

experience success

simplify experience | harness data | stay ahead | be efficient

Amdocs Smart Agent Desktop

amdocs

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ARE YOUR CONTACT CENTER AGENTS FOCUSED ON THE RIGHT THINGS?

Now more than ever, companies are being forced to differentiate themselves based on the customer experience they provide. As products and services become commoditized, it's the only path left to stand out from the competition. A key battleground for this new customer service war is the contact center; the traditional hub for the customer experience, but are your Customer Service Representatives prepared for this war?

In most contact centers, the CSR's face a daunting task. They are out on the front lines, often with only a month or two of training, expected to knowledgeable not only in the products and services you sell, but also in the myriad of applications and processes that exist within the contact center. Dozens of applications crowd the agent desktop and knowing which application to access at what time can take months to master and can force your agent to focus on the systems themselves and not the customers.

Of course the transient nature of the contact center agent probably means that just about the time your contact center reps master these systems, process , products, and begin to focus on the customer, they leave the contact center...possibly to one of your competitors.

So how do you get your agents to master this complex environment and focus their attention on the customer? That's where the Amdocs Smart Agent Desktop solution can help.



Why deal with 10 applications when you can rely on just one?

Contact Center agents work in highly stressful environments and they often need to make very fast decisions under pressure, while directly in contact with customers for extremely short intervals. That's why their ability to access quality information and use it quickly has an important impact on the type of customer experience they are creating. Without quick and easy access to the right information, they could damage the customer relationship by failing to deliver the personalized, exceptional service that the customer expects.

Unfortunately, agents' ability to respond effectively is hampered by their desktop becoming more and more crowded with applications they must use during the course of an interaction. Studies have shown that agents now have to deal with 12-23 different applications—each one built for a singular purpose, with different interfaces. Key strokes, controls and predefined flows within those applications will vary, creating additional complexities for agents to cope with while they are trying to focus on the customer and their problems. This creates an obstacle to both improving the customer experience and to bringing down the cost of the contact center operations.

Are you getting the most out of your training dollar?

Contact centers are notorious for having high agent attrition rates. It's not uncommon for agent tenure in some contact centers to be measured in months or weeks instead of years. It often seems that as soon as the agent is up to speed, they are moving on to a new job. This can translate into enormous costs in training agents as the cycle never ends.

The proliferation of applications on the desktop exasperates the problem as agents must spend an increasing amount of time mastering application and business processes, and not on mastering the softer skills required to provide superior customer service. Of course if you try to cut back the training, you risk the negative impact on customer service as inexperienced agents are thrust into situations they are not prepared for resulting in unhappy customers and frustrated agents. You might lose your customer, your agent, or both.

Solve the problem the first time

Customer frustration with contact center based customer care often stems from the inability to resolve issues on the first attempt. For many customers, there is nothing worse than being put on hold for long durations, transferred from department to department or even told "we'll have to get back to you on that" and left clutching the handset with no problem resolution. These are often the drivers that cause consumers to defect from your brand to your competitors. Now in certain cases, the inquiry may be indeed too complex for the CSR to handle on their own, but in most cases, it's simply that the agent didn't have access to the right information or worse, didn't know how to resolve the issue due to lack of training or getting lost in the dozens of screens and applications on the desktop.

However there is a solution to these challenges that can simplify the agent's desktop, consolidating screens and applications into a single user interface with process driven guidance to direct them through the interaction process. That solution is the Amdocs Smart Agent Desktop.



Smart Agent Desktop 8

Amdocs Smart Agent Desktop 8 represents the latest evolution of our contact center user interface that abstracts your legacy applications through a streamlined, process driven user interface, enabling customer service representatives to deliver a differentiated experience.

Here are some of the benefits you can gain with the Amdocs Smart Agent Desktop:

Improve the operational efficiency of your contact center


Optimizing contact center efficiency by reducing average handle time and agent training costs. This is achieved by an intuitive, streamlined, process-driven user interface that guides agents through the interaction process with minimal effort, presenting only the relevant information to the agent, reducing the number of clicks or steps needed to complete the interaction.

Improve customer satisfaction and loyalty

Resolving customer issues on the first attempt increases customer satisfaction and loyalty. This is accomplished by through the use of predefined processes that guide the CSR through various customer service tasks with minimal training. This also ensures service consistency across all CSR's (they will all follow the exact same steps for a given inquiry). Another means of ensuring consistency is through Agent Scripting which can be displayed on the desktop.

Reducing agent frustration and attrition

Streamlining the desktop and business processes reduces the learning curve necessary to master the systems and provide superior customerservice. By reducing the number of screens/clicks required during the course of an interaction, agents are better able to focus on the customer, which can lead to higher job satisfaction and lower agent churn rates for the contact center.



Respond quickly to customer issues with Amdocs Support

Amdocs Support is a comprehensive support application which is designed for a first and second-tier support role in a multi-tier support organization. This application manages all aspects of customer service and support securely and efficiently with closed-loop accountability guaranteed. It contributes to increased customer satisfaction by proactively managing issues to agreed upon service levels and speeds response times and problem resolution through a flexible case and trouble ticket management system.

Even your best CSR's can do better with Amdocs Script Manager

We understand how dynamic scripting can help keep your customers happy, and that's why we've developed **Amdocs Script Manager** -- an advanced script design and roll-out tool for agents to use while actually in contact with the customer. It provides your agents with scripts for up-selling and cross-selling, troubleshooting, carrying out customer surveys or for promoting new services. In addition Amdocs Script Manager can reduce agent learning curves and enforce consistent business processes and corporate policies.

Deliver great customer service as a process, not an exception with Amdocs Process Manager

As a powerful business process management tool tailored to meet the complicated needs to today's businesses, Amdocs Process Manager lets you quickly design end-to-end business processes spanning multiple departments, participants and applications then deploy them across multiple channels. And because it's integrated with the service repository, you can easily leverage services from existing applications to help you deliver the superior, intentional experience that will set your company apart from the competition.

Smart Agent Desktop Optimization Services

Amdocs Smart Agent Desktop solution also includes a suite of packaged services to help simplify your contact center environment. Our expert contact center consultants are readily available to help you assess your requirements, identify and prioritize areas for improvement and recommend technology and process solutions to help you achieve your performance goals. The packaged services can help assure that the deployment is done minimizing risk and maximizing success with Amdocs' exceptional project delivery track record.

Typical stages of the Smart Agent Desktop Optimization are:

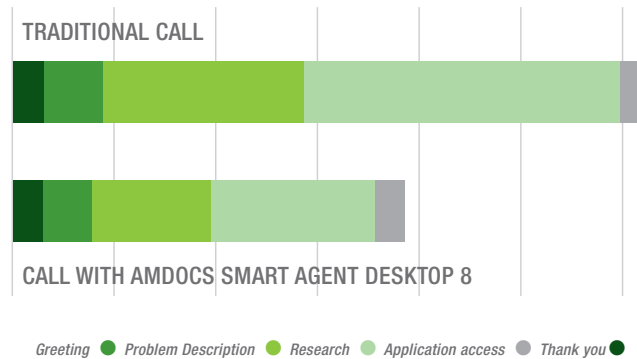
- **Contact center study:** Let our experts work with you to simplify your contact center workflows and business processes. We will identify how the Smart Agent Desktop solution can reduce decision-points and repetitive tasks, and automate call flows based on predicted customer needs
- **Usability Design:** Remove clutter from your GUI with a sleek, streamlined interface designed to simplify your contact center processes based on a study of your business flows
- **GUI Visualization Presentation:** Let us help you visualize how modern UI can help reign in the potential paralyzing complexity and high cost of customer service. Each presentation is unique and mapped to requirements gathered in discovery meetings
- **Benefits analysis:** A subject matter expert will capture your KPI 's and help build a business case mapped against the proposed investment investment.
- **Deployment Support:** Amdocs Customer Management Services assists in the overall implementation of your Smart Agent Desktop solution.



Measurable ROI

Amdocs Smart Agent Desktop provides a measurable return on investment:

- Improves first call resolution
- Reduces average handling time by abstracting legacy applications into a single interface and guiding agents through the interaction process
- Reduced agent training time
- Investment protection for legacy call center applications



- Increase cross-sell and up-sell potential with optional agent guidance

By deploying Amdocs Smart Agent Desktop you can reduce call handle times by up to 40% as illustrated in the example below. This is but one examples of how the Smart Agent desktop can improve the operational efficiency of your contact center. Let our consulting experts work with you to determined how you can leverage this technology to improve the operations in your contact center today.

ASSUMPTIONS	COST REDUCTION	BASELINE (CURRENT)	WITH SMART AGENT	NET SAVINGS
<ul style="list-style-type: none"> • 1000 Agents • 70,000 calls per day • \$2.54 Cost per call • Average handle time 5.14 minutes • 15 applications on the desktop 	Unified Login (reducing number of logins from 15 to 1)	\$ 624,910 / year	\$ 41,661 / year	\$ 583,249 / year
	Reduced handle time by 40%	\$ 17,987,409 / year	\$ 10,792,445 / year	\$ 7,194,964 / year
	TOTAL SAVINGS			\$ 7,778,213 / year

Why Amdocs

Amdocs helps you bring it all together: to improve the way you manage your agents, your contact center systems and your business processes. With the Smart Agent Desktop solution, you can reduce your agent training time, reduce average handle time, increase first call resolution, reduce call transfers, reduce agent workload, and improve cross-sell and up-sell rates. All this, while still managing to increase customer satisfaction and loyalty.

Amdocs Smart Agent Desktop not only shortens each customer interaction, but also enables you to maximize the value of each customer interaction- and that translates to more dollars in your organization budget and a stronger bottom line for your company.

The solution is part of the Amdocs Customer Management product portfolio, which spans sales, ordering, offer management, customer care, and support across all channels. With a wide range of award winning products, services and solutions, Amdocs offers you unmatched industry knowledge, services and business process expertise and a track record of implementation success.

To find out more about Amdocs Customer Management, our solutions and to hear what our customers have to say, please visit www.amdocs.com





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About Amdocs

For 30 years, Amdocs has ensured service providers' success and embraced their biggest challenges. To win in the connected world, service providers rely on Amdocs to simplify the customer experience, harness the data explosion, stay ahead with new services and improve operational efficiency. The global company uniquely combines a market-leading BSS, OSS and network control product portfolio with value-driven professional services and managed services operations. With revenue of \$3.2 billion in fiscal 2011, Amdocs and its over 19,000 employees serve customers in more than 60 countries. **Amdocs: Embrace Challenge, Experience Success.** For more information, visit Amdocs at www.amdocs.com

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