

White Paper



ActiveDesk

A Customer Experience Enhancement Product for Contact Centers

- Agent efficiency seen as the top most concern (by as many as 30%) top contact centers across the globe.
- 49 percent of all contact centers report that agents spend in excess of 20 percent of the call time searching for information.
- The complexity of the agent desktop continues to plague CSP contact center agent abilities to cross-sell

- Analysts

Business Overview

Customer experience is increasingly being seen as one of the key drivers to grow their base, increase loyalty and drive revenues. It is considered second only to the product or service that an organization has to offer. While we see an increase in the number of channels and technologies that are available to a customer to reach out to an organization, contact centers continue to be the core of customer experience or the “a face of the organization”.

We are witnessing a never-seen-before phenomenon of rapid change in the product and service offerings in today’s Internet-connected world. While this means that with every passing minute the customer’s choices are increasing, it also means that it’s increasingly becoming important for organizations to keep their contact centers agile to:

- Understand offerings
- Convince customers about products and services
- Deliver superior customer experience consistently with every interaction.

In the last couple of years organizations have invested a lot in enterprise applications. We have also seen a lot of these applications being used in contact centers, like CRM, Marketing, Billing, Logistics, Order management and Customer Information Management to name a few. All of these above have sub-applications and multiple fields that an agent needs to be completely aware of while handling a customer. While the applications make all the customer data available to an agent, they also make work complex. This is because for any information an agent requires, he needs to remember the right application, the right field and the right steps to get to it.

With growing competition and increasing customer demands, customer experience is becoming a key differentiator. While customers interact with organizations through a multitude of channels such as contact centers, portals, mobile devices, sales personnel and retail outlets, contact centers remain the most preferred channel and are also among the most expensive as shown by industry studies. Hence maximum benefit lies in optimizing the contact centers first.

Top Contact Center Challenges Today

- **Low customer satisfaction** due to long hold times, inaccurate and at times incomplete information
- **Low agent productivity** due to complex processes, multiple client applications to deal with and higher attrition rates
- **Lower operational control** – Key parameters provide only unidirectional view of performance coupled with a manual process for data collection and presentation
- **Missed opportunities to increase revenues** – Manual processes for finding the right offer and cashing on opportunities of cross sell/ up sell
- **Knowledge management**- Most contact centers have no process around knowledge sharing. Training costs are high and agents have to deal with refresher courses frequently.

