

Improving Customer Experience with Better Agents

CxEngage Quality Management can help empower your agents with the skills they need to deliver positive customer outcomes

The Problem: Unhappy Customers

Research shows consumers spend more energy analyzing and picking apart bad contact center experiences versus good ones. Dissatisfied customers are more likely to:

- Quit doing business with a company
- Tell more people about a negative experience
- Write a negative review on social media

Although research supports the impact of negative customer experiences, a typical business only hears from about 4% of its unhappy customers.¹ So how can a company know if their contact center is delivering an outstanding customer experience with such little feedback?

The Solution: Serenova's Unified Architecture

Every interaction is an opportunity – a moment of truth – for your brand to deliver an outstanding customer experience. Serenova can help you achieve better results by delivering insight-rich customer experiences on the world's most reliable, easy-to-use, and intelligent cloud contact center solution, CxEngage.

Serenova is dedicated to delivering a unified cloud contact center and workforce optimization ecosystem to provide:

- Tightly integrated quality management
- Consistent data, single source of truth
- A consolidated view of customer and agent interactions

It doesn't matter the type of feedback a business receives – negative, positive, none – a tightly integrated Quality Management solution and Cloud Contact Center can help develop competent and compassionate customer service agents.

Focus on the agent, so the agent can focus on the customer.



8 in 10 consumers indicate that they are willing to spend more with an organization for a better customer experience.²

About Serenova

Serenova simplifies every aspect of the customer experience to make life easier for contact center executives, their customers, and employees. The world's most passionate, customer-focused brands achieve better interactions, deeper insights, and more meaningful outcomes with Serenova's contact center solutions. Headquartered in Austin, Texas, Serenova has operations in California, Canada, the United Kingdom and Australia.

¹ Customers 2020: A Progress Report, Walker-Customer Experience Consulting

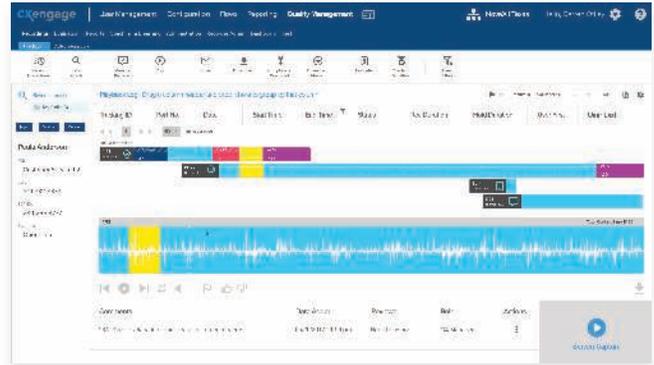
² The Disconnected Customer: What digital customer experience leaders teach us about reconnecting with customers



Why CxEngage Quality Management?

Serenova's CxEngage Quality Management is a 100% native cloud-based solution unified with the CxEngage contact center platform. This unified experience allows data from agent and customer interactions to be synchronized and shared for evaluation and coaching, whereas stand-alone Quality Management solutions add layers of complexity, administration, and cost.

There are 3 components to CxEngage Quality Management, synced together for a complete view and evaluation of agent/customer interactions:



CxRecord



Record the audio of a call randomly, at scheduled points within an interaction, or on demand. Quick call retrieval and tagging enables supervisors to search by time, agent name, keyword and highlight call segments for coaching.

Available Features:

- ✓ Capture near real-time metadata about calls (CTI)
- ✓ Capture participant changes in playback
- ✓ Custom save & search recordings
- ✓ Download/export recording files
- ✓ Tag recordings (flags & remarks)
- ✓ Voice file encryption of audio and screen

CxCapture



Capture and playback an agent's desktop for a complete view of a customer interaction. Identify best practices and pinpoint workflow inefficiencies.

Available Features:

- ✓ Monthly subscription billing
- ✓ Cloud screen capture
- ✓ Pause/resume of screens
- ✓ Compliance recording & payment masking
- ✓ Screen capture multiple monitors
- ✓ Windows OS compatible

CxEvaluate



Facilitate comprehensive agent evaluation, coaching, and eLearning using custom, dynamic evaluation forms. Enable supervisors to coach agents and maximize performance with an eLearning library.

Available Features:

- ✓ Single user interface & single authentication in CxEngage
- ✓ Multiple scoring modes
- ✓ Supports categories "skill groups"
- ✓ Basic coaching & eLearning modules
- ✓ Audit history
- ✓ Custom evaluation forms

The combination of CxEngage and Quality Management capitalizes on the cloud's benefits, eliminating silos and sharing data on a unified platform through single sign-on, administration rules on user roles, encryption, architecture, and reporting. CxEngage Quality Management helps agents to be successful and deliver outstanding customer experiences.

To learn more about CxEngage Quality Management, [click here](#).

