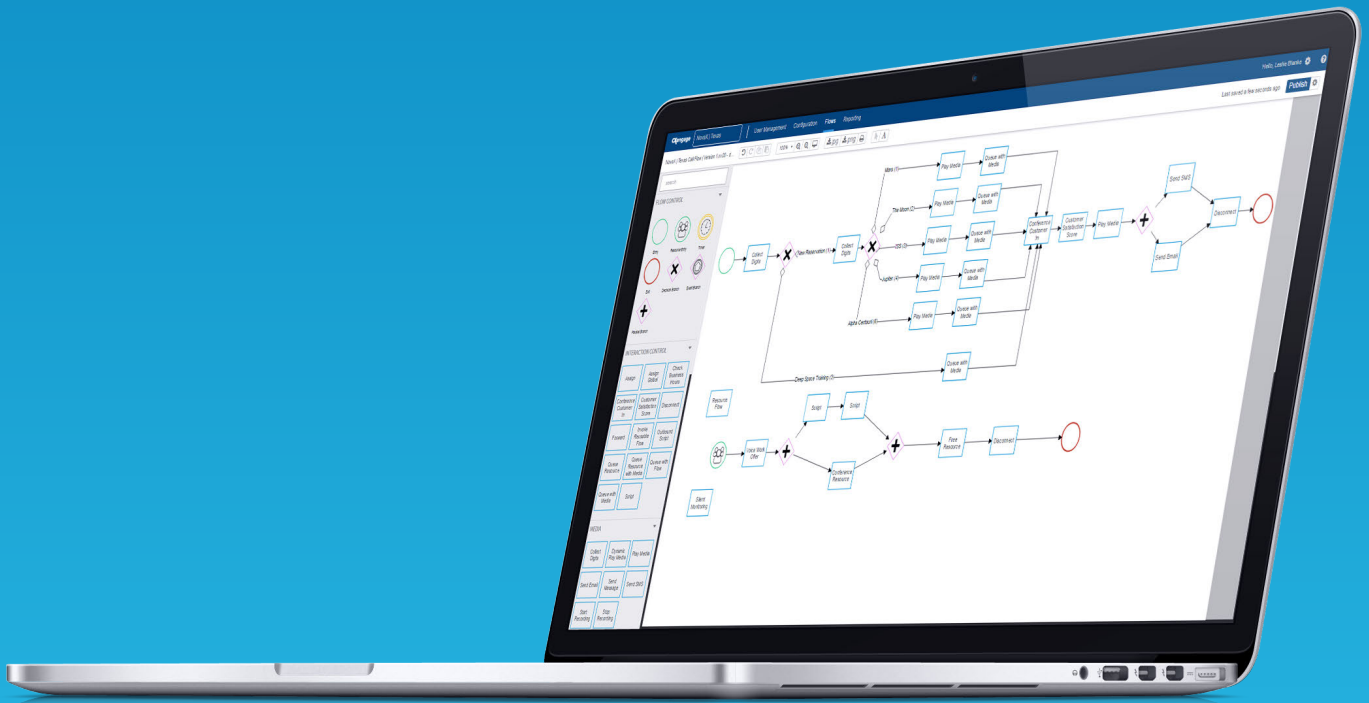


CXengage

Flow Designer



Simple Flow Design for a
Powerful Customer Experience

CxEngage Flow Designer

A Visual Process Builder

CxEngage is a visual based business process designer that leverages an intuitive drag-and-drop interface to create sophisticated interaction flows without complex programming.

Quickly develop interaction flows using reusable templates provided by CxEngage or create flow templates unique to your business.

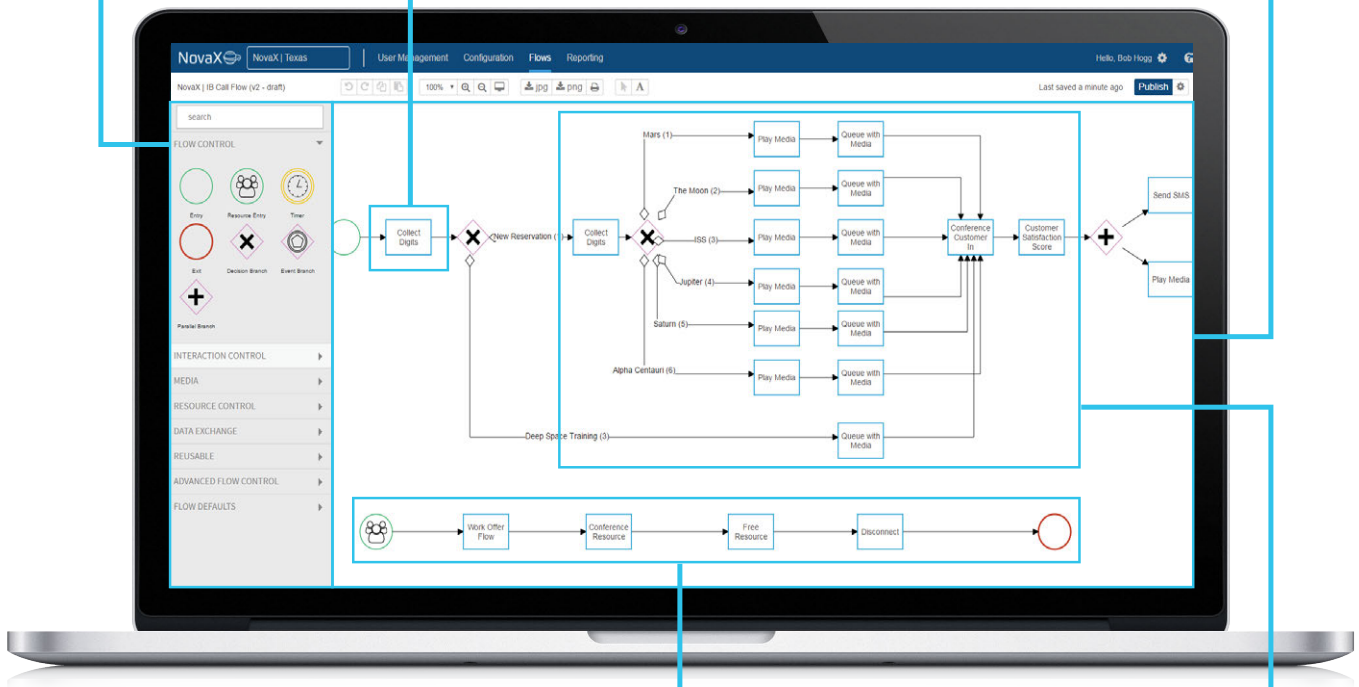
Flow Design Panel



Flow Design Elements



Flow Design Canvas



Agent Experience Flow



Customer Experience Flow



Design your interaction flows on the design canvas



Drag and drop the design elements directly from the design panel



Leverage a library of flow templates or design your own from scratch

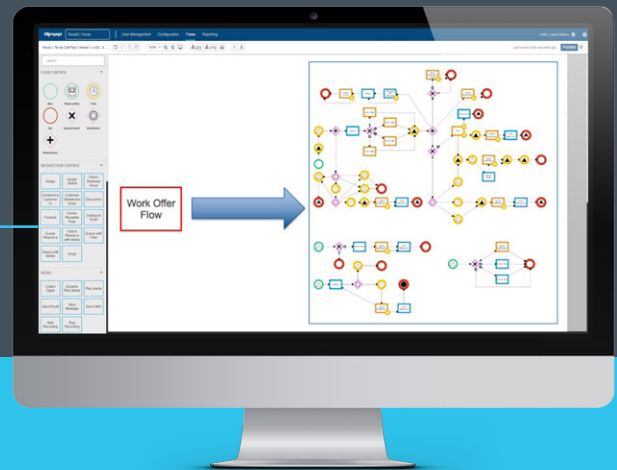


Define configuration data right within the flow design elements

Flows represent the business logic of an interaction. The flow spans the series of actions and parameters that describe the customer and resource (agent) experiences during an interaction. Using the Visual Process or Flow Designer, business users can define the optimal customer journey as well as the related agent experience.

