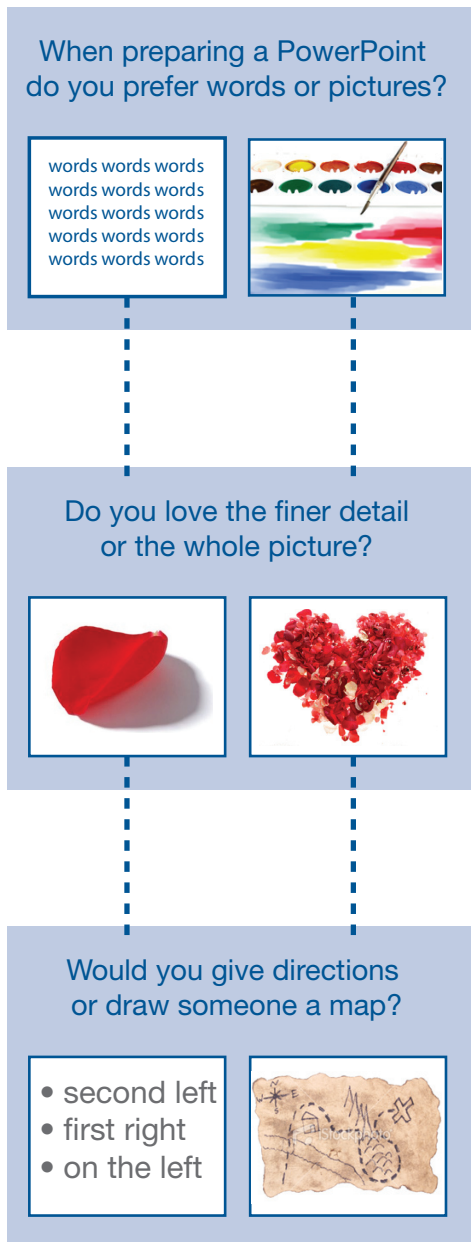


If You Love Your Agents, Set Them Free*

Capgemini Consulting and Sword Ciboodle revolutionise the contact centre interface

The brain is an incredible device – let's use it in the right way!



* Of course, we don't mean the freedom to get up and walk out of the contact centre, we mean the freedom to work better:
I can choose, I feel good, I do more

We know that everyone is different when it comes to the way they absorb, process and interpret information. Do you prefer words or images, the big picture or the fine details?



Creamy, delicious, vanilla ice cream with a rich, succulent, melt in the mouth belgian milk chocolate coating. Tasty, yummy and messy!

Now apply this thinking to your contact centre UI.

Is it suited to your needs? Is it suited to the needs of your agents? What happens when contact centre agents are using software that they are not comfortable with?

- They take longer to assimilate and process the information, increasing call handling times
- They pay more attention to interpreting the information on their screen than to the customer
- They require more training and coaching when learning new processes

We believe that contact centre agents should have the freedom to choose a user interface that best suits their individual learning style.

By providing a choice your agent will feel empowered and be more productive. In addition to the Ciboodle One standard interface, further UI's have been developed to appeal to different user groups.

Imagine a UI that has been designed for the highly visual individual; someone who responds well to images, and who likes to process information in mental pictures.

In contrast, consider a UI that appeals to those who prefer text and ideas expressed as words.

We believe that choice for your agents will improve your customer's experience.

Tailoring the interface to your agents' preferences will help create a workforce that is more self reliant, can handle interactions more quickly and is more focused on your customers' needs rather than their own.

The ease with which agents navigate a system directly affects their ability to influence customer interaction outcomes. What's more, because agents are not having to struggle to interpret the interface, they are able to listen to the customer, action requests as separate activities shortening average handling time, increasing first call resolution and ultimately providing a better customer experience.



For more information please contact:

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