



For Brighter Agent Experiences

Boost productivity by giving your agents instant access to critical customer information without tedious and time-consuming switching between applications.

Enlighten

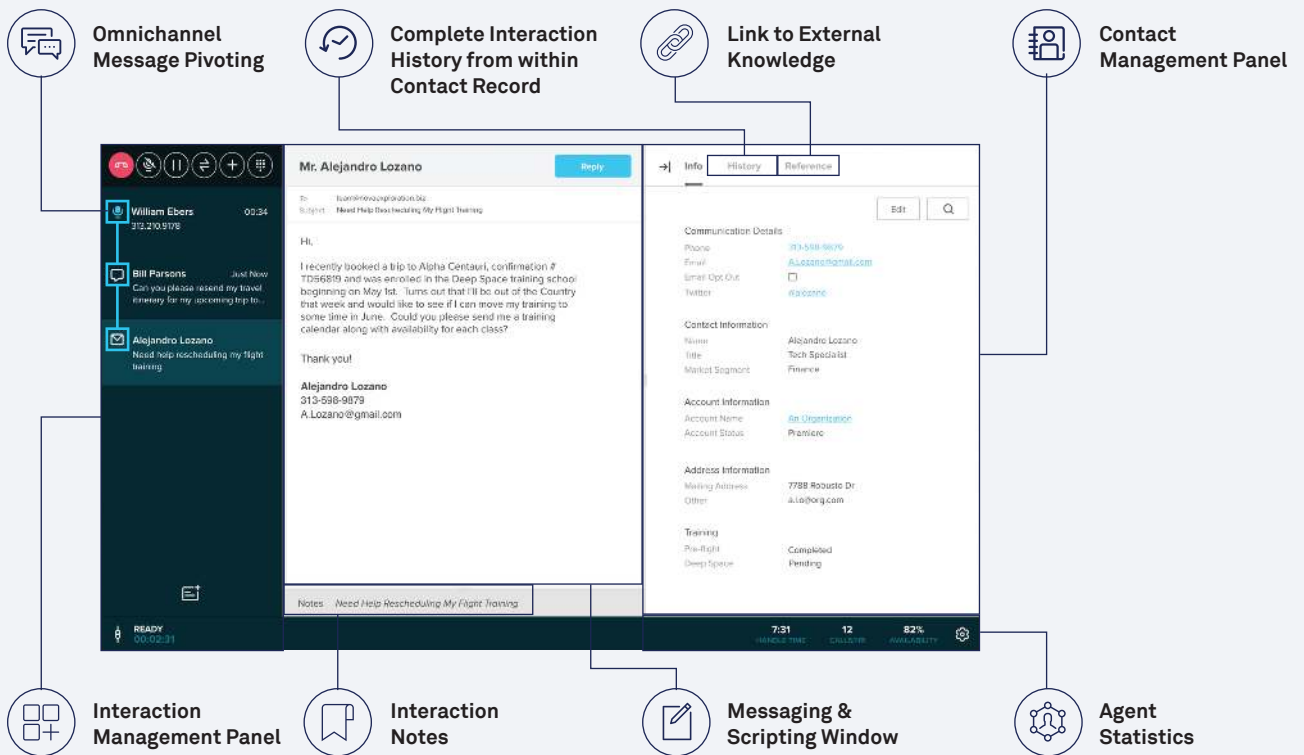
Give agents immediate access to customer information and interaction history with recordings and transcripts, and embed external reference material so they have the information they need when they need it.

Enable

Help agents succeed with a single interaction panel for true omni-channel engagement and guide them through each conversation with scripting and customizable messaging templates.

Enhance

Choose the metrics that matter most to your business and embed them into the CxEngage Skylight desktop so agents can continually self-manage and improve their performance throughout the day.



Brighter Insights

Customer Journey Mapping

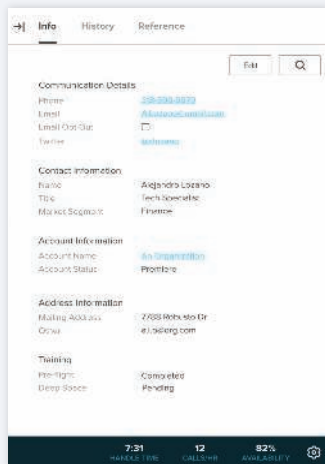
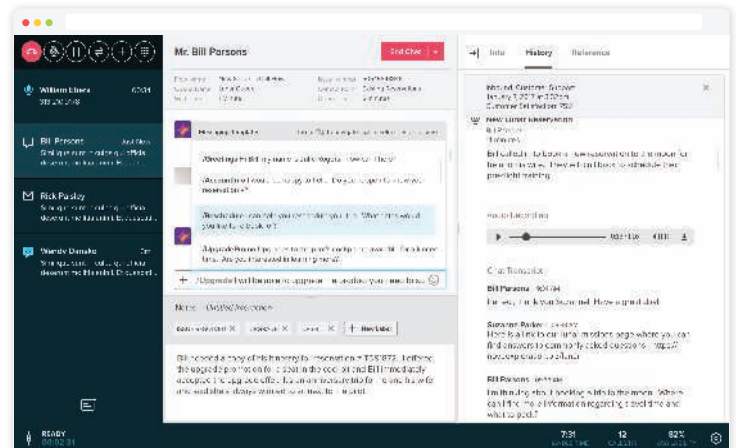
Full visibility into historical interactions including notes, call recordings, and chat / email transcripts that synchronize with each interaction so agents can focus on the customer rather than the software

