



**Customer  
conversations  
really help my  
business**



**Having all the information at your fingertips is  
the easiest way to improve the customer journey**

For enterprises and SME's, the Aquarium scripting solution reduces operating costs and is guaranteed to improve the customer journey.

From automated telephony diallers through to back office CRM, implementing a scripting platform that integrates your most important business process functions is mission critical.

## Business benefits

Companies need to understand the benefits to them of implementing a new system. The Aquarium scripting platform delivers the following, from day one:

- Increased agent productivity
- Focused and productive customer conversations
- Dynamic customer engagement
- Decreased agent training time
- Improved first contact resolution
- Supporting cross-product communication
- Adaptive campaigns to support changing business requirements
- Reduced average call handling time

## Dynamic customer conversations

Complete flexibility means the Aquarium Scripting solution supports the data capture of everything from simple contact information through to multiple rows of repeated case information, all via a highly configurable and single user interface. The resulting inbound and outbound scripts deliver an interactive infrastructure, allowing the agent to respond in real time to a customer's responses and requirements. Presented with the necessary knowledge, the agent can then progress through a call, completing tasks accurately, efficiently and in line with the organisation's optimal operating principles.

## Optimisation of the agent scripts

Aquarium Scripting is a business process-driven solution with tools that empower administrators and managers to build, adapt and enhance campaigns quickly and easily. This makes it simple to respond to changing business requirements or updates in legislation and regulations, without impacting on previously captured customer data. The flexibility of the underlying database also ensures that whatever information is captured in a call, it can be supported. Simple drag and drop controls allow the administrator to:

- Define mandatory and custom text to be read by an agent
- Create and name fields for the entry of customer responses
- Present notes and guidance to the agent
- Respond appropriately to data captured earlier in the script
- Repeat sections of the script for the recording of multiple records
- Validate data as it is entered, highlighting errors to the agent
- Present objection management at the relevant stages

## Contact centre performance

The Aquarium Scripting solution is configured to support the exact requirement of a business to meet the specific needs of each individual customer:

- Scripts can be started automatically from either inbound or outbound customer contact, with existing information linked to the customer ensuring the correct script is presented to the agent
- Progress through a script is managed in real time, enabling the transfer of a call with its associated information, or the re-engagement of a customer at the exact point where contact was interrupted
- Flexible business processes support the automation of post-call activity:
  - Sending follow-up information by letter, email and SMS
  - Gathering customer satisfaction feedback
  - Triggering time-critical responses by other members of the organisation
- Full audits are maintained throughout the customer journey, delivering performance transparency – at all levels – regarding agents and the business as a whole
- Comprehensive reporting capabilities allow the fully configurable presentation of reports, from high level management information and KPI's, to specific detailed interrogation of an individual customer's experience



A large teal circle containing contact information.

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