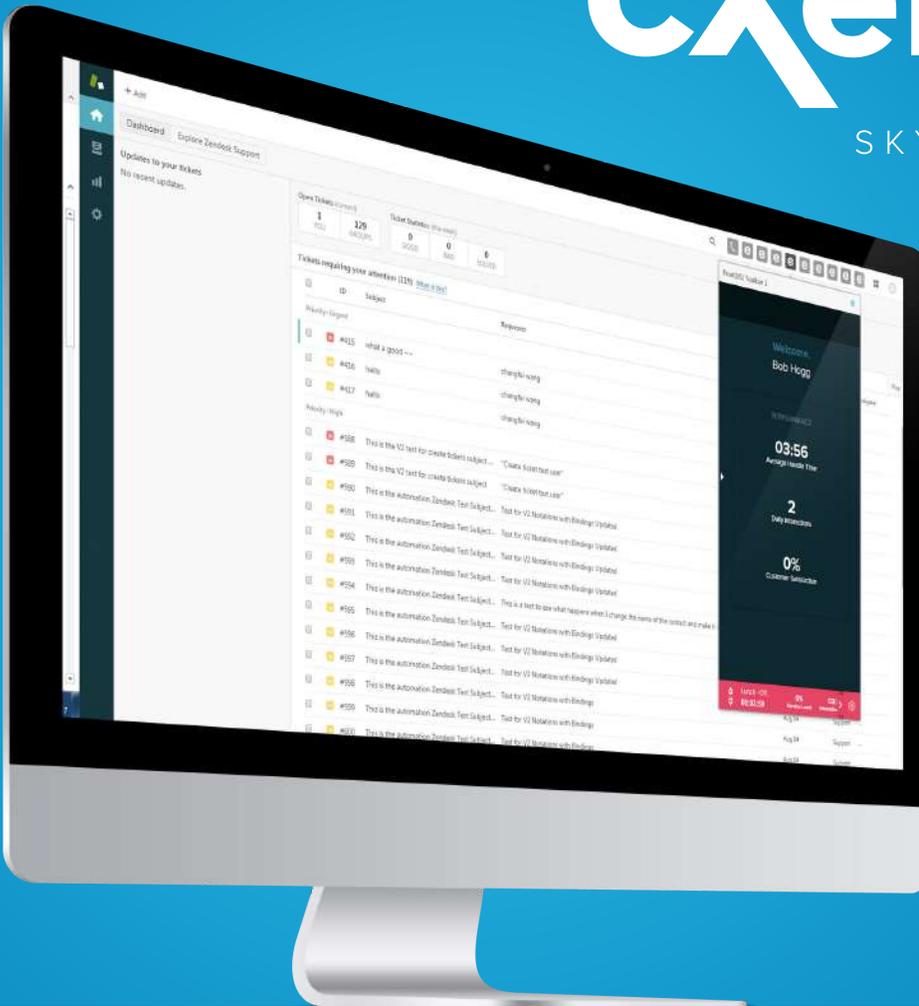


# CXengage

SKYLIGHT FOR ZENDESK



In today's economy, businesses need to create a balance between delivering a great customer experience and achieving operations excellence so they can do more with less. Integrating the contact center with Zendesk fuels Customer Experience Management and positively impacts your operations bottom line.

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

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

## For **Brighter** Agent Experiences

### Easy to use and respond across multiple channel



With 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 a single pane of glass, making it easy-to-use and faster to respond without having to switch applications.

### Built for speed and accuracy



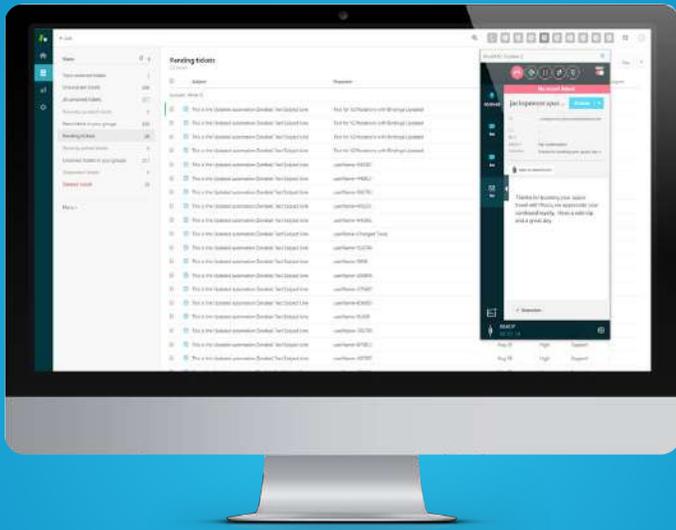
With Skylight, your agents spend less time and need fewer clicks to complete the most common functions. Plus, agents can take advantage of messaging templates and scripts to ensure consistent quality, and ultimately deliver 360 degrees of customer satisfaction.

