

inContact® Studio

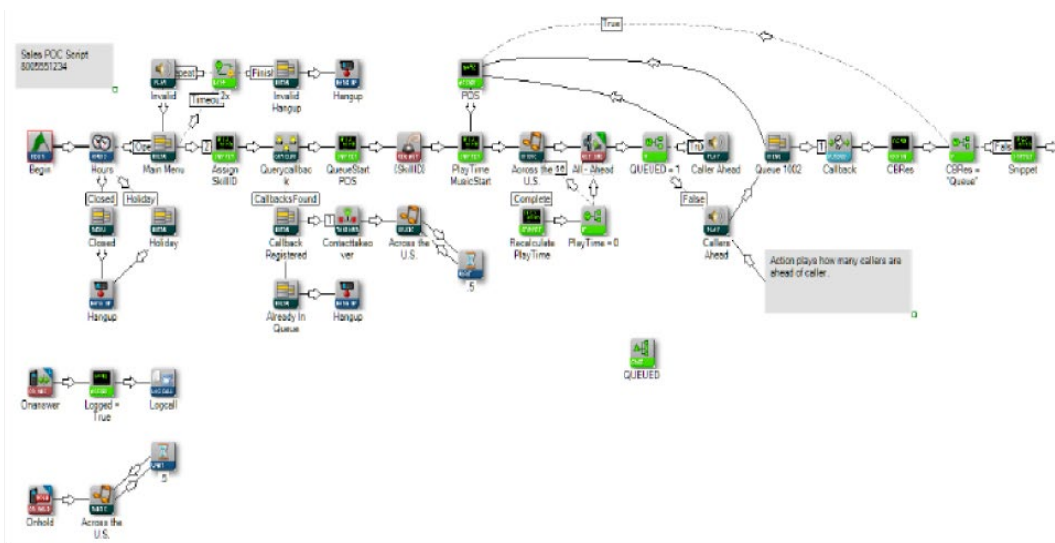
The one-stop shop for all your omnichannel workflow needs

The inContact® Studio application is a powerful tool providing you with access to everything you need to create and maintain omnichannel routing strategies and queue processing flows. From API to zip tone, Studio is your visual, intuitive interface to ensure every contact is treated and routed exactly like you want.

In today's competitive environment, the ability to support omnichannel interactions in your contact center environment has become a precondition for success. While inbound voice is still the most prevalent contact center channel with over 90% of contact centers handling voice calls, other media such as email, chat and social media interactions are catching up quickly. With the majority of contact centers today handling five or more different channels, the ability to define and maintain routing strategies for all those different media in one consolidated tool has become a factor to consider when comparing different contact center offerings.

The inContact Studio application has been conceived as a "one-stop shop" for all your routing strategy needs. Since you can assign granular access rights for Studio scripts, prompts and file management, it can be used by anyone from contact center manager to workflow programmer. Studio allows workflow developers to define relatively simple routing flows, as well as complex routing strategies for all media.

Each one of the over 100 predefined routing components in Studio guide the user through component definition with pre-populated selection menus, all but doing away with the need to manually insert variables wherever possible. This reduces human error and helps to speed up both implementation and maintenance of routing strategies.



KEY FEATURES

- Create and maintain omnichannel routing strategies in one visual, intuitive interface
- Assign granular, permission-based access rights to scripts, prompts and file management
- Script locking makes it safer for team members to share work in Studio—no more overwriting script changes!
- Supports voice calls, emails and chat interactions, as well as work items such as social media interactions, SMS or text interactions or CRM tasks
- Use predefined Studio routing components, as well as API- or SDK-based custom components
- Superior flexibility for routing solutions ranging from simple routing flows to complex applications
- Fully integrated voice portal for voice self-service applications and voice contact routing

Further safety nets that help making a programmer's life easier include the ability to check where resources such as voice prompts are used with just a mouse click. Studio will provide a warning if the programmer tries to delete a prompt in use and also intelligently checks script syntax for a number of actions, helping to ensure scripts are complete and correct.

inContact Studio also gives you the ability to use more advanced functionality for voice call routing, such as self-service type front-end applications using speech recognition and text-to-speech functionality in one fully integrated interface – no need to deploy an external voice portal.

Powerful conditional routing functionality such as estimated wait time components, contact treatment based on queue depth or the ability to initially reserve a call for a particular agent, can be used to enhance the customer experience regardless of the channel the customer chooses to contact you.

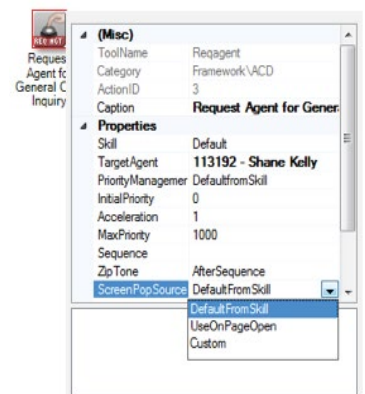
The HOURS action in Studio, for example, is used to determine the routing of calls based on the time of day. It offers override branches, so that workflow programmers can define alternate routing flows, for example for situations where the contact center has to be closed due to an emergency. To make the routing programmers life easier, business users can easily switch to the alternate routing from inContact Central, once the workflow has been programmed. This will allow business users to manually close the contact center in an emergency and then have the call flow revert back to normal functionality after a specified time automatically.

Workflow developers can implement and maintain routing flows for all media, including inbound and outbound voice calls, emails, voicemails, chat interactions and work items such as social media interactions, SMS contacts or CRM tasks in one consolidated interface. This helps with cross-channel consistency and reduces user training needs. inContact Studio provides numerous media specific functions such as the ability to push automated messages or URLs in a chat interaction, the ability to fully automate sending reply emails or the ability to queue work items for handling by a qualified agent.

Lastly, if you happen to have tech savvy resources in your organization that are ready to start implementing advanced functionality uniquely geared towards your environment, inContact Studio is up to the task and waiting for them. It supports reusable code snippets, as well as the use of APIs that support full customization, all while maintaining your routing functionality in one consolidated, intuitive interface. And with integrated hashing functionality, it is easier than ever to create secure automated self-service flows. For example, password or PIN resets can happen without ever storing sensitive information openly in your system. Extensive debugging and troubleshooting options such as the ability to target a specific automatic number identification (ANI) or dialed number identification service (DNIS) to trigger a trace, or date and time simulation for inbound call testing make Studio a true development environment. Programming usability features include being able to annotate Studio actions and scripts and workflow programmers can now use curved lines to connect actions in Studio for better script readability.

KEY BENEFITS

- Deploy an omnichannel contact center solution with one routing workflow tool for all supported channels
- Define and maintain routing strategies in one consolidated interface for more consistency across interaction channels
- Avoid the cost and complexity of deploying a separate voice portal
- Minimize training needs with an intuitive, graphical user interface for all your routing needs
- Reduce the need for Professional Services engagements



Sample Component