

Cention WorkFlow

Cention WorkFlow is an advanced Query-handling system, designed to direct your operators' workflow on a day-to-day basis. It uses a powerful skill-based Query-routing system to ensure that the right operator is dealing with the right queries, and provides your clients with intelligent, automated responses.

Different priority levels are assigned to each Query, according to the SLA and internal customer service guidelines. Warnings are generated if the restrictions set by the priority level are either almost or actually broken. The warning system works by increasing the priority level of a Query as it becomes more urgent, and by notifying managers or team leaders when reprioritising takes place.

Cention WorkFlow is a multi-channel tool, collecting information and working in a uniform way with data from all input channels including e-mail, chat, SMS and fax. A telephony channel can also be integrated into the universal queue, or into another system queue.

With a strong focus on rapid response and quality of answers, *WorkFlow* provides all the features needed to keep track of client interaction. As they arrive in the system, all new Queries are assigned a unique ID for easy identification in both follow-up and archiving. Handling all channels with one tool, through a single, universal queue, ensures that every single Query and enquiry is dealt with in the correct order of priority, at all times.

Cention WorkFlow uses a sophisticated mechanism to make sure that operators see, and work within, their assigned areas only. Queries are automatically distributed – in order of priority - to the right person within a designated operator group.

Cention WorkFlow makes it easy to review previous conversations with clients. All this information is available to the operator dealing with a Query. With the press of a button, an operator can add notes about Queries or clients.

Cention WorkFlow uses a knowledgebase to keep track of enquiries and possible answers, and the system uses this information to suggest answers to questions, so that operators don't have to search for the answers or write their own. This guarantees that the responses sent to your clients are always



correct and are written in the corporate voice, aware of possible issues.

Thanks to an intuitive user interface, training of new personnel is a short, easy process. After a couple of hours training, your new operators are able to handle clients and Queries proficiently, with no reduction of service quality. Hidden and automated processes make the interface simple and intuitive for users. Sticking to your brand, as the answer to question only needs to be written once.

Cention WorkFlow has been under client-driven development for over 7 years, which means that it is packed with all the possible features a contact centre or support unit might need. Features include, but are not limited to, receipts (on arrival, and after a delayed answer), automatic signature/salutation handling, printer-friendly views, archiving, and Query priority colour-coding, based on criteria such as domain or area.

Benefits include:

- Up to 500% faster response times.
- Language independence – WorkFlow can be used in different languages.
- Skill-based routing, boosting efficiency.
- Time and cost effectiveness.
- Chat, with chat robot included.
- Complete history and follow-up capabilities.
- Hotkeys, which speed up Query handling and have ergonomic benefits for your operators.

Contact: