



**BREAKING
THROUGH**
Executing a Unified
Agent Desktop
in Record Speed

Breaking Through—Executing a Unified Agent Desktop in Record Speed

Complexity at the desktop is a growing contact center challenge. It affects productivity, and it impacts the customer experience.

Why? Because too many desktops are clumsy and confusing. According to [Ventana Research](#), 44 percent of contact center agents need to access three or more applications to resolve a customer interaction, and 70 percent say they waste time switching between applications.

Yet access to back-end applications is a contact center requirement. Cincom and Attachmate simplify access to these critical supporting applications through a non-invasive integration approach that doesn't require coding. **The benefits?**

- Fast and inexpensive integration of critical back-end systems
- Minimal IT resources needed to implement and support
- Dramatically accelerates ROI

Fast. Inexpensive. Crazy powerful. Read on.



The Desktop “MESStop”

Confusion Reigns—Service Suffers

“Today's contact centers are challenged by too much information in all of the wrong places. Agents are expected to know how to drill into a sea of applications, databases, and resources for every customer interaction.”

-Michael DeSalles, Strategic Analyst, Frost & Sullivan

“Why is the agent desktop so critical? Because when confusion occurs there, it ricochets through the customer experience, slowing down interactions, raising costs, degrading customer satisfaction, increasing training time - essentially it causes a bottleneck that's entirely avoidable.”

-Keith Dawson, previous editor of Call Center Magazine

“The agent's desktop is a primary source of frustration for both agents and customers. Agents don't like these systems because typically they are hard to use, don't provide all the right information needed to resolve the customers' issues, and don't follow the flow of interactions. While customers are not aware of these shortfalls, they suffer because agents cannot focus fully on them, ask them to repeat information, and often don't resolve their issues.”

-Ventana Research —Customer Experience Management—Improving the Consistency and Quality of Customer Interactions

They're Not Talking

The contact center agent often relies on a wide variety of standalone applications to successfully interact with a customer. These may include packaged applications, homegrown applications, databases, and legacy green-screen applications. Agents typically communicate with mainframe and midrange systems through a clumsy text-based interface that lets them access product information, purchase orders, inventory, account status, customer history, and more. But the applications are standalone—they're not talking.



Agent Non-productivity

To navigate among applications, contact center agents often perform keyboard-intensive manipulations, like alt-tabbing back and forth. In addition, agents must constantly re-key data or perform copy-and-paste routines to multiple application interfaces. These time-intensive and error-prone processes have a negative impact on call duration, call resolution, customer satisfaction, and agent productivity.



Data entry errors

Copy-paste routines

Alt-tab

Repetitive questions

How to Deliver a Really Crummy Customer Experience in the Contact Center

Create a chaotic work environment for your agents and you have a lock-in for long call times. Put callers on hold, transfer them to other groups, ask them to call another number, or repeat information over and over—all because the first agent is unable to effectively respond to the customer's query. And as an added bonus, the frustration of your agents will certainly seep through during customer interactions—all adding up to a positively miserable customer experience.





**Help me do my
job better!**

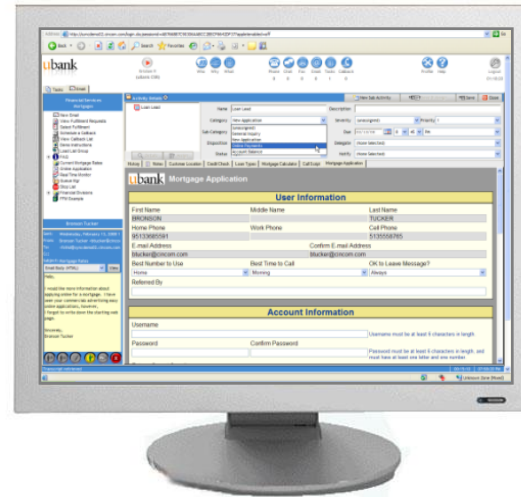
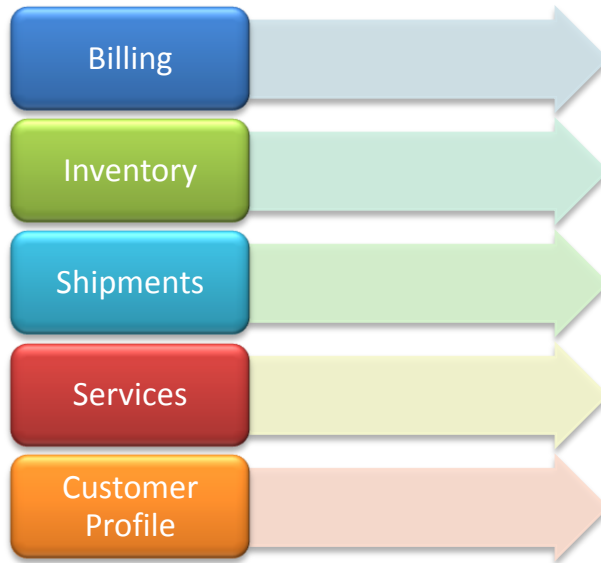
Give Agents Fingertip Access

As with any complex task, having the right tools and access to the right information at the right time, can significantly enhance performance. The contact center is no exception. Beyond performance and productivity gains, you also reap the benefits of enhanced customer service.