ActiveDesk - A Nextgen Agent Desktop for Contact Centers

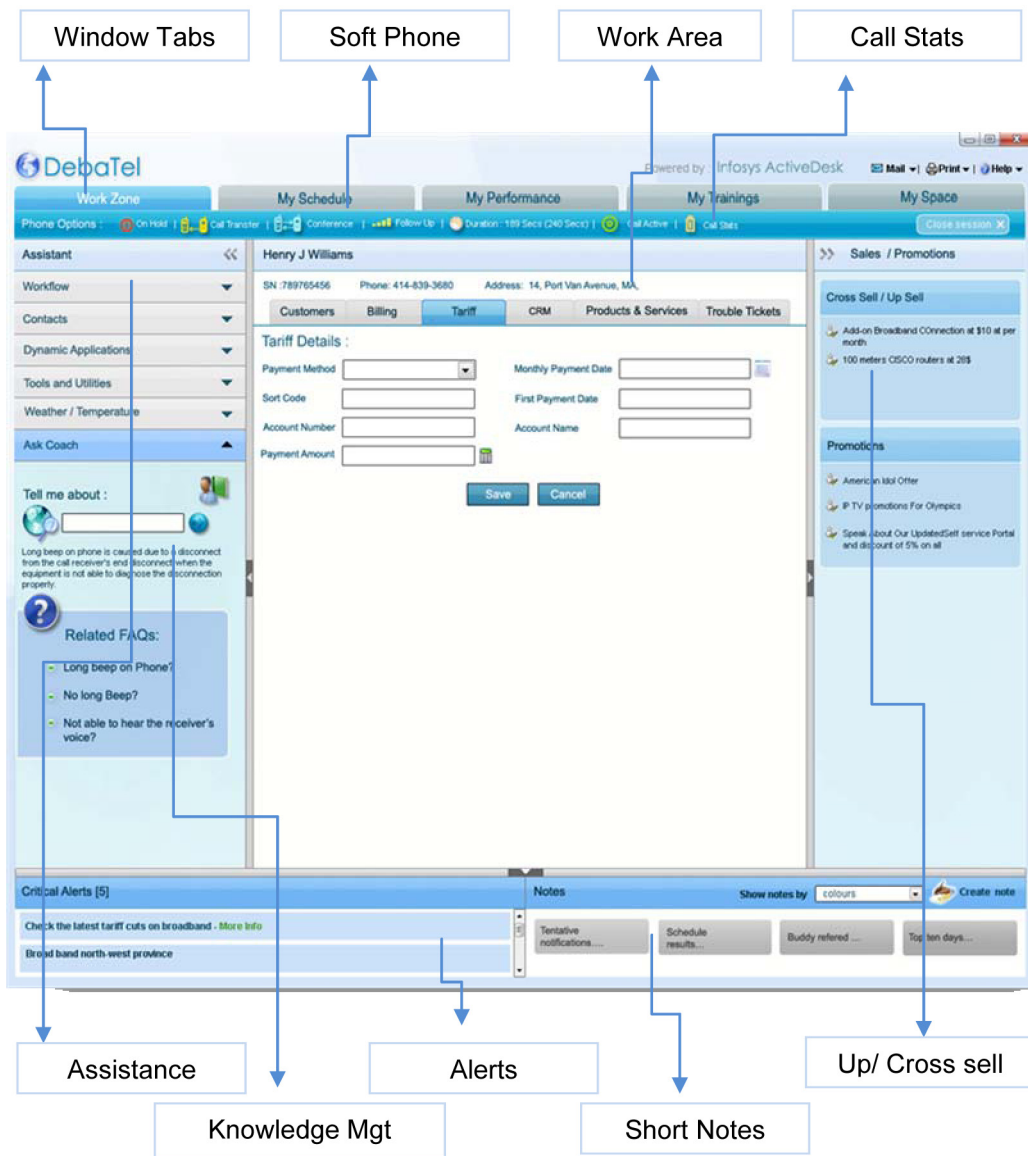
ActiveDesk is a premier productivity improvement tool from Infosys that helps Customer Service Representatives (CSR) improve profitability by reducing complexity, time spent per call, training time besides accelerating cross sell & up sell. Through a combination of tools and technology, ActiveDesk gives executives the edge they need to effectively manage a client call, increase customer satisfaction and also increase Revenue Per Customer (RPU).



Key Benefits

- Smart user interface to maximize productivity of agents
- Integrated Desktop
- Collaboration capabilities for better interactions
- Intelligent Cross/ Up Sell prompts
- Critical alerts
- Quick handy notes
- Knowledge Management.
- Performance Management
- Increases first call resolution
- Reduces call transfers and average handling time
- Increases customer satisfaction and loyalty

Application Screen Shot



Product Features

Work Area

An integrated Desktop where an agent gets to work on all the relevant client applications such as billing, CRM, Trouble Tkt Ticket , Tariff etc. The work area brings out all the applications in a tabbed fashion with availability of automation levels.

Soft Phone

A bar brings out Soft Phone functionalities needed to manage a call, with built-in features such as call hold, transfer and conference. This bar also has additional functionalities like the 'Follow up Button' that helps you capture information about the caller with a space to add a note for following up at a later stage

Assistance

The Collaboration Bar aids an agent to look at 'Help' by connecting with people, searching for information using 'Ask Coach', look at a Map, look for Weather information and validate the steps being followed by looking at the Process Workflow.

Critical Alerts

A placeholder is present for all the critical alerts that an agent needs to be aware of. These alerts could be for Rate cut, a service outage, urgent weather information, information about service revival etc.

Quick Notes

A placeholder is available for all notes, phrases that an agent uses across multiple calls. These notes could be frequently repeated words, phrases, wrap up, follow up note text, etc.

Up Sell/ Cross Sell

A placeholder is present for information on all the relevant sales promotions that an agent can speak about to a prospective caller. The top portion displays all relevant sales opportunities pertaining to the caller, whereas the bottom portion brings about all promotions that are seasonal in nature.