CxEngage Flow Designer

Reusable Flow Example



Nesting of detailed flows into a simple, single reusable design element

Flow Designer Features

User Defined Flows



- No dependence on IT for process changes
- Rapid development & deployment
- Ability to clone/copy flows

Version Control



- Version Control
- Control which version is in current use
- Track changes to flows
- Clearly see version history over time

Drag & Drop Interface



- Complex processes are pre-defined and encapsulated in a single drag and drop flow element that can be dropped on the canvas for quick but powerful flow authoring
- Template your common flows to replicate across queues saving you time and reducing the possibility for errors

Application Configuration



- Drive configuration directly from flow process steps
- Test flows before deploying to production
- Speed deployment and process changes without IT
- Enable business logic directly from the interaction flows

CRM Integration



- Create or update tickets or cases directly from interaction flows
- Run queries and return results to the agent during the interaction

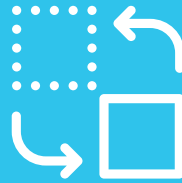
3rd Party Application Integration



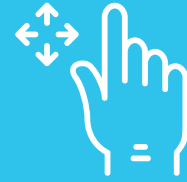
- Update, create or delete records in ERP, Billing or other enterprise systems
- Deliver information to the desktop of agents while interacting with customers or prospects



Interaction flows are designed using various elements in a graphical designer referred to as the Flow Designer.



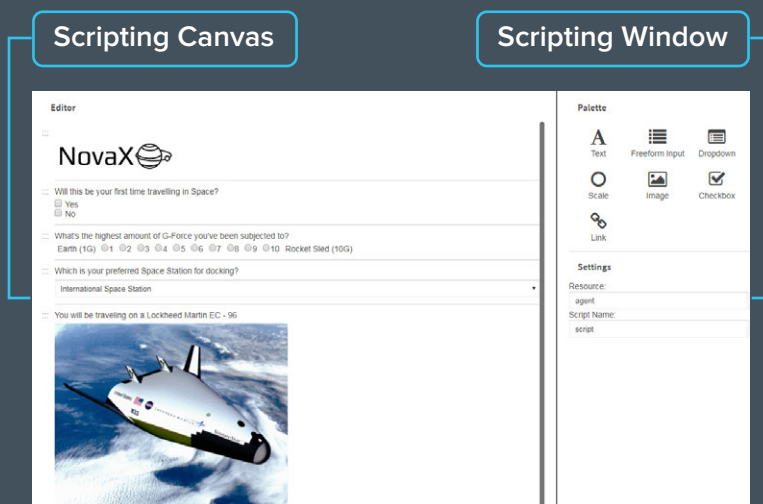
The Flow Designer allows you to tell CxEngage exactly how to handle and manage an interaction, based on the elements that you add and how you configure them.



You drag and drop the elements, then link and configure them to design the interaction process flow.

Script Designer

Process builders can develop interaction scripts directly into the process flows with Script Designer.



- Scripts can include dropdowns, checkboxes, links and free form text along with imported images
- The script can be presented to the agent or user at the appropriate time in the interaction sequence or based on conditional events occurring
- Scripts can be incorporated into reusable flows
- Scripts can be used in various channel interactions

CxEngage Flow can also drive business processes directly from the IVR

- Audio Playback – play pre-recorded voice prompts
- Collect Digits – collect digits a caller enters using the telephone keypad
- Fetch – Get or fetch data from external systems
- Branching – ability to IVR script branch, such as language or department, based on information received in collect digits
- Route – route to a queue in a CxEngage flow

Benefits of CxEngage Flow

- ✓ Processes Designed by the Business for the Business
- ✓ Direct Application Configuration as Part of Flow Design
- ✓ Rapid Development to meet Changing Market Needs
- ✓ Quick Deployment Ensures Agility in Meeting Customer Desires
- ✓ Data Exchange with CRM & 3rd Party Systems eases integration with critical business systems
- ✓ Visual Design of the Customer & Agent Experience
- ✓ Visually Map the Customer Journey across Channels
- ✓ Built in Business Logic for Complex Event Processing
- ✓ Process & Application Alignment Ensures the CX is Executed “As Designed”
- ✓ Agents have consolidated view and exchange of information without swivel chair/Alt Tab changes