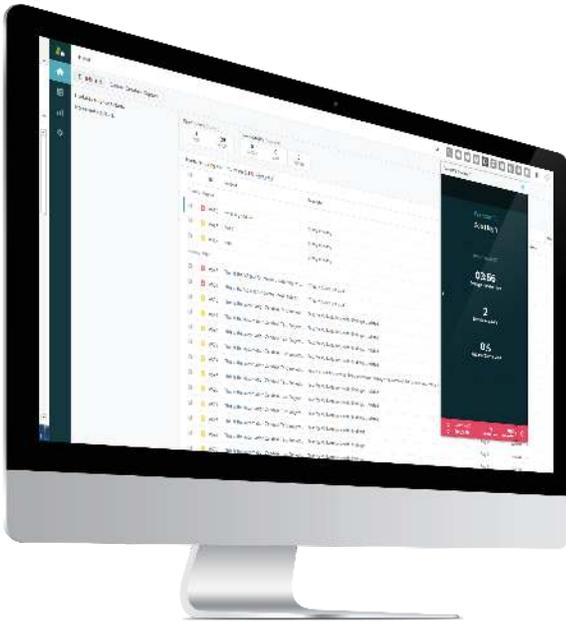


Cxengage

Skylight for Zendesk



Unified for Deeper Visibility

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

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

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 Zendesk, your contact center is seamlessly integrated with your CRM to deliver a more engaging customer experience while significantly improving agents' productivity.

Integrated and embedded directly within Zendesk, the Skylight agent experience compliments Zendesk with omnichannel interactions and routing capabilities while leveraging advanced CRM functionality and data exchange between the Serenova and the Zendesk platform.

For Brighter Agent Experiences

Easy to use and respond across multiple channels

With CxEngage Skylight for Zendesk, 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 Zendesk, making it easy-to-use and faster to respond without having to switch applications.

Built for speed and accuracy

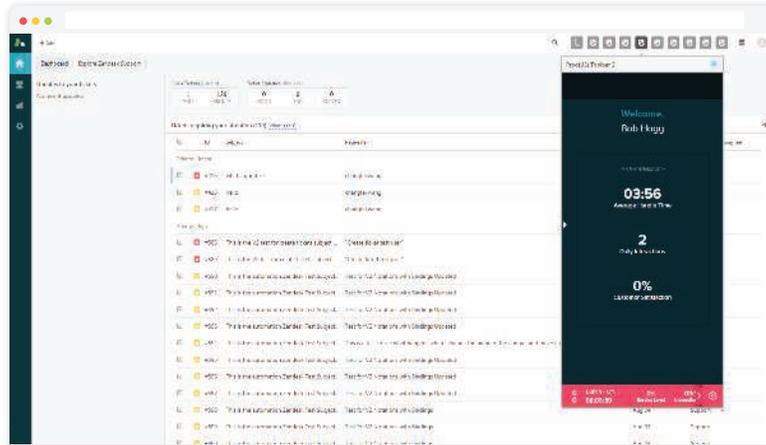
With CxEngage Skylight for Zendesk, your agents spend less time and use fewer clicks to complete the most common functions. Plus, agents can take advantage of messaging templates and scripts to ensure consistent quality, and customer satisfaction.

Customer information, front and center

CxEngage Skylight for Zendesk 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 Zendesk console
-  Interaction details posted directly within Zendesk
-  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

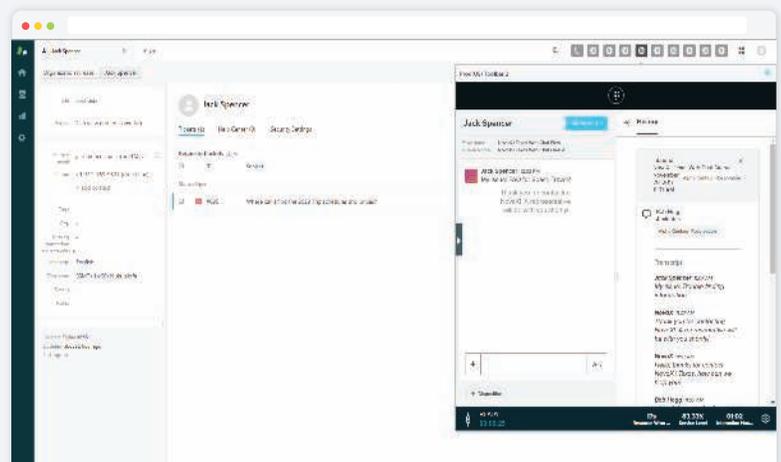
Full visibility into historical interactions including notes, call recordings, and chat / email transcripts that synchronize with each interaction so agents can focus on the customer rather than the software.

