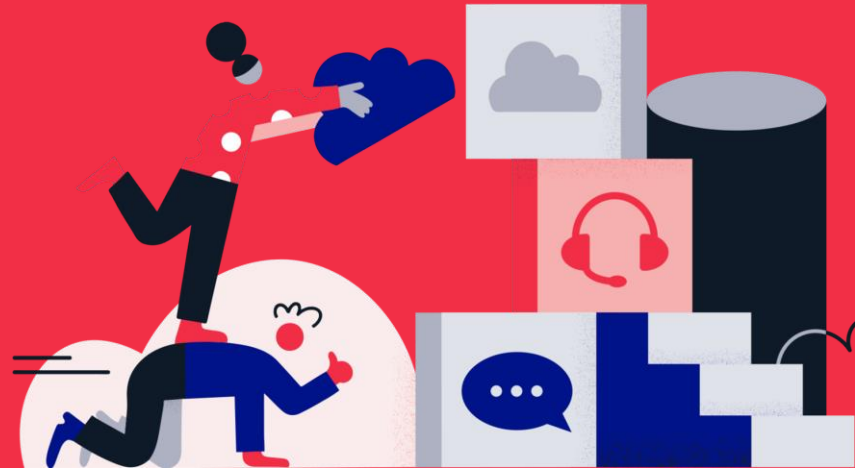


Die personalisierte Agenten Oberfläche als Schlüssel zum besseren Kundenservice

Wie Sie Ihre Agenten dabei unterstützen, einen besseren und personalisierten Kundenservice zu bieten.

Diana Schröter
Twilio Contact Center Consultant
CCW 2023





Was ist Twilio?

Twilio ist eine Customer Engagement Plattform - die Arbeitsfläche für ihre Kundenbindung.



10M+
Developers




275K+
Businesses



180+
Countries




Beschleunigen Sie die
digitale Transformation



Erzielen Sie Agilität
in der Cloud



Ermöglichen Sie genaue
Personalisierung



Frei an ihre
Teamanforderungen
anpassbar



Integration aller
bestehenden Systeme

*Betrieb wie im Großunternehmen.
Innovationen wie im Startup.*

Ein Kundenberater versucht, einem Kunden zu helfen

I will open a ticket for back office

Let me Google that

Damn... I misspelled the email address

I need to check in the ERP

I need to change that in the Admin Tool

I can't update the system

Never heard about this in training

Did the customer contact us before?

Oh my god... my satisfaction score.

I should check the Knowledge Base for more info

Authentication

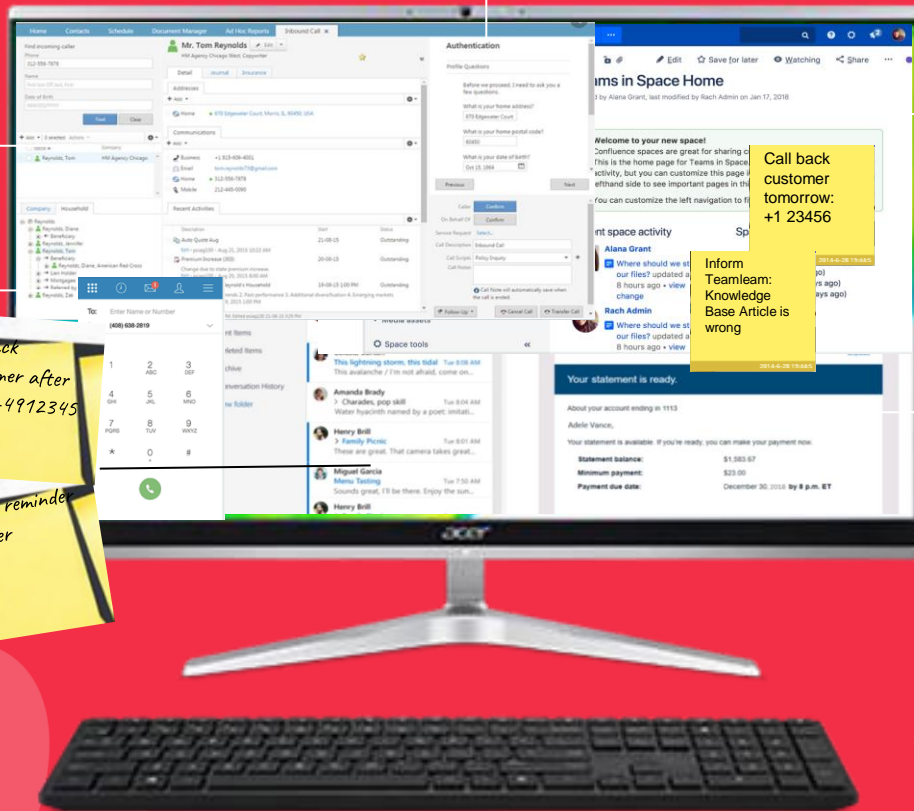
CRM / