

# Sytel solutions

## scripting



As any contact center manager knows, agent time is one of the most expensive contact center resources, not just from an employment cost perspective, but also in terms of lost opportunity when it is not optimally utilised. Well designed agent scripts can boost agent performance, just as badly scripted workflow will hinder an agent in closing a sale or providing excellent customer service.

Similarly, the time taken to generate a new script or update an existing script can limit the window of opportunity for the client's campaign.

Softdial Scripter™ addresses both of these critical issues with a fully featured script and workflow design suite that allows relatively inexperienced users to create efficient, complex and reliable agent script applications in a fraction of the time normally required.

Built using the very latest Microsoft .NET technologies, Softdial Scripter™ comprises the following user components:

- Script Designer - A powerful yet easy to use visual script logic design tool
- Screen Designer - Fast screen layout tool with integrated Microsoft Expression Blend option
- Web Scripter - This is the web application that runs on the agent desktop

### Features

- Efficient, powerful script generation
- No programming knowledge required
- Extensive library of script 'steps'
- Create re-usable custom steps
- Visual 'drag and drop' step logic design
- Single click access to campaign database
- Integrated with MS Expression Blend
- Create inbound or outbound IVR scripts
- Mix email, SMS, chat, audio scripting
- Easily integrated with 3rd party apps
- Dynamic script update feature
- Web deployed for hosted applications

More than 50 standard script components are available for:

- Campaign database queries
- IVR functions such as DTMF, TTS and ASR
- Call handling including transfers, monitoring, recording
- Credit card processing and validation
- Email, SMS, IM, Fax session handling
- Script flow – decision branch, compare values, pause resume

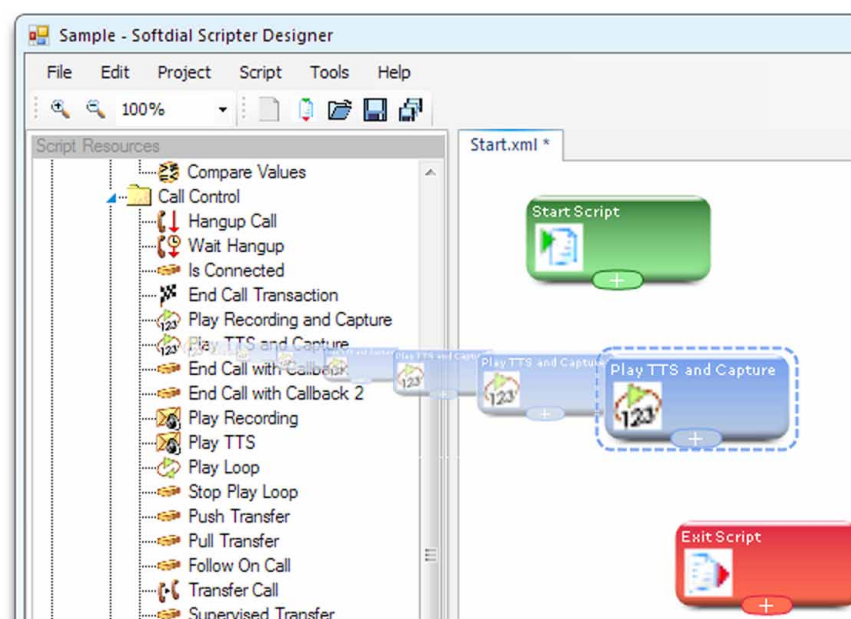


Figure 1 - Simple 'Drag and Drop' script design with Softdial Scripter™

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**Script Designer** combines an extensive library of commonly used script components with an intuitive 'drag and drop' user interface. Creating a script is simply a matter of dragging script components (steps) onto the design window and linking them together by dragging an arrow from between the steps (Figure1). Outcome logic is defined when the steps are linked.

When script logic changes are required, Softdial Scriptor™'s dynamic update feature means that agent script changes can be quickly applied and the updated script popped to the agent on the next call.

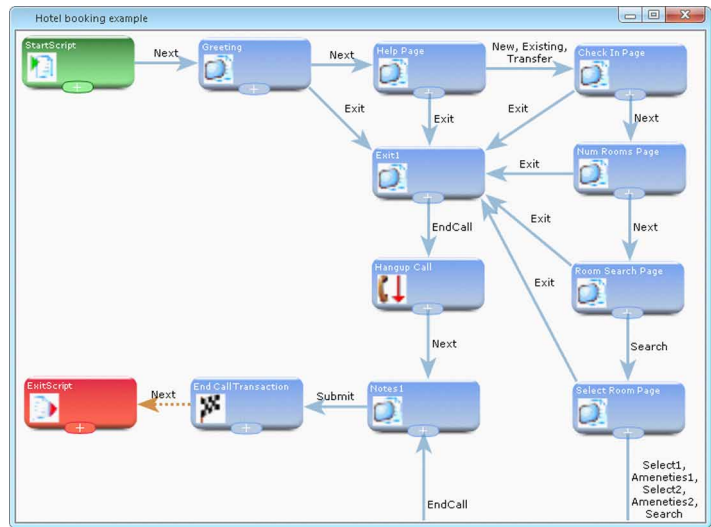


Figure 2 - Part of a hotel booking script example

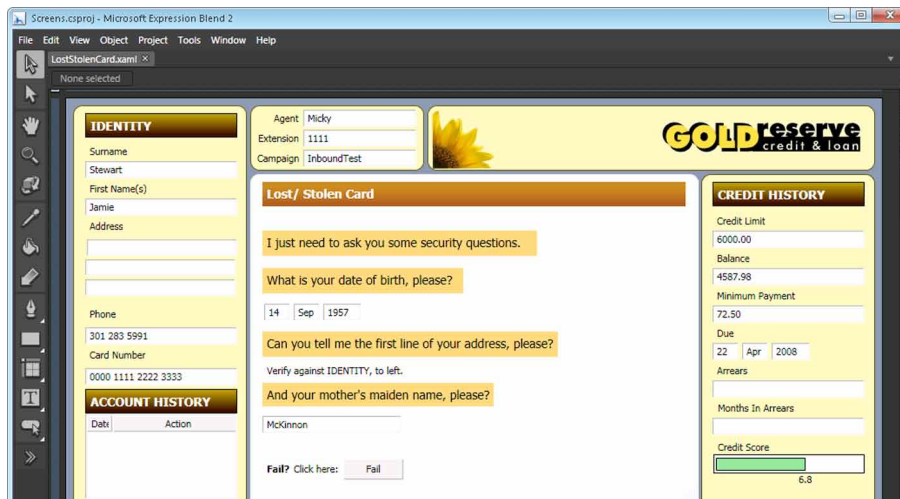


Figure 3 - Screen design with Microsoft Expression Blend

**Screen Designer** comes in two flavours; the built-in screen designer is ideal for generating medium complexity layouts while for very complex designs, scripiter designer supports direct linking to Microsoft® Expression Blend®, one of the most powerful web design tools available today.

**Web Scriptor** runs the screens and scripts generated by the designer tools in a browser on the agent desktop. Figure 3 shows a typical agent screen displayed in the Microsoft® Expression Blend® editing suite.

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Since 1997, Sytel Limited has supplied best-of-breed software components and full-service contact center solutions to systems integrators, VARs, ASP providers and resellers in over 50 countries across the world.

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