

Enhanced Scripting Solution for Genesys Workspace

CallScripter is the alternative advanced scripting solution to Genesys Agent Scripting (GAS) for Interaction Workspace (IW) and Workspace Desktop Edition (WDE).

CallScripter within Genesys Interaction Workspace

Genesys Workspace is a smart-client application that provides agents and knowledge workers with non-intrusive access to the information, processes and applications they need. Genesys Workspace makes efficient use of desktop real estate by providing a set of Custom Drawers that can be opened as required to give instant access to the required application. CallScripter is integrated into the live call interaction section of the Workspace, sitting inside its own Custom Drawer. This drawer automatically opens when an interaction is delivered to the agent, giving the agent instant access to the CallScripter system. The workspace command structure may be utilised from within the Custom Drawer via the command manager interface allowing CallScripter to call commands and customise the execution.

CallScripter enables the person building the interaction flow path (the script designer) to create a script that caters for the customer's needs, wants and requirements, simply and easily. The script pages can contain many different items and data sources that help the agent perform their task efficiently and effectively.

Together Delivering Dynamic Customer Engagement

The success of both inbound and outbound customer interactions depends to a large extent on the company's engagement with the customer. Genesys market leading Customer Interaction Management now combined with CallScripter ensures the most effective and efficient conversation between customer and informed agent.

Ensuring Empowered Customer Conversations

At CallScripter we are revolutionising the scripting experience, focusing on not dictating what an agent should say, but providing a framework upon which to build personalised, interesting and appropriate conversations with customers, which compliments the Genesys Conversations message.

Creating a single interface into the company's various data sources, this is achieved by ensuring a consistent professional approach, one that is precisely tailored to the customer's needs. The CallScripter system will in real-time change the information displayed to the agent based upon the service the customer requires (and the communication channel used).

CallScripter empowers agents with the necessary information and easy access to all the applications and processes to achieve a successful dialogue.

Key Highlights

- CallScripter's best of breed scripting solution is fully-integrated within Genesys Workspace 8.1 and 8.5
- Integrated into Genesys Workspace using only Platform SDK tool-kit
- No additional Genesys run-time license costs incurred
- Available for WDE and IW
- Business, not IT-led solution
- Reducing average call handling times
- Reduced agent training times
- Ensures business compliance
- Provides significant and rapid ROI
- Multi-lingual and multi-channel
- Highly-configurable scripting tool
- CallScripter PS project support expertise available to direct customers and accredited partners
- Competitively priced for significantly higher functionality
- 24/7 multi-time zone support

CallScripter is a market leading provider of unified agent desktop, scripting and process optimisation software for the contact and customer service industry.

visit www.callscripter.com for more information.

“For the first time Genesys customers and partners now have a truly world class business-led scripting solution, as an alternative to Genesys Agent Scriptor, which will compliment Genesys’ market leading customer interaction software suite”.

Kevin Ellis,
Commercial Director, CallScripter

About CallScripter

CallScripter is the complete contact centre scripting front-end solution. Our advanced scripting software application has been developed to enable organisations from any industry to streamline their contact centre operations. The rapid set-up, handling and reporting of sophisticated inbound, outbound, email and CRM campaigns are controlled through one simple and consistent interface.

Based upon Microsoft standards, our open architecture allows for easy integration into third party complimentary applications and has the flexibility and functionality to be either a hosted or premise-based solution.

Our efficient and affordable call centre solutions enable users to maximise their business potential and successfully handle all contact centre operations.

CallScripter is a brand of IPPlus PLC, the AIM listed business services organisation, whose interests include software and outsourced contact centres.

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Compliance

In heavily regulated industries such as financial services, scripting is essential to ensure best practices and improved quality. By implementing CallScripter, organisations can:

- Be assured that best practices are met
- Ensure that compliance regulations are constantly and consistently adhered to
- Guarantee that all data is captured correctly and accurately

Multi-Tasking

Contact centre agents are often expected to work with many different applications and campaigns during a single shift. By implementing CallScripter, organisations can:

- Provide agents with relevant knowledge at appropriate times
- Allow agents to rotate across campaigns without specific training
- Guide agents through the communication/conversation process, allowing them to concentrate on the most important aspect of their business - the customer.

Addressing User Needs/Agent Training

The flexible architecture of CallScripter allows the software to act as a ‘dashboard’, connecting all the applications to one single point of entry. This results in:

- Reduced training time for agents
- Uniformed approach to training schedules
- Controlled learning structure

Scalability

CallScripter’s commercial model is based on concurrent license activity; therefore you only pay for what you use. This approach allows for:

- Fast expansion to handle sudden spikes in campaign activity
- The ability to flex licenses above minimum commitments as campaigns change
- Additional licenses can be billed month by month according to use
- Available on the [Genesys App Foundry](#).

