. Create rules based on various criteria to escalate any tickets that breach the conditions.

SLA Management

Ensure agents are responding to tickets and completing tasks on time with predefined rules. If an agent exceeds response time, Kapture automatically triggers notification to team leads.

Ticket Filters and *Auto Allocations*

Auto Assign/Filter ticket based on certain criteria

1

CONDITION

At least one field for condition

2

ACTION

Action for filter

Type

Email

From

From Contains

To

CC

Subject Start With

H

Subject Contains

H Refund

Has Word

B refund

Has Attachment

No

Credential

All

SubStatus

Select...

Customer Classification

Select...

Folder

Select...

Match Child folders

No

Platform

1 Set Some Specific Keywords As Filters

2 The System Reads The Keywords Before The Mail Is Opened

3 Mails Containing Those Keywords Can be Directed To The Respective Teams Directly



"Hi Team,
The Choose Payment Button
Is Not Working."



IT Team



"Hi Team,
The Refund Is Not Completed"



Accounts Team

1

CONDITION

At least one field for condition

2

ACTION

Action for filter

Filter Name*

Status

Don't Change

Priority

Don't Change

SubStatus

Select...

Forwarding Address

☒ Send Out Of Office Email

☒ Send Welcome Email

Welcome Template

Default

☐ Assign these Ticket

Folder

Select...

Reset

Done

[Help-Center](#) » [Order Related](#)

Order Status

How can I change address or phone number in Order?

How do I check the current status of my order?

Why is my order not showing?

What do I do in cases of failed delivery?

Returns and Refunds

International Shipping

Cancellations and Refund

Cancellation Policy

Are there any cancellation charges?

How do I cancel an order? (before it has been shipped)

How do I cancel an order? (once it has been shipped)

Will shipping charges be refunded if I cancel ?

When will I get my Refund?

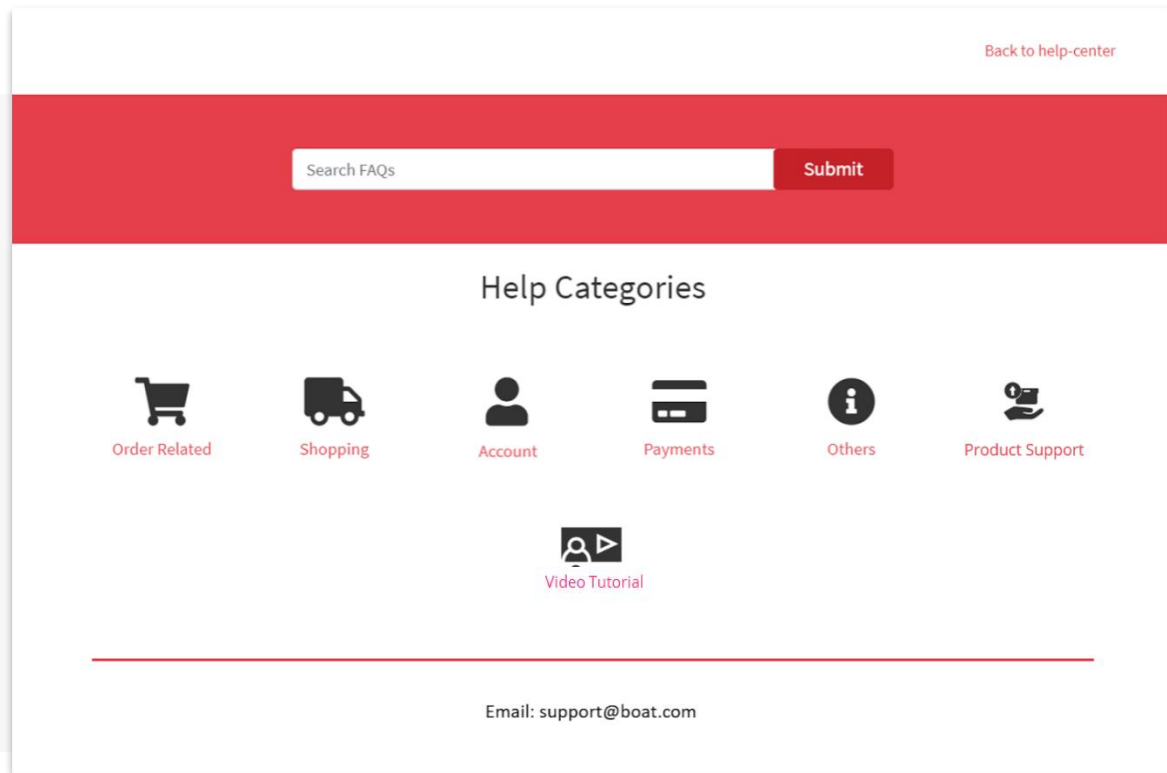
How will I get refunded for cancelled orders and how long will this process take?

