CTI and Agent Desktop Services

Enabling seamless, efficient and personalized service customers now expect.

Recently, companies have moved their focus from containing callers within self-service to providing customers with a truly effective, personalized experience and quick contact resolution. Computer Telephony Integration (CTI) and Desktop Services are critical pieces for your comprehensive contact center solution because they link data from customer interactions within the IVR and other channels to customer service agents. These services help to reduce operational costs, drive revenue, improve agent productivity and enhance the customer experience.

CTI Services: Routing, Reporting, and Screen Pop
Instead of wasting valuable time and expense on multiple misroutes and transfers, routing solutions leverage existing customer data, recent contact history and segmentation strategies to ensure callers are routed to the appropriate resource (self-service menu, agent, or specialist) the first time. Utilizing skills and rules-based distribution logic enable an efficient and smooth customer experience.

CTI services provide reporting capabilities that utilize data from backend systems to provide an empirical analysis of contact center operations for improved resource and program management. Customized, end-to-end reporting

allows agents and supervisors to establish benchmarks and gain a better understanding of contact center trends and opportunities, particularly important when trying to keep up with evolving customer needs and initiatives.

During a transfer to an agent, a screen pop of historical and real-time customer data from all channels is presented on the agent's desktop. With access to all of this customer data, agents are able to focus on the needs of the customer, as well as on revenue generating activities that take advantage of appropriate up-sell and cross-sell opportunities.

Agent Desktop Services
Contact center agents are often tasked with juggling multiple applications, screens, and systems to get the information required to successfully complete a customer request. If agents have to access disparate applications, they often spend too much time working on updating customer information and not enough time servicing the customer and generating revenue.

Agent desktop applications should be consolidated into a single, unified, role-based desktop that improves your agent's ability to provide quality customer service. Customized solutions give businesses the flexibility to create the best graphical interface

Routing strategies can help contact centers with diverse skill sets, multichannel contact and complex business structures with multiple business offerings.

The screen pop of data eliminates the need for callers to repeat information that they've already provided, reducing call times and providing customers with a more streamlined experience.

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for their agents, departments, and groups, typically providing at least 80% of relevant customer information on the first screen. Unified desktop solutions shorten the time agents spend navigating through multiple screens and applications, eliminating redundant data entry and reducing agent training time. Using open standards to leverage your company's existing infrastructure during the design of desktop solutions will help provide flexibilty for future modifications based on your business objectives.

A comprehensive, customized Agent Desktop solution will integrate with your CTI technology and present aggregated information onto an intuitive interface. From single screen pops to sophisticated customer-centric views, a universal desktop solution can provide many benefits-for your customer, your agents and your enterprise.

Before Nuance Desktop Services

After Nuance Desktop Services
Agents sign on and have all information about the caller, no matter what inbound or outbound contact channel is used.

⬆ Increase Customer Satisfaction

- First call resolution increases as agents have better customer data at their fingertips
- Increased personalization makes customer feel valued by the company

⬆ Increase Agent Satisfaction

- Agents are able to focus on providing positive customer experience
- Consistent presentation of customer information
- Positive correlation between agent satisfaction and customer satisfaction

⬆ Increase Revenue

- Increase up-sell/cross-sell opportunities with screen pop
- Skills and rules-based routing brings customers to the right resource the first time
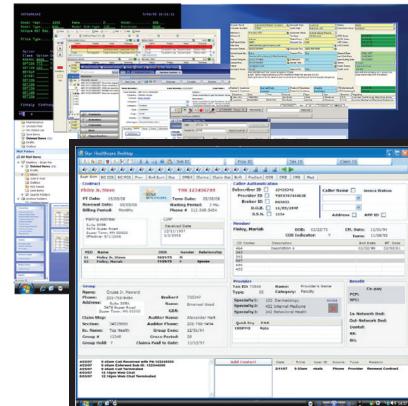
⬇ Reduce Agent Wrap-up Time

- Reduction in call times enhance customer's perception of the company
- Reduce need for information to be keyed into multiple applications post-call
- Reduce agent training time
- Eliminate long training cycles due to complex, multi-application training

⬇ Reduce Average Handle Time

- Minimize costly transfers
- Reduce/eliminate multi-point authentication
- Reduce mouse clicks and keystrokes, shaving valuable time off of each call
- Reduce/eliminate need for multi-application navigation

About Nuance Communications, Inc.
Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

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