Call Stats

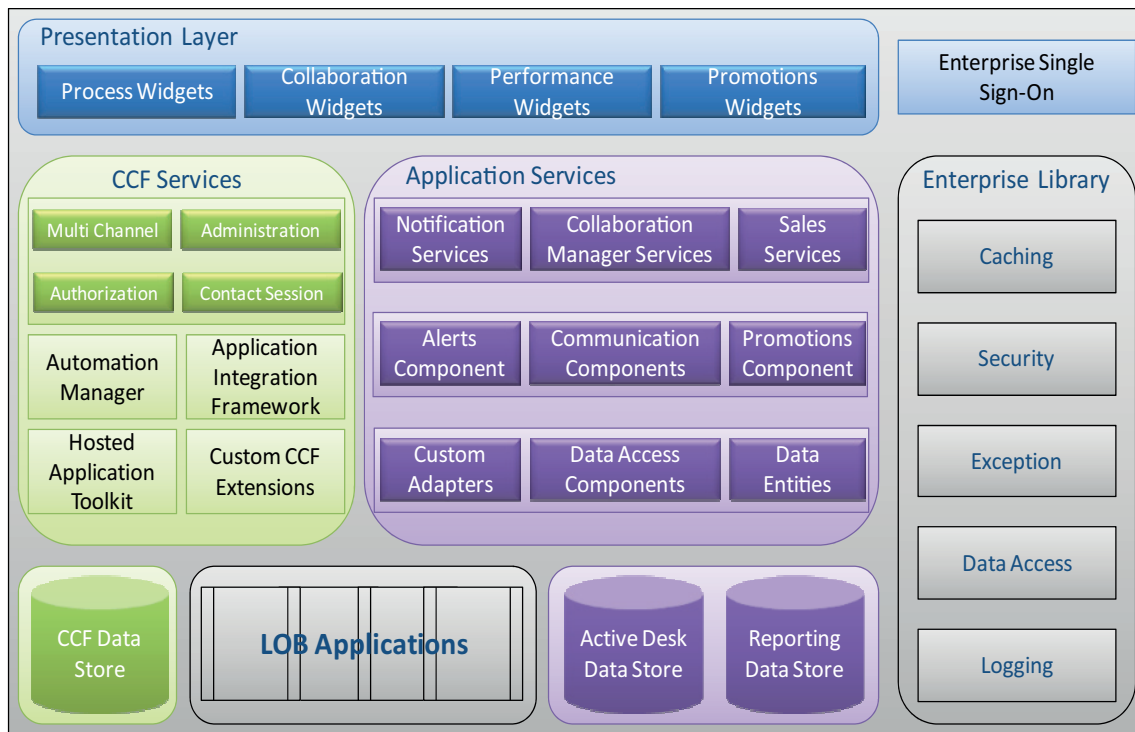
This feature gives a quick overview of call stats to an agent displaying scores against key SLAs such as AHT, ACW, total calls, time logged in etc.

Tabbed Windows

For detailed Performance Stats, Schedules, Training calendar etc.

Technical Architecture

ActiveDesk is built upon various, robust and scalable Microsoft applications (CCF, SharePoint, Performance Point Server, SQL Server etc) that help provide agents with a powerful unified Desktop. Using ActiveDesk, agents can not only operate business but also learn on an ongoing basis how to keep up to performance, adherence, and quality and share best practices. The result is a complete agent Desktop that helps CSRs respond quickly and accurately to customer queries and improve productivity both inside and outside their organizations.



Infosys Microsoft Alliance

Infosys' strategic alliance with Microsoft brings together the innovative technologies of Microsoft and the integrated services delivery capabilities of Infosys to deliver tangible business value to you.

Steve Ballmer, CEO, Microsoft Corp, commenting on the alliance said, "Microsoft and Infosys share a commitment to help customers use technology to improve every area of their business, from process excellence to connecting with customers to effectively responding to the competitive landscape. Microsoft's long-term focus on delivering an integrated, manageable and reliable platform, combined with Infosys' unique delivery model and deep consulting skills, is designed to help customers succeed and grow with increased efficiency, cost savings and business value."



For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.