

# OneView

## The Power of Your Contact Center Meets the Strength of Your CRM

Agent experience is inextricably linked with customer experience – you can't have one without the other. Your agents are at the frontline of your contact center. They are the face of your brand, answering hundreds of phone calls, and fielding important questions, all while trying to deliver exceptional experiences to your customers. When they are empowered with the right tools, resources, and information they are more likely to deliver rich experiences to your customers.

OneView provides contact center agents with a unified view of Genesys Cloud interactions within Salesforce, fueling exceptional customer experiences consistently with speed and quality.

## Fuel Exceptional Customer Experiences with Speed and Quality

OneView is different from traditional softphones that require agents to use a separate window in or beside Salesforce. Instead, OneView provides a streamlined interface within Salesforce, saving agents time and automating routine actions.

OneView helps increase interaction quality by enabling agents to focus on customers and by providing process guidance. And it can help business teams improve operational performance by giving them access to more data for decision making. It also reduces the time needed to on-board agents.

**Save Agents Time:** OneView's streamlined interface within Salesforce saves agents time through faster application navigation and automates routine actions by reducing keystrokes and mouse movements.

**Increase Interaction Quality:** Give your agents the power to focus more on customers through better process guidance and more efficient tools to keep them less distracted and more attentive to customer needs.

**Optimize Operations Performance:** Access more data and create more reports and dashboards for better management insights and decision making. Plus, provide simpler training through embedded design and workflows.

**Faster Agent Onboarding:** The unified interface that looks and feels like Salesforce enables contact centers to reduce agent training time in learning interfaces and business processes.

## Higher Agent Satisfaction

Improve agent satisfaction by enabling them with a tool that lays everything out in front of them, so they don't have to switch pages to help clients.

## Better Customer Experiences

Higher agent satisfaction means better customer experiences. OneView automates contact center processes, so agents can focus on helping their customers.



## Key Features of OneView

- All interaction controls are embedded in Salesforce views so you can eliminate windows
- Automatically uses data from calls to pop customers' accounts or create new ones
- Integrates with Salesforce process automation allowing the client to design processes that include Genesys Cloud voice interactions
- Option to use Genesys Voice with Salesforce digital channels like chat, cases, and social
- Comprehensive data is available to create new reports and dashboards with Genesys Cloud or Salesforce, or blend with existing ones
- Workflows and automation are designed in Salesforce flow

## About Avtex

Avtex, A TTEC Digital company, 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 to achieving CX Transformation.

- Our **CX Design** 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.