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.

Increased Efficiency

Decreasing handle time with a unified tool set, quick data access, and automated data sharing between Zendesk 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

Brighter Outcomes

Monitoring

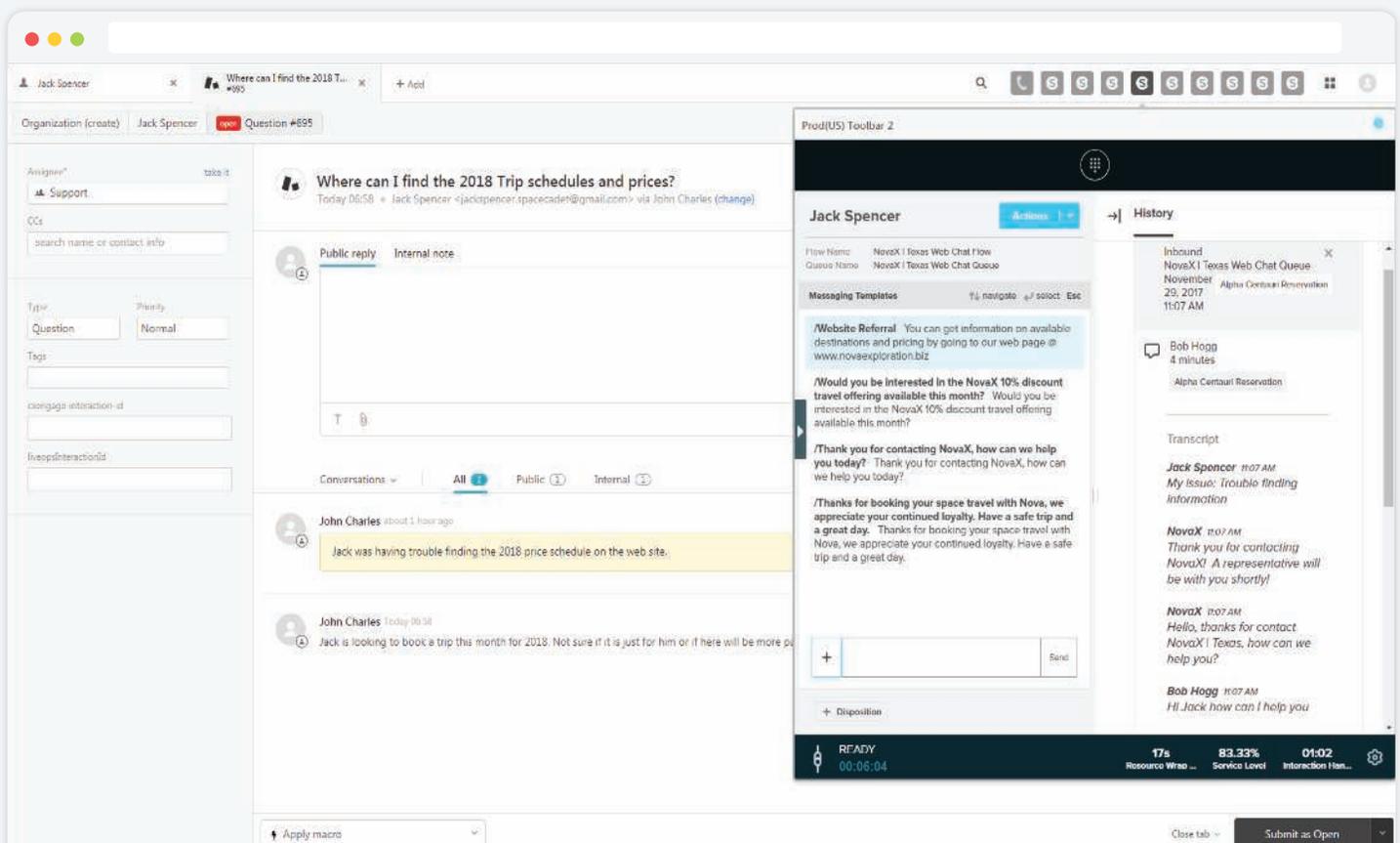
Customizable agent metrics built right into the global footer for real-time feedback.

Fewer Tools

With your contact center embedded inside Zendesk, 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.



 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 Zendesk guarantees you're always up to date with the latest capabilities



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

- ✓ 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 Zendesk tickets 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 Zendesk



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

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