

CxEngage

Skylight for Salesforce



Unified for Deeper Visibility

If your CRM data is separate from your contact center solution, you're probably spending too much time switching between screens, creating multiple reports and manipulating data. Along the way, you may miss critical business insights.

CxEngage is designed to deeply integrate with Salesforce Classic and Salesforce Lightning for visibility that's nearly impossible to get any other way, fueling Customer Experience Management and positively impacting your operations bottom line.

Serenova's CxEngage is the leading cloud contact center solution that increases the value of every customer interaction for you and your customers. With CxEngage Skylight for Salesforce, your contact center is seamlessly integrated with your CRM to deliver a more engaging customer experience while significantly improving agents' productivity.

As a managed package on the Salesforce AppExchange, the Skylight agent experience compliments Salesforce with omnichannel interaction and routing capabilities while leveraging advanced CRM functionality and data exchange between the Serenova and Salesforce platforms.

For Brighter Agent Experiences

Easy to use and respond across multiple channels

With CxEngage Skylight for Salesforce, your agents gain the ability to respond to customers in any channel or pivot seamlessly from one to another as needed to improve the customer experience. Whether it's a phone call, email, chat session, SMS, or Facebook message, the messaging interaction panels in Skylight are integrated within Salesforce, making it easy to use and faster to respond without having to switch applications.

Built for speed and accuracy

With CxEngage Skylight for Salesforce, your agents spend less time and use fewer clicks to complete the most common functions. Plus, agents can take advantage of messaging templates and scripts to ensure consistent quality, and customer satisfaction.

Customer information, front and center

CxEngage Skylight for Salesforce is engineered specifically for today's multi-channel contact center agent. Within a single window and with minimal clutter, Skylight puts the customer profile front and center with the most critical and recent information in clear view. The agent can then drill down easily for more details – since all of the customer's interaction history, across every channel, is there in one place.



Brighter Interactions

Integrated Agent Workspace

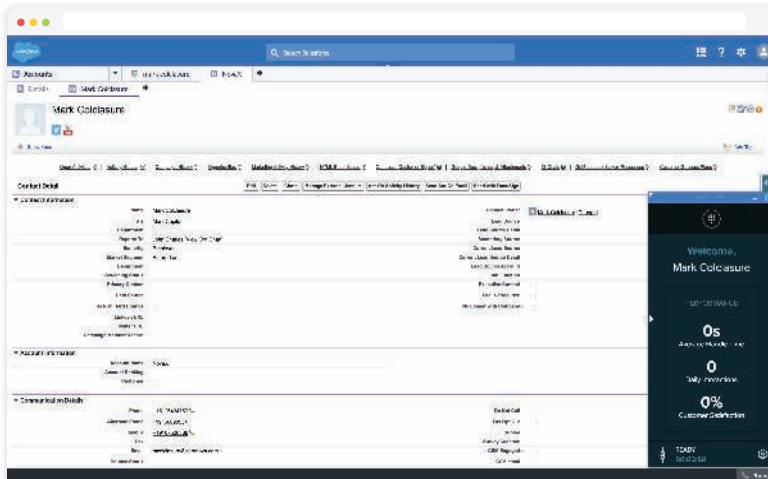
Maximize agent efficiency with cross channel engagement, global call controls, statistics, and metrics - all in a single, unified agent workspace.


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.


Seamless Omnichannel Support


Agents can support multiple interaction sources within the same interface based on capacity rules determined for each agent.





 Instant access to cross channel interaction history


 Embedded voice tools with transfer and conference capabilities


 Automatic new ticket generation


 Clearly visible icon channel indicators with hover-over details

 Allow agents to take and place calls without leaving the Salesforce console

 Interaction details posted directly within Salesforce

 Ability to switch channels during interaction

 Screen pop based on Caller ID (ANI), email, case, or other key parameters

 Embedded link to call recording

Brighter Insights

Customer Journey Mapping

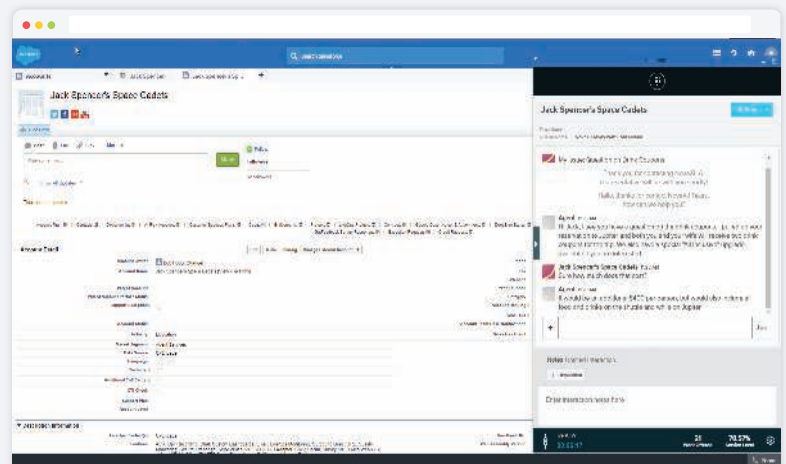
Full visibility into historical interactions including notes, call recordings, and chat / transcripts that synchronize with the underlying Salesforce records so agents can focus on the customer rather than the software.


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.


Increased Efficiency

Decreasing handle time with a unified tool set, quick data access, and automated data sharing between Salesforce and your contact center means you require fewer agents to handle the same amount of communications.



