

InteractionSync™: Solving Agent Efficiency Issues and Increasing Contact Center Productivity

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Today's consumers demand swift resolutions to issues they encounter during the use of a product or service. The burden of providing the near-instantaneous response time your customers demand falls largely on the shoulders of contact center agents.

How can your contact center agents stand up under this burden? The agents' ability to provide the swift and effective service needed to keep customers satisfied relies upon their individual efficiency, as well as the technology and support they are offered. As agents are offered the support they need to become more efficient at fielding interactions and resolving issues, your call center becomes more responsive, streamlined and productive. In many cases, customer issues are resolved with less delay and more customer issues can be addressed on the first contact. In nearly every situation in which an investment is made to better arm agents, contact center and agent morale improves.

While the benefits of improving agent efficiency may be clear, the best strategies for increasing that efficiency are not as obvious. Any strategy you explore should provide three key benefits to agents, including enhanced access to information, streamlined logistics and enhanced agent precision. InteractionSync™, a product offering of Avtex, offers these key benefits, and many more.

This white paper will explore the impact InteractionSync can have on a contact center's efficiency and productivity, as well as the contact center's overall success.

Enhanced Access to Information

Information is key to an agent's ability to interact with customers and address their issues. The more information you can put at their fingertips, and the easier that information is to access, the better armed agents will be to answer questions, resolve issues and satisfy customers.

InteractionSync puts loads of vital data at agent's fingertips.

Unified Desktop: InteractionSync's Unified Agent Desktop provides the agent with simultaneous screen pop with single sign-on to all the applications you deem relevant for your agents to have open.

Upon receipt of an incoming call or email, the agent is provided with contextual information in all those applications, already open to the customer's relevant data screens, preparing them for the interaction. Each of these pops is contained in a protected session that keeps all apps tied to that interaction and multiple sessions can be handled at the same time.

CRM Integration: Organizations running Microsoft Dynamics 365 will benefit from seamless integration of CRM functionality with customer interaction center software. The integration provides the agent with instant access to vital customer data, such as account information, interaction history, opportunity information, case history, and more. From the moment the agent engages the customer, the agent can begin work on making the customer feel known and valued - efficiently resolving their issue.

Universal Inbox: Managing multiple interaction channels is a complex and time-consuming activity for agents. InteractionSync provides agents with a universal and consistent interface in which all interaction types are delivered to the agent in a very similar way. The agent no longer needs to shuffle through multiple inboxes designated to specific interaction types. Blended agents become the norm, agent staffing complexity decreases, and training time and cost goes down.

By offering agents access to vital information, InteractionSync reduces the amount of time spent researching a customer or their situation, and increases the agent's ability to quickly resolve the customer's issues.

Streamlined Logistics

Access to information is just one factor impacting agent efficiency. The logistics of actually fielding customer interactions and tracking the details of those interactions also impacts the agent's efficiency.

InteractionSync streamlines contact center logistics, thereby limiting the amount of time each agent spends on managing logistics and the number of clicks or duplicated tasks the agent must complete.

To accomplish these goals, InteractionSync offers:

Interaction Management: The ability to seamlessly transition from one interaction to the next is vital to the efficiency of any contact center agent. With InteractionSync™, agents are able to manage interactions quickly and easily from the same interface they use to find and track information.

After-Call Information Entry: InteractionSync gives agents the ability to enter after-call information at their convenience. Rather than taking the time to enter information immediately after an interaction, the agent can keep the interaction window open while fielding another customer interaction, later going back to note important information. Agents no longer are kept from fielding customer interactions because of the need to enter data.

Multiple Application Integration: Few contact centers rely upon a single application. InteractionSync integrates the many applications you utilize into one, easy-to-use interface. Agents can access data from multiple applications, including Microsoft Dynamics 365, without having to jump from interface to interface.

The time-saving benefits InteractionSync offers will have an immediate and long-term impact on agent efficiency and the overall success of your contact center.

