Workflow

More order. Less chaos.

Product Sheet

Synthesys™ Workflow serves two main purposes. The first one is to facilitate the handling of transactions in cases when First Call Resolution (FCR) is not possible and may involve several (sometimes many) different interactions with a client until the issue can be closed. The second purpose of Synthesys™ Workflow is to deliver to contact centre agents offline multimedia work such as email, white mail, social media and so on.

There are two main concepts which form the foundation of any workflow system. These are the concepts of “process” and “case”. A process is nothing more than a blueprint of the logic controlling the flow of a certain type of work through an organisation, whilst a case is simply an instance of a process relating to one particular incident or transaction.

For example, a company may use a process to define how product returns are to be handled. When Mrs Smith calls (or emails or completes a web self-service form) in order to return a widget that she bought yesterday, this would generate a case that uses the returns process as its blueprint.

Synthesys™ Workflow provides a highly visual tool for the purpose of designing, creating and deploying workflow processes and escalation procedures. Yet again, this is in line with Noetica’s declared aim of empowering non-technical users to perform routinely tasks which were hitherto confined to the IT department.

The Synthesys™ workflow module works in harmony with all the other elements of Synthesys™ in order to provide a consistent and coherent experience to the user. Workflow cases exist within the context of Synthesys™ Campaigns and refer to customers in Synthesys™ CRM.

Each interaction in the workflow process can occur either across the Synthesys™ Voice channel, using Synthesys™ CTI or any of the many other Synthesys™ Multimedia channels. Processes may involve the use of the Synthesys™ Dialler to contact the customer when necessary and each interaction uses Synthesys™ Scripting to guide the agent and create a record of the interaction.

Finally, Synthesys™ Reports provide a clear and detailed picture of the type of work flowing through the system, how well the organisation is adhering to agreed SLAs and how efficient each agent and team are.

A Synthesys™ Workflow case can be created from anywhere within Synthesys™. For instance, a call that cannot be resolved there and then can be scripted to create a case automatically and place it in the correct in-tray. Inbound emails can create cases and route them to the correct team. Web self-service scripts can create cases, as can web chat sessions.

Synthesys™ Workflow is extensively used in the provision of telephone answering and service dispatch call centres. In this context, the system allows teams of agents to handle inbound calls relating to new incidents and then place the resulting cases in specific despatcher team in-trays.

The despatch teams can then use the on-call multi-tenanted roster system built into Synthesys™ Workflow to contact the correct members of staff that are on call. The system also provides an UMS mechanism which allows the users to select the best mode of contact for each member of staff as well as gateways to email, SMS and various pager systems.