What if I used coupon codes or gift card or reward points for payment and I have to cancel my order?

Self-serve Portal

Help is just a click away

A well-stocked self serve platform, enabled with chatbots, FAQs and much more to help your customers help themselves



Knowledge is *Power*

Provide your employees with a knowledge base that they can depend on

A well-stocked Knowledge Management System, create multiple portals for Employees and Customers.

Let employees share Knowledge Base articles, videos etc., with customers

The Differentiators

Intelligence

Exponential improvement in First Call Resolution (FCR)

ML & NLP powered contextual ticketing platform:

Intelligently assign, prioritize, categorize and escalate based on agent skill, customer query type (differentiating the discovery, buying and support stages), customer type, channel of enquiry etc

Predictive Ticket escalations:

Using metrics such as customer, product or SKU, agent performance histories to predict an escalation

Hybrid chatbot:

AI enabled autonomous and assisted chatbot for both non-human and swift human interactions

Cost

Direct savings (~30%) on license fee

Long term cost savings based on utilisation (~10%) on human capital expenditure

Best Business Partner

Problem Solvers:

We work very closely with our partners and clients to solve real business problems. We are an agile, customisable platform with an incredible tech talent pool always in tandem with our partners and clients.

Turning Solutions into Reality:

We are the perfect knowledge partners, turning your recommendations based on years of arsenal including knowledge banks, tried and tested methodologies, process flows, case studies etc into a reality.

Case in Point:

Wipro pulled off Exxon Mobil's deal with the help of Kapture while other competitors entered with legacy platforms. Kapture's agility helped Wipro turn their out of the box recommendations into a reality.



Turbo charge API *Integrations*

Deeper API integrations that interface real-time information and help you stay ahead of the curve.

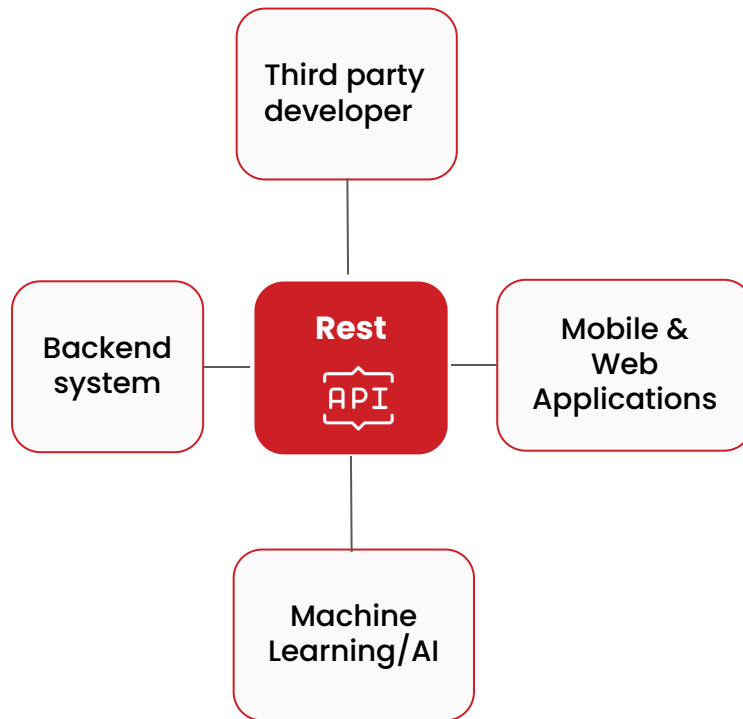
Integrate with 1000+ platforms



Empower
Self-Serve



Increase product
Functionality



Thank *You*