Scripting

More freedom. Less training.

Product Sheet

Synthesys™ Scripting is a process mapping tool. We tend not to think about call scripts but about interactive processes. These are the business processes specific to your business. To put it simply, these are the types of transactions that you expect your call centre agents to be able to handle.

The whole point of the scripting tool is to create and maintain these processes within the system instead of relying on the individual memories of your agents. Not only does it cut down on your training requirements (sometimes by as much as 90%) but also introduces consistency to your customer contact, reduces errors and perhaps most importantly it increases your first call resolution (FCR) rates.

In some cases, these business processes need to dip into your existing business systems or even bring these systems to the agent to interact with. All this is possible without any programming work. It is what we call the Intelligent Desktop and it allows you to coherently integrate all these back office applications within the framework of a straightforward business process.

In essence, if we think of a process as a map of the different routes that a conversation can take and each interaction as a journey between "Hello" and "Goodbye", Synthesys™ acts as a satellite navigation system that allows your agents to concentrate on the customer rather than the route. At various points during each journey (interaction) the agent may require business specific data and functions from existing back office systems. This is delivered at the right step in the process through a variety of connectors that integrate with these systems behind the scenes.

In the same way that a satellite navigation system can integrate with traffic, weather and other live sources of information, Synthesys can use existing customer systems or web services to guide the agent through the most appropriate route, avoid known pitfalls and arrive at the correct destination in the quickest possible way. On the other hand, the agent has the freedom to make her own choices and the route will re-adjust accordingly.

Key to this approach is the Synthesys™ Interaction Studio, a user friendly visual environment that allows non-technical users to map business processes in a rigorous fashion easily and deploy these processes in real time and without programming.
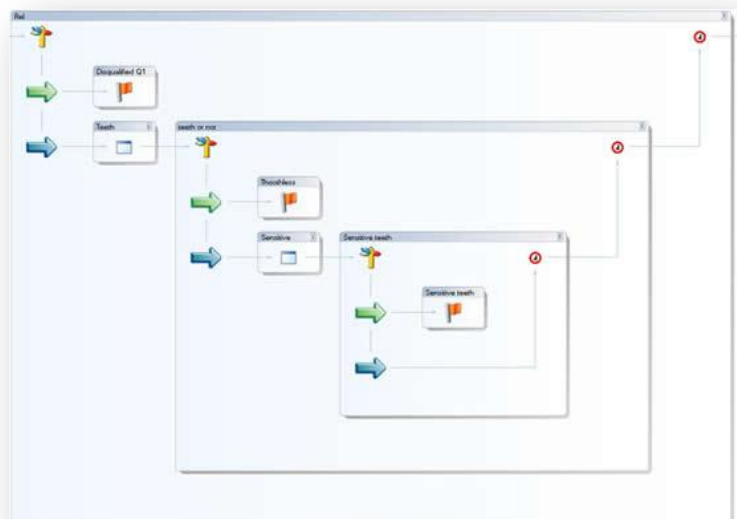
The same philosophy applies to all aspects of Synthesys™, from the embedded CRM suite to the visual outbound list segmentation tools and from the unique call recycling front end to the workflow design tools. The focus is always on agility and the non-technical user.

In addition to all this, and possibly more crucial to any contact centre operation, Synthesys™ manages to achieve a rather subtle but crucial feat. It converts a telephone conversation (or any interaction) from a collection of noises (or free text) into a data record in a database and links these records to the telephony information relating to each call. This provides the missing link between the telephony statistics and the actual content of each call. Also it provides a link threading together disparate transactions on various back office system as part of one front office interaction.

Why is this so important? Just as an example, let us assume that you are analysing your calls and have observed that 10% of your calls are longer than 15 minutes. From the telephony data you will be able to derive some basic limited knowledge relating to these calls (such as time of day, DDI, agents and teams they were delivered to, etc.), but you will know almost nothing about the content (i.e. what was actually discussed) of these calls, without actually listening to hundreds or thousands of recordings.

With Synthesys™, you will know not only the precise route that each interaction has taken through the process map, but also the information that was exchanged between your agent and your client (and links into your other systems for further information). You will know, for instance which calls resulted in an order, the products and prices that were sold or perhaps which calls were customer complaints and what each complaint was about.

 Now you can start to make some more meaningful decisions in relation to your longer calls and really understand whether the time spent on them is justified and what may be the best way to improve efficiency without damaging the business.