SYNTHESYS™

User friendly contact centre productivity suite aimed at non-technical users.

Are your agents juggling many disparate systems during each call?

Do your agents have to regularly consult paper based processes?

Do you need to train and re-train your contact centre staff? Are you concerned about regulatory compliance?

Would you like to ensure that all your customer interactions are consistently of a high standard?

Do you need tools to accelerate lead generation and close sales?

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Synthesys™ Scripted Apps create and maintain business processes within the system instead of relying on the individual memories of agents. Not only does this reduce training requirements (sometimes by as much as 90%) but also introduces consistency to customer contact, reduces errors and perhaps most importantly increases first call resolution (FCR) rates.

KEY FEATURES

- Low-code/No-code contact centre platform
- Increase first call resolution rates
- Reduce call handling times
- Minimize training requirements
- Free agents from the need to memorize processes, systems and data
- Achieve optimal performance quicker
- Reduce staff attrition rates

In some cases, these business processes need to dip into existing business systems or even bring these systems to the agent to interact with. All this is possible without any programming work. Our low-code/no-code platform allows coherent integration of all these back office applications within the framework of a straightforward business process.

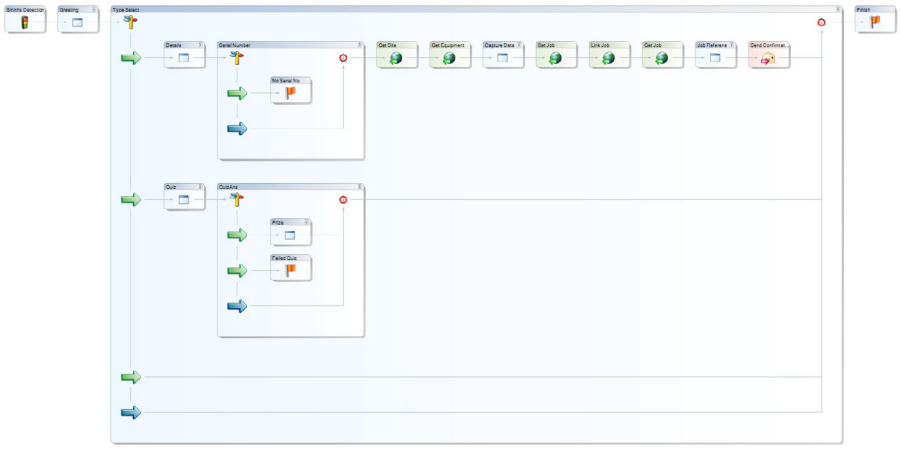
A process is a map of the different routes that a conversation can take and each interaction is a journey between "hello" and "goodbye". Synthesys™ Scripted Apps act in a manner similar to a satellite navigation system that allows agents to concentrate on the customer rather than the route. At various 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™ Scripted Apps 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. Agents also have the freedom to make their own choices and the route re-adjusts accordingly.

Key to this approach is the Synthesys™ Interaction Studio, a user friendly visual environment that allows non-technical users to easily map business processes in a rigorous fashion and deploy these processes in real time in a "no-code/low-code" fashion.

In addition to all this, and crucial to any contact center operation, Synthesys™ Scripted Apps achieve a subtle but crucial feat; they convert 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 for each call. This provides the missing link between the telephony statistics and the actual content of each and every call. It also provides a link threading together disparate transactions on various back office systems as part of one front office interaction. For example, call analysis may indicate that 10% of calls are longer than 15 minutes. From the telephony data it will be possible to derive some basic knowledge relating to these calls (such as time of day, DDI, agents and teams they were delivered to, etc), but almost nothing about the content (what was discussed) of these calls, without actually listening to hundreds or thousands of recordings.

Synthesys™ Scripted Apps indicate not only the precise route that each interaction has taken through the process map, but also the information that was exchanged between agent and client (and links into other systems for further information). This can show, 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.

More meaningful decisions can be made in relation to longer calls helping to understand whether the time spent on them is justified and what may be the best way to improve efficiency without damaging the business.



- Unique intuitive and powerful visual no-code/low-code design environment
- 'Out-of-the-box' web services integration without programming
- Perfect for web self-service with rapid development and multi-channel consistency
- Database structures automatically look after themselves

THE FUTURE IS NOW: HUMAN PROCESS AUTOMATION – HPA™

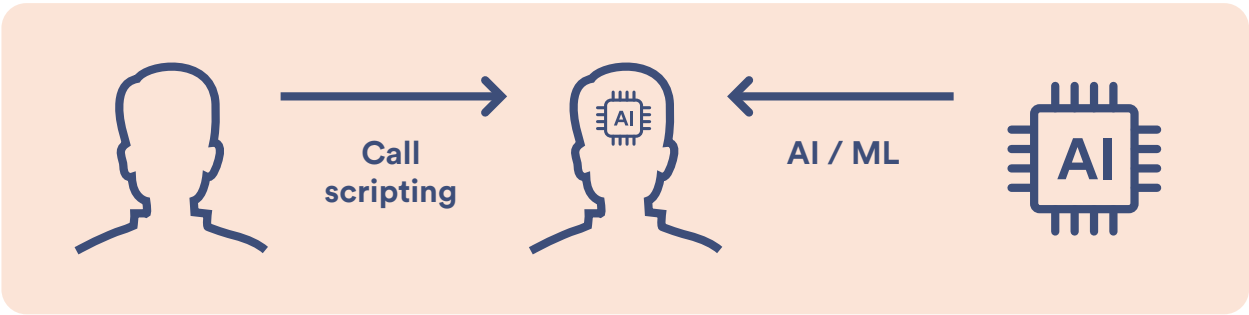
For decades, the mere mention of call scripting would provoke gasps of horror during any contact centre discussion. "Our agents will not be turned into robots!" would be the cries of wounded pride and feigned indignation greeting any heretical soul daring to suggest that call scripting may be a useful technology after all. This was a view promoted by the media as it made good sensationalist reading and reduced everything to a stark distinction between the heroes and villains of the contact centre world. The villains would be the ones reading things out from a badly written impersonal text while the good guys would show genuine empathy by truly connecting to customers.

