spicecsm

The Straight, Unified Line to **Engaged Customers & Empowered Agents**

Smart contact center leaders strive to create vibrant, impactful, helpful, speedy and happy experiences for their customers. They know doing so will drive satisfaction and advocacy, build loyalty and ultimately drive new sales and profits. They also know that they want to keep costs low, agents optimally productive and engaged, and get new agents up and working quickly.

For too many, the enemy to these objectives is *complexity* and *disparity*. Whether accommodating multiple brands and functions, or simply accumulated after years of adding applications, many agent's desktops are cluttered with unconnected applications that they need to access to handle the various services, sales or help requests they receive. Alt-tabbing, copy-and-pasting and navigating different tools and interfaces creates a redundant and often confusing task for the agents, slowing down resolution times, making completing the call complex and making the customer experience one of long pauses of silence, useless side chat and needless escalation.

Besides the data and apps being isolated from each other, too often the core *processes* are separate from the tools too. Whether the day-to-day contact center processes are a function of training, are put on paper or even automated in a stand-alone tool, the workflow and script still remain *external* to the applications the agent needs to fulfill their job. In essence, the agent must be looking away from their job in order to do their job. It barely makes sense, yet is the daily reality in too many centers.

While the effects of these complex and disparate applications and processes create waste and dissatisfaction with the customers and agents, they also affect the contact center as a whole. Due to the inefficiency, more agents are needed to field calls. New agents need extensive training to learn processes and navigate the maze of systems. Even experienced agents need to be taken out of the loop every time a new service, product or feature is introduced.

Overcoming these challenges would instantly improve customer experiences, agent effectiveness and call center performance.

Introducing Spice*CSM*

Spice*CSM* is an innovative software platform that addresses these challenges directly, providing a quick and actionable path to get out of the *complexity* and *disparity* in your current environment and into one of *simplicity* and *connection*. Spice*CSM* doesn't replace your existing applications (although it can), but provides a hub where information, capability and process are delivered in one seamless agent experience. In simple terms, the value of Spice*CSM* is:

- A single, integrated interface for the agent to access regardless of multiple source applications, multiple brands, multiple knowledgebases or multiple data sources.

- Sophisticated workflow design and management right in the platform – your process and script are integrated with your agents' tools.

- Built-in CRM and Help Desk capabilities that work right out of the box.

Spice*CSM* delivers this functionality and more via its core modules:

spice*csm*

PLATFORM

Unified Integration Hub

Guided Process Workflows

CRM & Help Desk Functionality

Supervisor Dashboard Powered by Analytics

SpiceCSM Self Service

Power of the Cloud & PaaS

Industry Specific Solutions

Professional Services

Unified Integration Hub delivers a single interface to access applications, data, scripts and process controls. The interface isn't a rip-and-replace solution; instead, it accesses and passes data seamlessly via APIs to existing applications, regardless of their source, brand, data architecture or quantity. It replaces the complex tasks of 'jumping around' with one unified platform and experience.

Guided Process Workflows enable the organization to design common tasks and processes and automate them within the Spice*CSM* platform, enabling processes and scripts to live and interact within the platform – directly where agents are working. Spice*CSM* provides a sophisticated process design and automation tool that enables you to codify organization expertise, enabling even non-technical and lightly trained agents to master and deliver complex customer interactions.

CRM and Help Desk Functionality are pre-built into the interface, including customer service management, help desk, diagnose and troubleshoot, business rules engine, shared agent environment, remote agents, inbound and outbound scripting, data entry and processing, and dynamic and conditional knowledge.

SpiceCSM extends its value and necessity by fulfilling more than software functionality. It is designed to optimize your organization as a whole and streamline your technology challenges:

Supervisor Dashboard Powered by Analytics: Spice*CSM* provides a powerful, visual data dashboard that supervisors and managers can use to monitor key metrics about their contact center operation, including monitoring AHT, capacity, abandon rates, answer rates, and other critical call center measurements.

Spice*CSM* Self Service: Extend the value of Spice*CSM* to your end customers directly with the Self Service interface. The same powerful experiences can be offered to your customers with minimal rework of your internal interface.

Power of the Cloud and PaaS (Platform as a Service): Spice*CSM* is delivered via the cloud, providing near-instant adoptability without significant IT integration expense nor initial CAPEX/OPEX upfront expenditures, providing the most flexibility and scalability possible.

Industry specific solutions: We offer specific, proven industry solutions with unique functionality, including ISP tech support, multi-brand contact centers, and higher education.

Professional Services - Let us help you: Spice*CSM* understands the contact center and help desk environment through years of experience helping top brands solve their complex customer challenges. Beyond the software, we can work with you to define and design your ideal Spice*CSM* solution, work with you to connect and integrate your applications, help design processes in Guided Process Workflows, and train both your IT and your agent staff on how to adopt and get the most out of your Spice*CSM* solution.

Customer Benefits

- Shorter call times
- Faster, better experience
- Greater advocacy
- More satisfaction, loyalty and revenue

Agent benefits

- Improved experience
- Better issue resolution and increased knowledge and efficiency
- Faster handle times and better customer outcomes

Supervisor and manager benefits:

- Insights delivered via analytical reporting dashboards

Organizational benefits:

- More contact center throughput
- Reduce headcount or increase current capacity
- Reduce training time and expense
- Reduced agent turn-over

Our next conversation

Call or e-mail us to start a thoughtful and energized conversation about your contact center challenges and objectives. We'll listen and help you explore whether a new simplified and integrated agent and customer experience is in your future with Spice*CSM*.

To connect with us, please contact a Spice*CSM* representative at 866-3311-CSM, or email us at sales@spicecsm.com.

About SpiceCSM

Spice*CSM* is a leading provider of Integration Platform as a Service (iPaaS) technology, specializing in solutions for customer contact centers. Our cloud-based software delivers a robust guided process workflow, application aggregation platform, and dynamic customer service capabilities in a single unified system. Through our innovative approach and technology, we are committed to empowering clients to create exceptional customer experiences that drive efficiency in service processes and deliver a strong return on investment. For nearly 15 years, Spice*CSM* has helped hundreds of leading brands solve their complex customer and contact center challenges.

To learn more about SpiceCSM, please visit our website at spicecsm.com, email us at sales@spicecsm.com, or contact a Spice*CSM* representative at 866-3311-CSM.

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