 Translate your contact center's data into knowledge, insight, and action

 Monitor ongoing agent performance and display real-time KPIs

 Measure performance metrics such as service level and first call resolution



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

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Brighter Outcomes

Monitoring

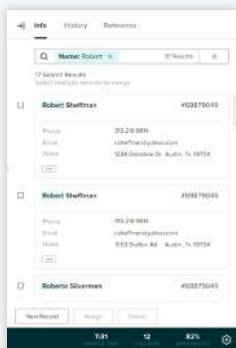
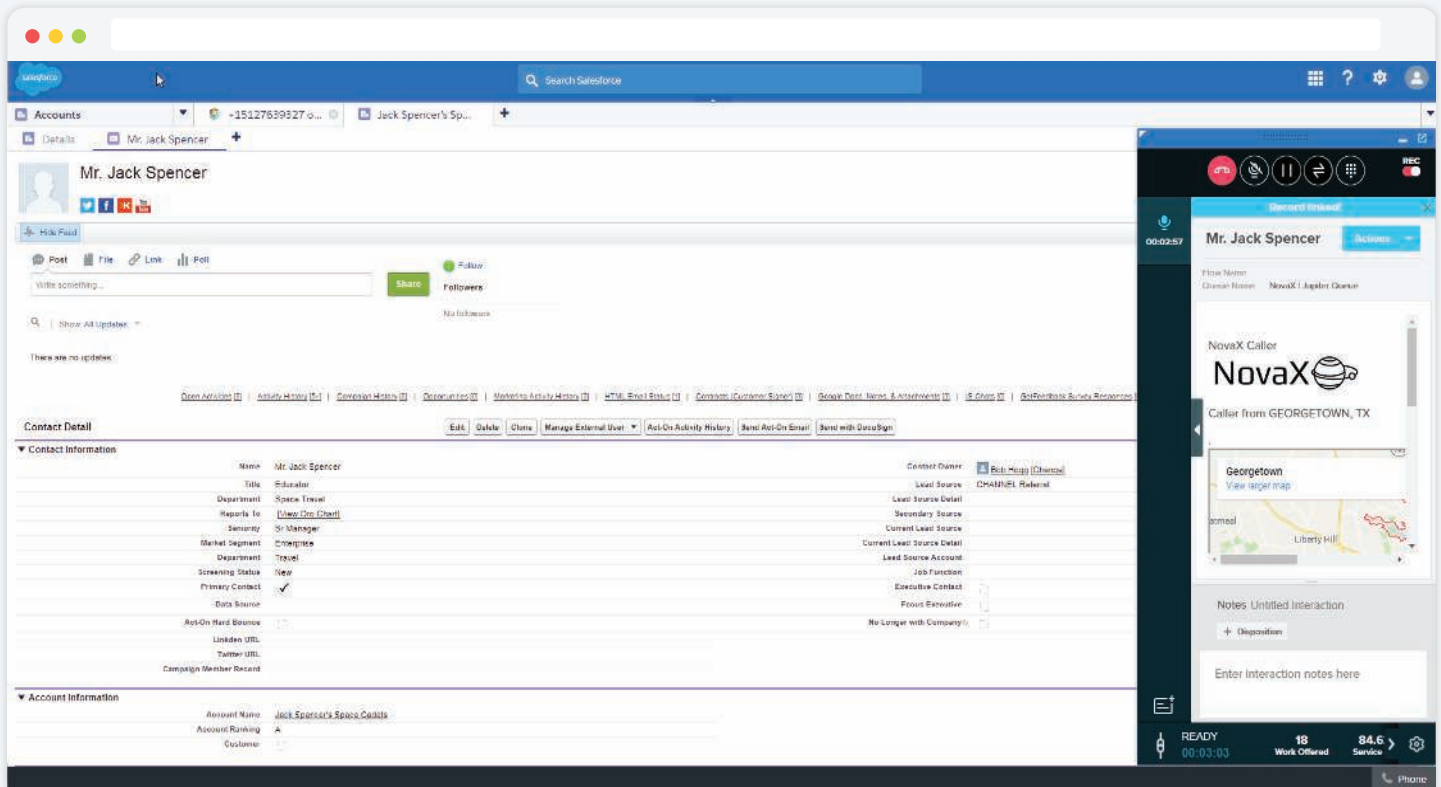
Customizable agent metrics built right into the global footer for real-time feedback.

Fewer Tools

With your contact center embedded inside Salesforce, your agents can work from a single, integrated workspace to address customer expectations rather than constantly switching between applications.

True Cloud Advantage

Having zero infrastructure footprint for both CRM and contact center reduces your operational costs and keeps you focused on what you do best.



Skylight uses the customer's Interactive Voice Response (IVR) information to access the contact's user or interaction information from Salesforce. If no match is found or multiple matches are found, Skylight allows you to choose the assignment action from a list of possible matches or manually link a record.



When you are working with a Salesforce user record and you want to make an outbound call or SMS to the customer, you can open an embedded user widget within the Salesforce Agent Desktop.

Simply click the user's contact details and initiate an interaction in Skylight.

Automated call surveys capture feedback in one click

Improved agent work experience means higher satisfaction, lower frustration, and increased productivity

Predefined, cloud-based integration via Salesforce guarantees you're always up to date with the latest capabilities



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Omnichannel Management Capabilities

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. 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 connect with agents. Reduce call volumes, provide customers with 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 on a platform where consumers are most likely to share customer experiences with the rest of the world.

Benefits of Skylight for Salesforce

- ✓ Single, integrated agent workspace
- ✓ Designed by the business for the business
- ✓ Direct application configuration
- ✓ Rapid development
- ✓ Built in business logic for complex event processing
- ✓ Auto creation of Salesforce cases triggered from Skylight
- ✓ Industry leading omnichannel routing engine
- ✓ Visual design of the customer and agent experience
- ✓ Visually map the customer journey across channels
- ✓ Quick deployment
- ✓ Process and application alignment ensures the CX is executed “as designed”
- ✓ Auto updating of interaction and customer journey details from Skylight into Salesforce