The truth, as ever, is somewhat more nuanced. The widespread hostility towards call scripting always stemmed from a basic misunderstanding of the technology and it has its origins in its unfortunate choice of name. The word "script" suggests pre-written dialogue recited by actors as part of a performance. If such a definition were to translate directly into the contact centre world, the general disapproval would indeed be justified. Nobody wants to talk to anyone that is reading her lines from a teleprompter.

The situation was made worse by some call centres, particularly off-shore, which decided to take the dictionary definition literally and compel their agents to "stick to the script" as a misguided means of minimising training and guaranteeing compliance. The ensuing horror stories of talking to off-shore agents who would simply repeat the same monotone statements in a closed infuriating loop were lapped up by the press as evidence that "scripting" turns humans into automatons.

For anyone willing to look into this technology beyond the level of the facile journalistic scoop, it would become clear that in a contact centre context the word "scripting" has a completely different meaning. In this context, the term becomes something more akin to an algorithm or a process map guiding the agent adaptively from "Hello" to "Goodbye" along many different alternative and dynamically selected routes.

At no point (with very few exceptions) is the agent forced to read out any text from the screen. Her interaction with the system is more akin to a GPS system, guiding a driver along and adapting according to their actions.



So, if call scripting does not aspire to turn contact centre agents into robots, what about the growing popularity of Artificial Intelligence (AI) and Machine Learning (ML)? Isn't that trying to achieve precisely the opposite by attempting to turn robots into call centre agents? Aren't chatbots and voicebots being refined and perfected in order to achieve that elusive "human-like" quality that Turing was imagining in his famed eponymous test? Arguably, in the same way that call scripting will never turn agents into robots, AI & ML will never really turn robots into agents until such time that we somehow manage to achieve what is known as Strong AI or Artificial Consciousness at which time we humans would be in deep trouble anyway. Until such time, if indeed such a time will ever come, human call centre agents will always be needed.

Emulating empathy is not the same as true empathy, but a rather unsettling form of robotic psychopathy. It would appear therefore that the corporate accountants' dream of replacing the human contact centre workforce with an army of virtual cloud based robotic agents is not going to become reality any time soon.

So, if agents will not turn into robots and robots will not become agents, what is the point of it all? The answer to this question lies in the realisation that both call scripting and AI/ML, despite appearing to drive contact centres in diametrically opposed directions are actually converging towards a common goal. The purpose of both is to relieve contact centre agents of the more mundane and tedious parts of their jobs allowing them to concentrate on what cannot be replaced: the human touch.

Following that line of thought to its natural conclusion, it leads us to the expectation that call scripting and AI/ML need to join forces to combine the process mapping and contextual information that call scripting can provide with the associative and incidental thought processes that AI/ML are bringing to the party.

By combining these two apparently divergent technologies, systems will be able to deliver a true quantum leap in agent guidance and assistance technologies comparable in scope to, for instance, the move from paper maps to intelligent GPS navigation systems. The driver is still required to pilot the vehicle from A to B, but they can do this without the stress and the occasional marital strife associated with map reading.

In recent years Robotic Process Automation (RPA) has gained significant momentum in contact centres.
The fundamental idea of RPA is the automation of repetitive, low-skill activities which consume expensive human time when interacting with the public in contact centres. As defined by Gartner (as recently as January 2020): "An RPA tool operates by mapping a process for the software "robot" to follow via computer pathways and various data repositories, so RPA can operate in place of a human." What about the processes where a human cannot be replaced? How can that be streamlined?

The answer lies in the combination, as advocated above, of call scripting and AI/ML. We would like to call this concept Human Process Automation or HPA for short. HPA goes much further than RPA by not just automating the steps that can be taken without any human intervention in the background. It also delivers real time guidance to the agent as to possible next steps in the conversation based on the outcome of previous steps as well as the sentiment and emotion expressed by the customer in real time. More importantly it is the interplay between the two that can deliver true and insightful advice to the agent as the conversation progresses leading them to the desired outcomes more often than not.

The term 'cyborg' was coined as early as 1960 by Manfred E. Clynes, and Nathan S. Kline in an article called "Cyborgs & Space" in Astronautics magazine. The definition of a cyborg is essentially "a man-machine system in which the control mechanisms of the human portion are modified externally…". In some ways this is what HPA aims to achieve. Retain the human agent for its irreplaceable capacity for empathy and emotional intelligence yet adjust its behaviour in a positive and efficient manner by providing technology that can adaptively deliver continuous relevant guidance. Perhaps the time of the cyborg contact centre agent is already upon us.

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