

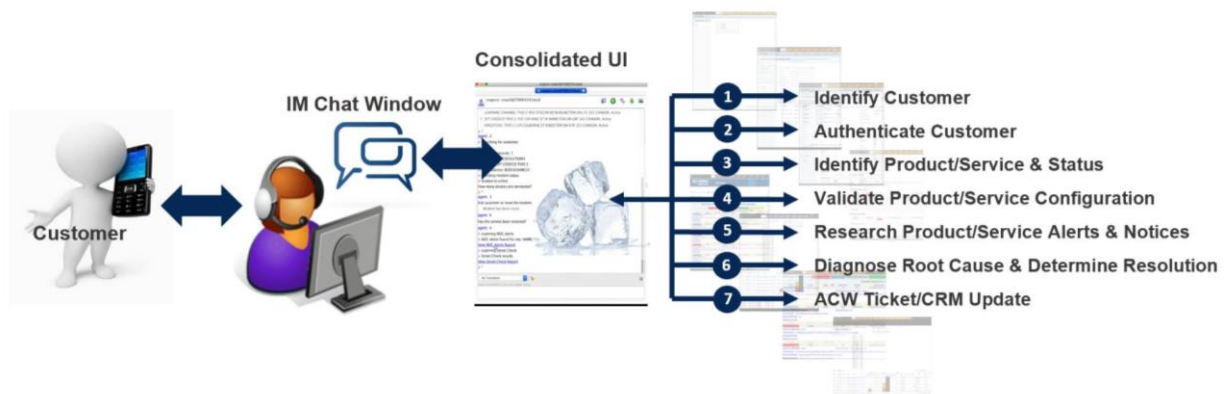
Using the Connex Intelligent Interactive Customer Engagement (IICE) Ecosystem to Help Unify the Agent Desktop

By Eric Greenwood & Ron Bakowski

Having to navigate multiple, disparate applications in order to address a customer's need is the single biggest challenge facing many contact centre agents. Furthermore, agents require extensive training to comprehend and traverse these systems. This complicates training, increases error rates and introduces unnecessary transactional lag time, negatively impacting the customer experience, the agent's cognitive load and the overall AHT.

The generally accepted solution to this scenario comprises unifying the resources into a single desktop application, where all back-end systems transact through a common middle-layer feeding an ergonomic user interface. Unfortunately, such integration projects tend to be very costly, complicated and time-consuming and all too often are shelved or abandoned.

Connex has developed a technology (IICE), that is easily deployed passively and non-intrusively on top of existing systems without the extensive integration effort. Through a single interface, IICE assists agents navigating multiple back-end systems efficiently by interpreting encoded business processes to be followed. For a given use-case, IICE guides the agent step by step through the applicable customer interaction while in parallel, IICE orchestrates multiple bots acting on the agent's behalf to retrieve and present information and if necessary, update the back-end systems.





When one or more resources are overcommitted or temporarily unavailable, IICE prevents time-outs and recurring failures of operations that require these resources by quickly responding with "fail-fast" mechanism. By actively monitoring resources and detecting transient faults before the resources are queried, IICE's fail-fast immediately and gracefully responds to the business process with appropriate messaging and error statuses, thus eliminating unnecessary delays and inexplicable stoppages.

IICE optimizes business process steps for the agent in a couple of ways. Through Machine Learning (ML) algorithms, it discovers overlapping and/or shared business process steps. Within those steps, IICE's inference engine populates responses or retrieves data that can be inferred from parallel processes and related data thus resulting in a reduction of questions/prompts for the agent. While maintaining compliance with defined business processes and referential data integrity, the IICE AI moves an agent seamlessly from one context to a more applicable one; e.g. diagnosing a broad Internet problem down to a Wi-Fi connectivity issue, then finally a device failure.

As a bi-product of IICE's step-wise instructions and responses, a detailed event journey is created that can be used to automatically populate after call work (ACW) and/or provide detailed audit reports. In both instances that data is in a consistent and normalized format - perfect for further analysis and reporting. By persisting these journeys, should an agent's diagnostic session were to be interrupted (e.g. a dropped call), the next agent connecting with that same customer can not only reference the prior steps but simply continue them from the end of the last call.

IICE is designed to work interactively with agents and introduce efficiencies incrementally. IICE is the ideal platform on which the necessary business logic for comprehensive RPA/RDA solutions (e.g. Pega, BluePrism and UiPath) can be developed. Also, since IICE itself interacts with the agent through a single UI, once all exception handling and edge cases are addressed, IICE has the necessary processing logic to expedite development and deployment of virtual chat agents.

ABOUT CONNEX

As a leading-edge system integrator with over 600 employees in 14 offices in North America, we provide next generation solutions and services, with best of breed technology, that meets each and every client's needs - including client engagement solutions, team collaboration solutions, and IT solutions. With over 150,000 endpoints managed across over 75,000 agents through our clients, our core values are client focused, being an innovative technology leader, and continued growth for our clients, partners and employees.

 [linkedin.com/company/connextele](https://www.linkedin.com/company/connextele)

 [@connextele](https://twitter.com/connextele)

 [connexcare.com](https://www.connexcare.com)

 salesinfo@connexcare.com

