



# Scripting Solutions

---

## Improve Contact

---

## Center Productivity

Beat your competition to the punch with faster transitions from contact to sales

Everyone has answered the phone only to find an obviously uninformed contact center agent stumbling over the finer points of why it is important to purchase a particular product or service. The uninspired tone, the disingenuous hello, and the nervous pitch all give away the unprepared. The reality is that the contact center agents to whom you spoke would have been far more effective, and happier, if the proper training had taken place, and if a tested script had been offered as a starting point.

This scenario speaks not only to the need for choosing the right partner to execute your proactive campaigns, but also to choosing the right technology to launch and manage them effectively. Ineffective campaigns waste time and money, and unfortunately, they alienate important prospects and even existing customers in the process. Scripting solutions, utilized in conjunction with automated outbound dialing, can turn a negative into a positive by increasing customer-centricity and agent productivity through customized interactions enhanced by contact-specific data and business details which minimize introduction errors.

## Make the Right Contacts

By investing in research that identifies buying habits, customer preferences and consumer demographics, it is possible to develop intelligent sales messages that will not only reach, but persuade, a target audience to purchase complex products or services. Unfortunately, without the right platform and access to the right contacts, even the best arguments may fall on deaf ears.

Contact centers providing inbound and outbound services today across multiple channels – direct-to-consumer, phone, email, web portal, social media, SMS, etc. – are increasingly challenged to maintain service quality while providing a pleasant, personalized customer experience. Scripting solutions improve overall effectiveness by unifying data across multi-channel campaigns, enabling agents to locate and open complementary information according to pre-selected values, authority levels and business rules, depending on the service strategy, and regardless of complexity.

Utilizing an intuitive interface which introduces self-validated, pre-defined fields and drop down menus for easy navigation, scripting solutions elevate the quality of personalized service contact center agents are able to provide. With the right information at their fingertips, scripted agents can access business data via internal databases or external Web applications and quickly enrich interactions by incorporating contextual data at exactly the right time. Scripting thereby helps multi-channel agents reduce the average time of contact management (TMO), improve the customer experience, and make more of the right contacts.

## Decreasing IT Dependence

In the past, outbound dialers and scripting solutions were implemented and maintained as separate solutions. Hard-coded and rigid in terms of functionality, scripting solutions offered few integration opportunities and presented a high-cost configuration situation in which business users were completely dependent upon in-demand IT resources. Achieving strategic company objectives and specific campaign goals can be a difficult task even under the best circumstances, but this is especially true when factors outside your control create setbacks and overtime situations.

Today, the best scripting solutions are flexible, and allow business users to build scripts without programming knowledge. In fact, supervisors or managers can build scripts for specific agents, or campaigns, or even tailor scripts to fit the needs of certain geographic locations or demographics. Changes can now be made on-the-fly, eliminating downtime and delays in campaigns since waiting on IT to alter script details is a thing of the past.

Additionally, scripting solutions allow managers to monitor the evolution of service production and campaign results in real-time through the use of statistical data which can be analyzed via standard or customized reports specific to campaign, agent,

contact, or even business interaction. Query interfaces inherent to intuitive report-builders within the best scripting solutions guide supervisors in extracting business data collected during the agent-prospect argumentation process.

The insight provided by both standard and customized reports helps supervisors and managers create a segmented hierarchy of interrelated data and thereby exercise a greater amount of control over sales scripts. With supervisors actively tracking success of specific sales scripts, on-the-fly modifications are handled as needed, and each time a modification is introduced into a sales script, it is tested outside the production environment, ensuring new versions are controlled and identified for safety and quality.

## Increase Agent Productivity

According to recent Forrester research, scripting solutions can increase first call resolution (FCR) by as much as 17 percent, and up agent productivity across the board by approximately 36 percent. Such a significant increase in FCR and agent productivity means scripting solutions make it possible for companies to close more sales and achieve better business results by enhancing the effectiveness of contact centers and outbound dialers.

Scripting solutions increase the ability of agents to connect with more customers and prospects by raising the quality of multi-channel customer services, optimizing workflow, and providing greater internal controls over inbound customer service and outbound campaigns. Multi-channel campaigns almost demand the talents of scripting solutions to unify information in the interest of maximizing contacts, and ultimately, sales. But, scripting solutions are equally in demand for their ability to optimize workflow, and enable cross-sell and up-sell opportunities.

Contact centers utilizing scripting solutions can significantly improve workflow by allowing managers to balance call loads between agents depending on effectiveness of the agents in question. Calls to or from prospects and customers that fall outside business rules or which involve a higher degree of complexity can be routed to more experienced or more productive agents, leaving those that fall within limits for newer, less experienced agents.

According to recent Forrester research, scripting solutions can increase first call resolution (FCR) by as much as 17 percent, and up agent productivity across the board by approximately 36 percent.

## Presence Scripting

Presence Scripting is designed specifically to simplify and guide the work of agents, managers and supervisors to make campaigns more effective and contact centers as a whole more productive. With both design and production environments working together seamlessly, Presence Scripting ensures changes made in sales scripts can be tested without affecting campaigns in progress.

As an integral part of the Presence Suite, Presence Scripting makes the agent experience more integrated and consistent across communication channels when used in conjunction with Presence Outbound Dialer and Presence Recording.

Alternatively, Presence Scripting can be implemented as a standalone or best-of-breed solution, or used with other contact center systems as part of a modernization effort which protects existing capital investments.

Combined with the capabilities of the Presence Outbound Dialer, Presence Scripting improves contact center effectiveness, and facilitates front and back-office processes from sales and collection through validation and approval to quality control and verification.

## Faster First Call Resolution

Scripting solutions, such as Presence Scripting, optimize workflow by automating actions which agents can then execute according to preset rules and conditions. Presence Scripting is the tool progressive companies are turning to for faster first call resolution, increased agent productivity, and a significant decrease in average handling time (AHT).

Take control of your contact center's productivity and effectiveness today!

Contact Presence Technology to get a firsthand look at a modern scripting solution in action!

**888.908.0117**

**North America Headquarters:**  
Presence Technology  
3650 Mansell Road, Suite 400  
Alpharetta, GA 30022  
888.908.0117

For more information visit [www.presenceco.com](http://www.presenceco.com)