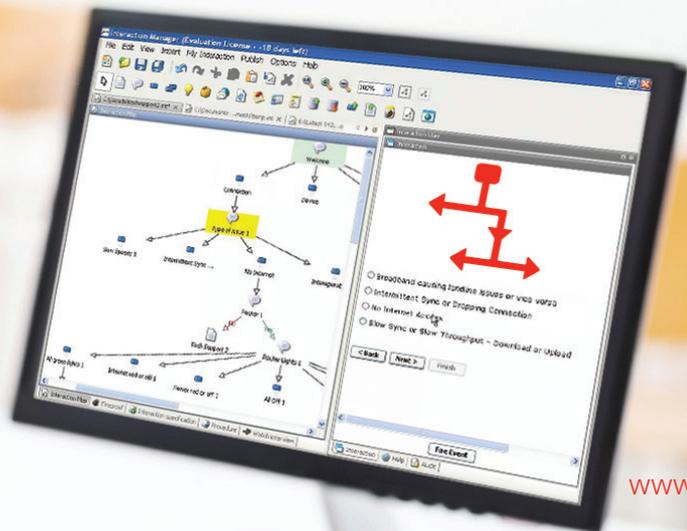# Taking the leap!

From Scripted Calls to Real Time Process Guidance and Dynamic Next Best Action Cues

Customer Service. Simplified.

The Challenge with Traditional Call Scripts

Confined to a traditional call script, call center agents are unable to interact effectively with the customer and are frustrated when faced with complex issues and changes in direction that arise during the conversation. Customers are made to listen to irrelevant information before they can relay their problem and are forced down a "one size fits all" path.

One solution to the issue at hand is to not script the call, but then only senior and seasoned agents are capable of helping customers with anything more than basic issues, driving down First Call Resolution (FCR) rates, increasing transfers, and poorly affecting customer experience.

Scripted Calls vs Process Guidance

Jacada has pioneered the concept of Process Guidance in call center interactions. Process guided flows allow your agent to interact freely with the customer while bringing into the conversation customer-specific data and real-time process guidance. Unlike traditional call center scripts that are only effective in generic situations and force a "step by step" feel, real-time process guidance empowers the agent so he or she no longer sounds scripted, but instead come across as subject matter experts able to deliver solid solutions, quickly and effectively.

Provide real-time process guidance.
Become subject matter experts.
No more calls that sound scripted.

The Era of Dynamic Scripting

Dynamic Agent Scripting provides real-time process guidance and next best action cues in context to the specific task being performed. Agents are presented with an adaptive UI that can respond to customer preferences, other events, and data from internal systems to create a customized conversation. This results in a well modeled and automated interaction designed to:

- Clearly explain what information should be relayed to the customer
- Highlight which questions to ask the customer
- Provide forms for accepting data input
- Use rules to define the call flow or path
- Updating back end systems in real time

Adaptive UI that responds to customer preferences.

When guided through complex processes and presented with a dynamic call flow that adapts to the actual conversation with the customer instead of forcing the agent and customer to adapt to the system - your agents can best resolve an issue or even properly configure a product or service in less time.

Dynamic Agent Scripting Benefits

- Increased customer satisfaction - Call Scripts that no longer sound scripted.
- More productive agents - increased FCR, reduced AHT, reduced errors.
- Shorter agent training, faster onboarding.
- Cloud or premise based deployment for rapid implementation and low TCO of the solution.
- Visual drag & drop interface - business analysts, senior agents, and product owners can quickly create, modify, test and deploy call flows or establish layouts, change roles, rules or privileges – without the need for IT support.
- Business agility - by continuously testing, monitoring and refining interactions in real-time, organizations can meet and exceed customer service experience goals.
- A non-intrusive solution specifically designed to work with your existing systems.

Immediate Results

- Complex processes are distilled to simple and easy follow guides that can be used seamlessly by agents.
- Increased compliance - Agents are guided to follow all the rules and regulations that have been put in place, and identify "AT-RISK" customers.
- Next best action prompts help agents identify upsell opportunities with the right offer and messaging to ensure revenue goals are met.
- Agent errors are reduced, cutting down call backs and complaints.
- Run call flow and compliance reports describing the most frequent call types, most frequent paths through the call flow, bottlenecks and trouble spots to create "tuned" interactions.
- Business users gain agility with "Hot Deployment" of interactions in real-time to support rapid business changes, without the need for agents to log off or for systems to be restarted.
- Tech support calls are solved quickly, without escalating to second-tier support unnecessarily.

More Specifically - How Can Dynamic Agent Scripting Help Me?

Vertical	Result
Sales	Discovery and Data gathering Offers & Objection handling Order entry Up-sell, Cross-sell Product configuration
Customer Care	Account updates Billing explanations General Care – FAQs, Search, Next Best Action Regulated processes – Termination, Collections Surveys Retentions Cancellations/RMA management Special orders
Technical Support & troubleshooting	Product Support - trouble diagnosis and resolution Helpdesk
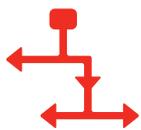
Jacada Agent Scripting (JAS) is successfully used by worldwide organization, providing them with dynamic scripting capabilities and next best action guidance:

Jacada Agent Scripting Customer Use Cases:

Company	Vertical	Business Objective	Result
A leading provider of online travel & related services	Online Booking	Quickly create, modify, test and deploy call flows at any time by customer service, not IT. Tightly integrate call flows into back-end data. Reduce call handle time, by auto-documenting any information communicated to the customer.	**Call flow content ownership** • Customer Service team retain all ownership of content. • Content can be edited and republished at any time. • Integrates scripts with back-end data via web service calls. **Simplified call flow creation** • Intuitive, flowchart-like script authoring environment • Data from back-end web service calls can be used to automate decisioning within scripts, and trigger automated actions. • Required just a 1 week training session for content designers. **Dramatically simplifies agent call handling:** • Customer - specific content can be delivered on each call. • All content presented to the agent is automatically logged by the system. **Integrated performance monitoring:** • Automatically tracks the percentage of customer interactions that followed each "path". • Similar tracking on the average time spent by agents on each page of content.

Company	Vertical	Business Objective	Result
Telefonica O2 UK	Telecom	Bring a dynamic element to customer interactions based on real-time information. Simplify how agents deal & document customer interactions. Agent guidance - provide consistent, correct information in an easy-to-follow series of scripts and process flows. Improve customer experience through faster problem diagnosis and resolution. Automate the documentation process. Eliminate interactions escalating to second tier support unnecessarily.	**Simplified agent guidance & performance** • A comprehensive step-by-step fault diagnosis process via on screen prompts and guides. • Reduced inconsistencies between advisors and second-tier support • Eliminations of manual freeform text input during and after the call. **Measurable savings** • Training time reduced from 5 weeks to 3 weeks. • 40 sec/call - reduction in Average Handling Time (AHT). • 50% reduction in the time needed for Guru advisors to record notes. • Nearly 50% reduction in the number of faults escalating to second-tier support. • 25% decrease in repeat calls – significantly improving First Call Resolution (FCR). **The bigger picture** • Complex interactions can be simplified and standardized. • Simplified interactions can now be used by a less technical, broader advisor community.

Key Takings

Real time process guidance provides quick and effective problem diagnosis and correct, in-context solutions and offers.

Interactions can be guided to enforce best practices, present best offers, reduce training time and to implement and monitor compliance requirements.

Dynamic call flow that adopts to actual conversation.

The result is significantly reduced AHT and improved FCR - driving up customer experience, increasing retention rates, and high revenue for your organization.

For more information go to: http://www.jacada.com/products/jacada-agent-scripting