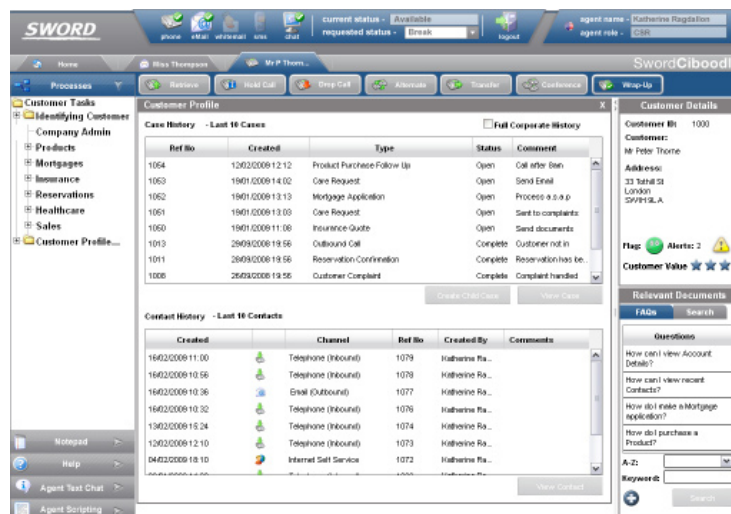


Intelligent Desktop 100% Focus on Customer Experience

A challenge faced by many contact centers is having so much information, in so many different places, they don't know what to do with it, never mind get the most from it. As a direct result, customer service levels and handle times suffer. Sword Ciboodle's award winning intelligent desktop brings order to such chaos. Its dynamic and intuitive web based interface makes it easy to use, easy to adopt and easy to deliver the right information at the right time, to the right user. The consolidated and unified view of customer, multi-channel interactions and cases builds the bridge between disconnected enterprise systems and enables your operations to work smarter and faster.

- For agents, that means an immediate, automated and unified view of customer, case and contact, real-time snapshot of performance against KPIs and scripts and prompts to action insight and ensure compliance during customer interactions.
- For supervisors that means a management framework for monitoring, coaching, and training centralized or virtual teams by displaying real time snapshots of crucial performance metrics. Multi-channel alerts help proactively manage service responsiveness and collaboration helps less experienced staff fulfill customer requests.
- For managers or business administrators, that means the ability to configure your users, roles and skills, work queues and content decreasing dependency on IT and allowing your business to flex at a pace your customers demand.

The result? Reduced handle time, significantly improved productivity and superior and consistent customer experience.



Intelligent Desktop Benefits

30% reduction in average handling time after 10 week implementation at US retailer, Sears

From 14 desktop applications to 1 and a saving of \$2.6 million in the first 3 months for South African bank, Standard Bank

50% reduction in new employee training costs at UK Utility, ScottishPower

In Context

Improve visibility: integrated, automated, immediate and intelligent view of customer interactions, cases and customer service processes

Arm with insight: flags and alerts provide critical insight into your customer profile to allow agents to quickly understand and proactively respond

“Sword Ciboodle has made us more efficient, consistent and customer focused in providing top quality service by integrating our systems making it easier for our associates to navigate and provide accurate information to our customers”

Sandra Ramos, Team Manager, Teleservice Outbound, Sears

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Intelligent Desktop Features

Sword Ciboodle's Intelligent Desktop is a web-based, collaborative and context-driven work environment that provides an integrated, automated, immediate and intelligent view of all inbound and outbound customer interactions, cases and customer service processes.

- **Role based entitlement:** Easy to use business tooling to allow organizations to both predefine and change real-time who has access to what when
- **Customer Profile:** Single unified view of the customer with alerts and flags highlight key attributes and makes the customer profile the first port of call for understanding your customers
- **Knowledge in context:** Business defined and entitlement driven, FAQs and scripting provide relevant timely and context-driven references for agents so they know what to say when and for customers to allow them to self-serve
- **Enquiry Handling:** Intuitive call flows, screens and decision tree support guide less experienced staff through the right steps in the right order to ensure customer requests are handled and resolved at first point of contact
- **Case Handling:** Dynamic, business defined filing system which groups together related work items and allows scheduling of follow up activities, multi-channel alerts and escalation paths
- **Work Delivery & Work Management:** Multi-process, multi-channel and multi-brand work interface which allows offline work items to be pushed to, or selected by users with skill and role based routing, reassignment and prioritisation of work
- **Real-time dashboards:** Visualize how you are performing against targets and KPIs. Operations, marketers, product line managers and team leads alike can configure a personalized view of the teams they control
- **Management audit & control:** Automatic audit trail and log of system events, user activity and actions
- **Real-time configuration:** Make modifications to get you up and running as well as make a real difference to operational performance with business tooling designed to allow you to configure users, roles, skills, content, email templates, work queues and cases
- **Enterprise Integration:** Certified integration to Cisco, Genesys and Avaya for CTI and standards based services allow you to leverage your IT environment. Integration to leading document management platforms and calendar support for follow up or future appointments come as standard

Intelligent Desktop in Action

Utilities

Eskom

PacifiCorp

ScottishPower

Severn Trent Water

Retail

Sears

Nutricia

VistaPrint

Telecommunications

Crazy John's

Vodafone

Telkomsel

Financial Services

Allied Irish Bank

Standard Bank South Africa

JP MorganChase

MBF