Enhanced Agent Precision

Agent precision, or the ability to find answers, resolve issues and address customer concerns quickly and accurately, is key to the success of any contact center.

Agent precision, or the ability to find answers, resolve issues and address customer concerns quickly and accurately, is key to the success of any contact center. As agents become better equipped to handle interactions without delay or additional assistance, interaction handling time drops and customer satisfaction improves.

InteractionSync boosts agent precision in ways including:

Intelligent Routing: InteractionSync routes customers to agents and departments that are equipped to handle their issues, and can prioritize routing with customer information to allow for differentiated service experiences for your best customers. This allows your priority customers to avoid hold times and repeated information requests from multiple agents. Once the customer reaches the right agent, that agent is able to handle their issue efficiently, as the customer's concerns fall into the agent's area of expertise.

Precise Responses: The breadth of information available to agents increases their ability to respond to customer questions and issues quickly and correctly. Without having to search for information, the agent can guide the customer through the interaction with precision, and without delay.

Enhanced Issue Identification: The detailed tracking capabilities resulting from the integration of CIC and CRM software make it possible for agents to quickly identify a customer's issue and its resolution, especially if that customer has experienced the issue in the past or is contacting the agent as a result of a previous interaction.

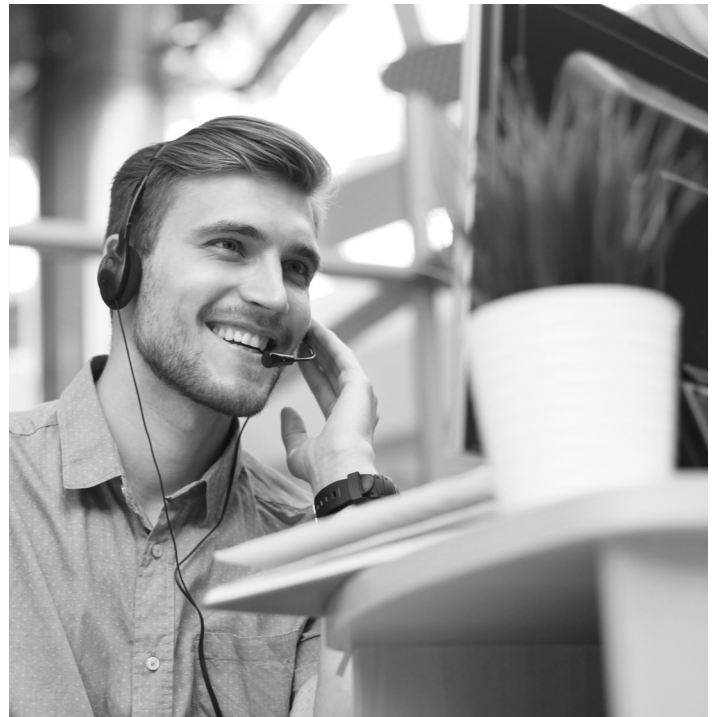
Historical information, combined with issue resolution data gives your agents the power to handle customer interactions with precision.

Seize Opportunities to Improve Your Contact Center Efficiency

Opportunities for optimizing efficiency exist in nearly every contact center in operation, regardless of how smoothly the contact center currently functions.

InteractionSync's included professional services help insure a smooth installation and setup and allow your organization to tailor the base functionality of the product to your detailed business processes and interaction handling strategies, as well as opportunities for improving them.

In short, InteractionSync gives you the power to seize efficiency-improving opportunities, and to make applications you already use work together to support agent efficiency and greatly improve their ability to deliver a better overall customer experience.



About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases, CX Transformation and CX Orchestration.

- Our **CX Transformation** solutions and services aid in the process of defining and improving CX. From Journey Mapping to CX Design Thinking, we provide the support you need to set the foundation for CX success.
- Our **CX Orchestration**, solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.