### Customer information, front and center



Skylight is engineered specifically for today's multichannel 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 multi-channel engagement, global call controls, statistics, scripting, 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 into tickets



Ability to switch channels during interaction



Screen pop based on Caller ID (ANI) and/or ticket lookup



Embedded link to call recording

# Brighter Insights

## Customer Journey Mapping

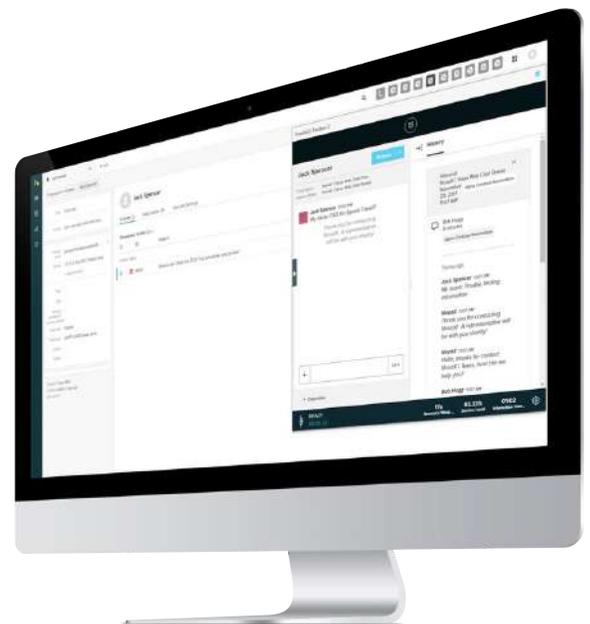
Full visibility into historical interactions including notes, call recordings, and chat / email transcripts that synchronize with each interaction so agents can focus on the customer rather than the software.

## 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.



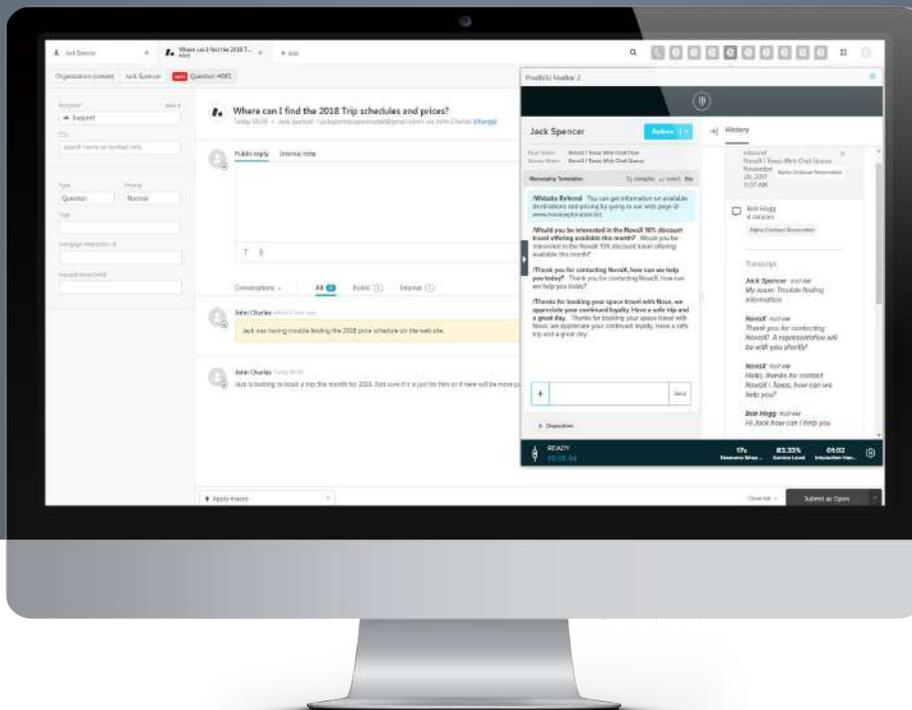
## Fewer Tools

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.

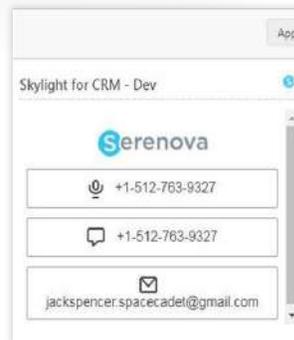
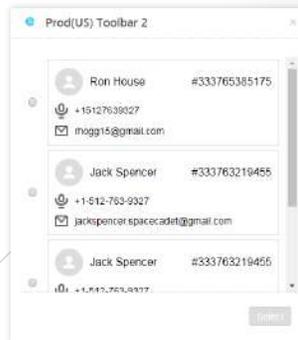


## True Cloud Advantage

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



Skylight uses the customer's Interactive Voice Response (IVR) information to access the contact's user or ticket information from Zendesk. 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 Zendesk user record and you want to make an outbound call, SMS, or email to the customer, you can open an embedded user widget within the Zendesk Agent Desktop. Simply click the user's contact details and initiate an interaction in Skylight.



Ask your customers how you're doing with automated call surveys that capture feedback in one click



Improve agent work experience providing for higher satisfaction, lower frustration, and improved productivity



Predefined, cloud-based integration means you are always up to date with the latest capabilities

# 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 to 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 reach out to agents. Reduce call volumes, give customers 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 where they're most likely to share their customer experience 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 & Agent Experience

 Visually Map the Customer Journey across Channels

 Quick Deployment

 Process & Application Alignment Ensures the CX is Executed "As Designed"

 Auto updating of interaction and customer journey details from Skylight into Zendesk