Guided Interactions

Increase customer retention and drive sales growth by guiding agents with real-time scripting and messaging templates for voice, chat, SMS, and email

Reference Library

Embed a knowledge base, product catalog, or external website to draw from a limitless store of information



Brighter Outcomes

Performance Monitoring

Customizable agent metrics and presence stats integrated directly into the global footer for real-time feedback and self-management of daily goals

Reduced IT Footprint

Integrated customer contact management with interaction history eliminates the need to invest in a standalone CRM

Less is More

Fewer clicks and fewer applications to switch between means greater agent productivity and the ability to support a higher volume of interactions

Brighter Experiences

Unified Workspace

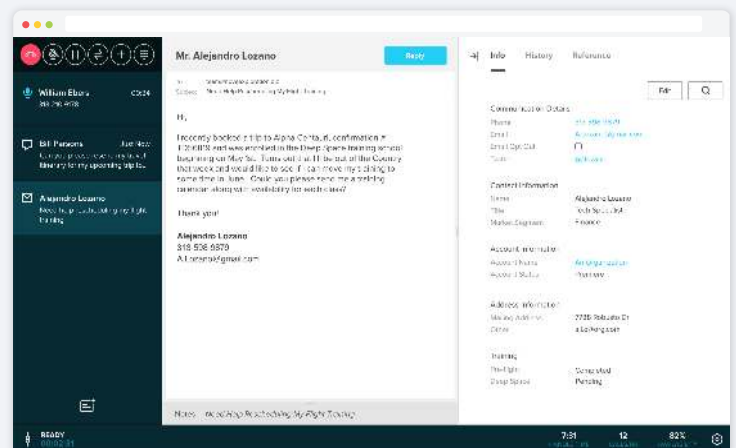
Maximize agent efficiency with customer contact management, multi-channel engagement, global call controls, statistics, scripting, and metrics -- all in a single, unified interface

Simplified Interaction Controls

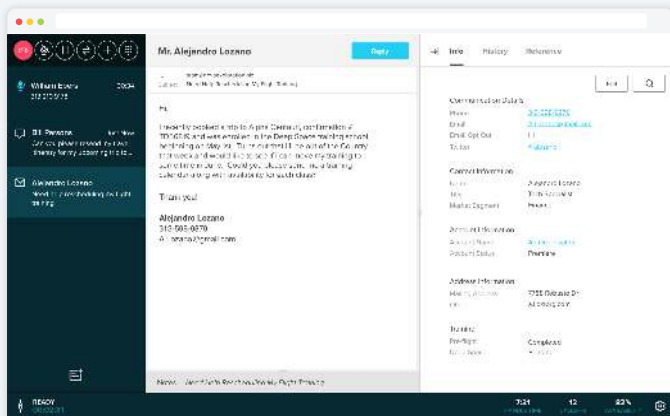
Click-to-dial, dial pad, and directory-led transfer in a clean and intuitive interface so agents can focus more on the customer and less on the tool

Multi-Tenancy

Agents can support multiple departments or business units from a single interface simultaneously through the day without logging out and back in again

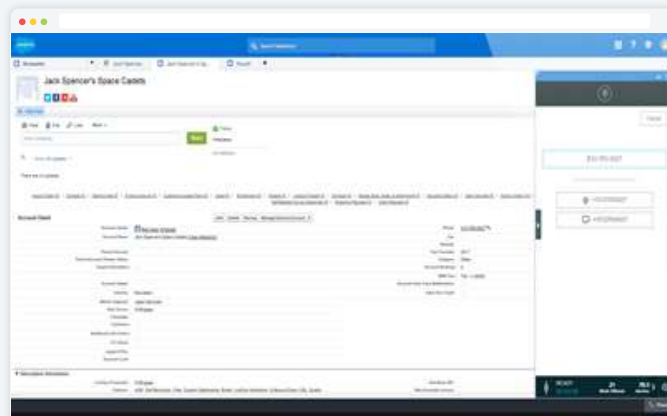


Choose Your Agent Experience



Desktop

A unified workspace for the agent to talk, text, chat, and message customers with journey analytics, scripting, contact management, and performance statistics to help guide them and maximize performance each and every day.



Skylight for CRM

Integrated and embedded directly within CRM, Skylight compliments your CRM with multi-channel interaction capabilities while leveraging advanced CRM functionality, data exchange, and synchronization between platforms. Available for Salesforce and Zendesk.

A Unified Desktop for the Omnichannel Agent

Voice

Inbound and outbound calls can be made via webRTC, PSTN, or SIP. Use agent skills, real-time and historical event data, agent availability, messaging keywords, and CRM data to ensure each call is managed in a way that provides the best customer interaction and experience.

SMS

Engage with mobile consumers to maintain constant communication and quickly respond to inbound SMS requests, or send outbound SMS reminders and communications individually or in bulk to save time and costs.

3rd Party Work

Queue and route work items such as CRM email, service requests, cases, faxes, and trouble tickets to the best skilled and available agent to fulfill front and back-office requests and realize a significant reduction in both response and resolution times.

Email

Increase email efficiency with email templates, transcripts, intelligent keyword routing, a rich text editor, integrated reporting, and zero setup needed by an agent.

Chat

A rich Messaging SDK enables quick and easy deployment of interactive chat on your website for customers to instantly reach out to agents. Reduce call volumes, give customers a more immediate channel to engage, and improve customer satisfaction and conversion rates.

Facebook Messenger

Over 1 billion people are already using Facebook Messenger. Get in touch with your customers and chat one-on-one where they're most likely to share customer experiences with the rest of the world.



Find out how to transform your customer experience at www.serenova.com/skylight
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