A recent [Ventana Research benchmark study](#) reveals that three of the top four factors influencing customer experience are directly tied to agents:

- The agent's attitude
- The agent's ability to understand the customer's issue
- The agent's ability to resolve the issue during the first call





No More MESStops: Bring it all together in a unified agent desktop

A unified agent desktop is fluid, constantly changing and adapting to each specific interaction. It intelligently and instantaneously presents the appropriate information, history, resources, and applications for each interaction.

Expose the right application(s) and the right resources at the right time, and experience these benefits:

- **A spectacular view:** A 360-degree view of the customer gives agents insight and knowledge.
- **Do more with less:** Handle multiple interactions simultaneously—voice, e-mail, and chat.
- **The need for speed:** Well-equipped agents perform faster.
- **Consistently consistent:** No more silos across touchpoints.
- **Delight customers:** Better agent performance makes for better customer experiences.

A Unified Agent Desktop Requires Legacy Integration



Any unified agent desktop worth its salt must integrate to legacy applications.

It's simply not easy to rip out and replace tried-and-true, mainframe-based applications with new packaged applications. Mainframes not only provide continuous, reliable performance, but they also are complex systems woven into the fabric of an IT Infrastructure. Replacement or migration is typically risky, disruptive, and costly.

In addition to mainframe-based, green-screen applications, many call centers also rely on Windows-based client/server applications and browser-based HTML applications. While these applications usually are not as cumbersome as the green-screen mainframe applications, they do present a different interface and a different flow. The result is yet another hurdle for agents to find and provide the right information at the right time.

Replacing these existing IT investments is not an option. Even when there are suitable replacements available, the costs and risks are often too high. Instead, **any contact center initiative must be based on a technology foundation that leverages existing investments while providing flexibility for future projects and newer technologies.**



Lightning Fast

When you think about legacy application integration, what comes to mind? For many, it comes down to two “shake-in-your-shoes” words:

Lengthy and Expensive

Cincom Synchrony™ and Attachmate provide a better solution. A faster solution. And with speed comes cost savings. So next time you think about legacy application integration, think of these two words that will make your CEO smile:

Speedy and Affordable

Executing a Desktop in Record Speed

Cincom and Attachmate created an alliance to dramatically accelerate the speed and cost of integrating legacy mainframe applications with Cincom's Synchrony agent desktop and contact center application.

Synchrony : The Contact Center's Secret Weapon

The Synchrony desktop dramatically increases agent productivity by placing all of the point solutions behind a single desktop that contextually changes with each interaction. It's simple. It's intuitive.

Agents love it because it is easy to learn and use, and it strips mundane and repetitive activities out of the workflow. Agents have fingertip access to exactly what they need—all customer history, activities, and relevant information stored in supporting back-office applications.

With a single view of the customer, agents are finally empowered! They respond quicker and with more accuracy. And they aren't constrained by channels. Now agents can seamlessly work across phone, e-mail, fax, or chat with the same information at their fingertips. Plus, training is minimized because agents only need a single desktop—not a multitude of supporting applications.

The Synchrony Unified Agent Desktop presents the right applications, resources, and history for a particular interaction.

And now Cincom can integrate to critical back-end systems even faster with Attachmate.

Solving the Legacy Challenge

Fast and affordable legacy integration to the Synchrony desktop is streamlined with Attachmate's integration solutions. And as more than 40,000 businesses worldwide have discovered, it's accomplished without rewriting legacy code or disrupting day-to-day contact center operations.



Cincom Synchrony™

From the agent's perspective, all the information they need—including information from legacy applications—is displayed in Synchrony's **Smart Tabs**. These are intelligent tabs that dynamically change based on the nature of the interaction, who is calling, and other information learned during the call.

Save Agents Time:

No more time-consuming alt-tabbing, manual navigation or re-keying of data.

Keep It Simple for IT:

No code changes to your legacy applications are required, so there's no impact on your existing IT systems and processes.

Make Customers Giddy:

Service from agents who can get to core information fast will make customers happy!

Behind the scenes, Attachmate Verastream quickly traverses through the mainframe screens to retrieve or update relevant pieces of data about that customer. Then this information is transformed into well-organized Smart Tabs—as if these legacy applications were originally designed and optimized for the demands of a responsive contact center agent.

And should you prefer to embed an original green-screen user interface into a Synchrony Smart Tab, Attachmate Reflection for the Web makes it happen, without installing a terminal emulator at the desktop. In the end, you create a **streamlined desktop that helps agents work faster and smarter.**

What's Holding You Back?

Additional Resources

Cincom Synchrony™

 **attachmate**

Analysts Reports

- [Ventana Research Report: Customer Experience Management: Improving the Consistency and Quality of Customer Interactions](#)

White Papers

- [The Unified Desktop: Pour your Applications into a Single View and Bring your Customers into Focus](#)
- [Customer Experience Happens in the Contact Center](#)
- [Customer Experience Management: The New Frontier in Contact Centres](#)

Case Study:

- [Information silos UNITE at the desktop for Milacron, a global leader in plastics processing and metalworking technology](#)

Web Site:

- [Contact Center Service Portal](#)

Demonstration:

- [Verastream six minute Flash demo](#)

White Papers:

- [Implementing a Unified Desktop Interface: Best Practices for Contact Centers](#)

Success Stories:

- [AT&T Call Center](#)

View the Five-minute
Cincom | Attachmate
Demonstration





Isn't it
time for your
contact center to
**BREAK
THROUGH?**



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