SMART SCRIPT

Personal contact with customers and potential buyers in today's competitive business environment is the most effective technique available for developing new markets and increasing sales.

A telephone-based sales force can take advantage of advances in telephone and computer technology to make the one-on-one contact that is critical to successful selling. Telesales and telemarketing call centers—both in-house and out-sourced—have exploded into large, revenue-generating organizations in industries as diverse as communications, financial services, technology and manufacturing.

Although highly successful, these call centers face challenges. Businesses must ensure the quality and consistency of every call. Call center agents must understand information about an increasingly large number of products, while managers must minimize training requirements and avoid the risks associated with quickly moving inexperienced agents to the selling floor. And the entire operation must meet its goals while maintaining reasonable staffing and operations costs.

In an era where the telephone is often the only interface with customers, a company must use the right tools to guarantee that every agent is providing stellar service and support. Only an automated solution can give agents everything they need to make calls more efficient, effective and successful.

Scopus SmartScript provides an easy-to-use tool for developing straightforward, easy-to-follow call guides for telemarketers and telesales agents that improves the quality of customer interactions. Workflow is enforced by automated branching which takes agents to the correct place in the call guide at any time. It offers a way for sales agents to dispense and gather information in a flexible, conversational environment.

Scripts are easily built and administered, which puts products and services in front of customers faster than ever before, and dramatically decreases campaign roll-out costs.

SmartScript maximizes the efficiency, effectiveness and quality of each call, ensuring that your telebusiness is working to its highest potential.

- ▲ Provides dynamic, automated sales scripts

- ▲ Intelligent branching leads agents through every step of a call

- ▲ Structured workflow minimizes "talk time"

- ▲ Ensures call-handling consistency and quality throughout the call center

- ▲ Provides one-click product and objection-handling information

- ▲ Maximizes revenue opportunities with up-selling and cross-selling tools

- ▲ Interacts with all Scopus and legacy system data

- ▲ Scripts can be easily built and deployed by Business Managers with the Script Administration Tool

- ▲ Script components are reusable from script to script

- ▲ Allows for quick reaction to changing market conditions

- ▲ Allows scripts to be displayed in multiple languages

SCOPUS

Improves Customer Service

Call centers are driving to gain a competitive edge with excellent customer service. SmartScript ensures efficient and effective calls by providing an intelligent, structured workflow to sales and service representatives. Customers experience shorter calls, handled completely and professionally, by agents who have the right information and knowledge to assist the caller.

Sales calls tailored to a prospective customer's needs further improve the service they receive. SmartScript draws upon information gathered during the call to make customer-specific, intelligent choices and recommendations, and can interact with the rest of the Scopus system to provide a complete customer care solution.

Low Costs of Ownership

At the same time businesses are mandated to provide the best customer service, they must do so while controlling costs. SmartScript helps to reduce costs associated with staffing by giving agents the ability to handle a variety of call types and diminishing the amount of training required. Developmental costs decrease because minimal administrative effort is required to build and maintain scripts. This allows for fast campaign roll-outs, effectively putting products and services in front of customers sooner than ever before.

Increases Revenue

SmartScript is designed to help companies generate more revenue. By providing automated prompts for up-selling and cross-selling via SmartScript, individual calls become more profitable. And, shorter, more effective calls means that more calls can be placed in a single day. Having the opportunity to sell to a larger audience—and to more persuasively sell to that audience—ensures a call center will reach its maximum revenue potential.

Selling with SmartScript

Customers never have to wait while an agent decides what to do next.

To make successful sales calls, agents need an easy-to-follow call guide that will provide them a detailed script and automatically make the correct decision for them.

INSTEAD OF MOVING ONLY LINEARLY THROUGH QUESTIONS, SMARTSCRIPT CAN BRANCH TO SOME OTHER SECTION OF THE SCRIPT IF AN ANSWER, OR A SERIES OF ANSWERS, PROVIDED BY THE PROSPECT WOULD LOGICALLY DICTATE THAT ACTION.

For instance, in a script designed to up-sell computer hardware, a reply of "next 5 days" to a question about time frame might logically dictate a jump to the close, rather than a continuation of the selling process.

Answers can be given scores which can be summed and analyzed in real-time to determine the next branch. For instance, an answer of "300" to a question about employee head count might carry a different score than an answer of "22."

Customers never have to wait while an agent figures out an answer.

SmartScript gives telesales agents all the tools necessary to complete the sale. They will never be stranded with inadequate information.

The entire Scopus system can be searched from inside a script. Specific Scopus screens, such as product information or price lists can be programmed to be called up via a single click of a button on the agent's screen.

Customers never have to repeat information they have already provided.

> ANSWERS, SUCH AS CUSTOMER NAME OR LOCATION, WHICH ARE CRITICAL TO THE AGENT'S INTERACTION WITH THE CUSTOMER CAN BE DISPLAYED ON SCREEN IN AN "IMPORTANT INFORMATION" BOX ON THE AGENT'S MONITOR. ANOTHER DISPLAY SHOWS THE QUESTIONS AND ANSWERS ASKED DURING THIS CALL.

The flexibility of SmartScript also allows a customer to change an answer at any time. SmartScript simply redirects its branching based on the changed answer and continues down the new path.

Customers are never left with incomplete information.

With SmartScript's guided workflow, the agent is guaranteed to collect and dispense all the information necessary for making a sale.

Repeat calls to the customer will not be necessary, and information giving is not left to the memory because all of the words will be on-screen in front of the agent.

Script Building and Administration Made Simple

The SmartScript Administration Tool provides the capability to quickly generate highly customized scripts through a Graphical User Interface (GUI). No programming skills are necessary.

Scripts are built by linking script objects to create the pages of the script and the branches between those pages. Script objects are entered through the Script Administration GUI or imported from a text file.

These script objects are language independent and reusable, which eliminates unnecessary repitition of work.

> DEFAULTS PROVIDED WITH SMARTSCRIPT FOR A VARIETY OF GRAPHIC STYLES AND EVENTS MEAN THAT THOSE RESPONSIBLE FOR BUILDING SCRIPTS ARE NOT STARTING FROM SCRATCH. EASY TO FOLLOW CALL GUIDES CAN BE CREATED RAPIDLY.

Script administrators can create and remove different versions of scripts to test effectiveness or to ensure that agents are always using the most current call guide.

SmartScript's intuitive administration tool will drastically decrease development costs and frustrations. Additions to scripts are easily made and revisions brought to the agent at the click of a button. SmartScript will always be able to keep up to speed in a rapidly changing business environment. This ensures your company is always working to its fullest potential.
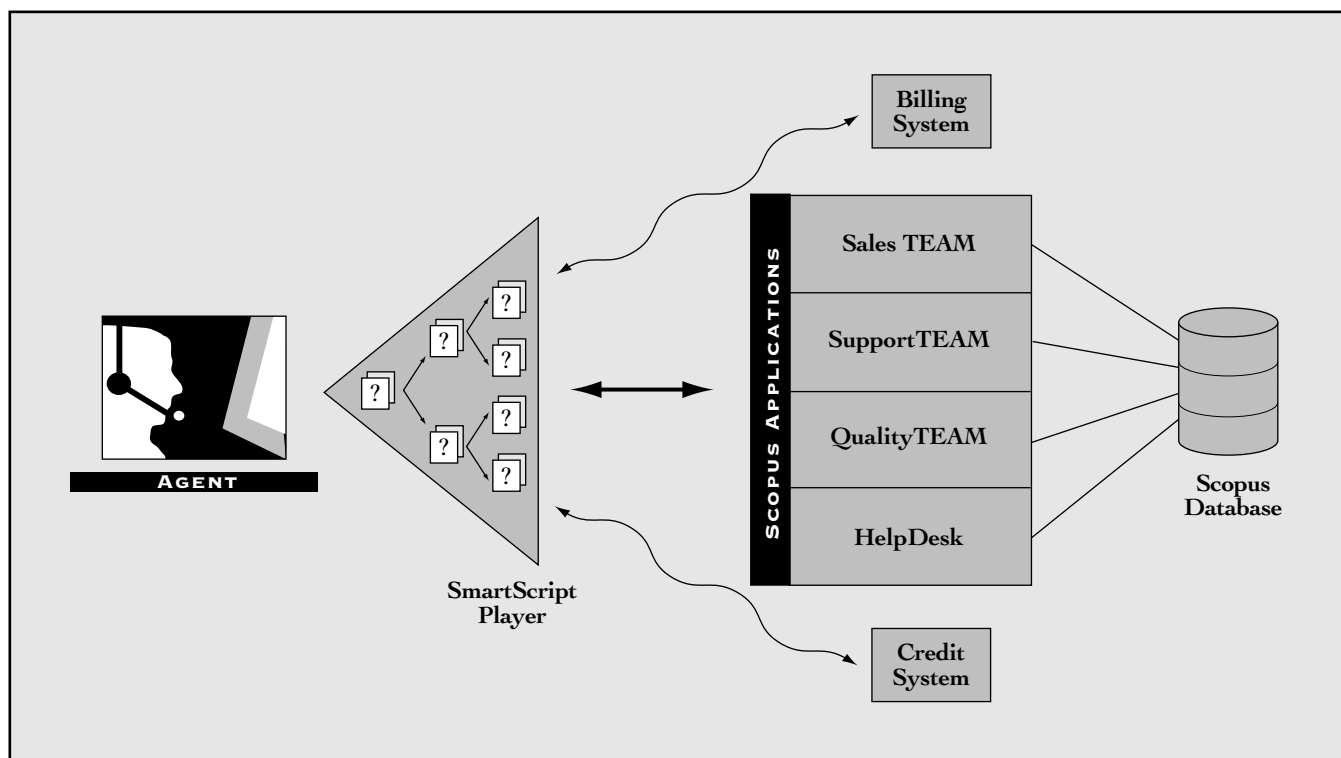
Scopus SmartScript provides an automated, easy-to-follow call guide which intelligently leads sales agents through every step of a call while integrating with all Scopus and legacy system data.

C O N F I G U R A T I O N

All with all Scopus products, SmartScript has been designed to support a wide variety of environments.

DATABASE:

Oracle, Sybase, Informix, Microsoft SQL Server NT

DATABASE SERVER HARDWARE PLATFORMS:

Sun, HP, IBM, SGI, PC

DATABASE OPERATING SYSTEMS:

UNIX, Windows NT

CLIENT OPERATING SYSTEMS:

Windows 95, Windows NT

For more information, contact:

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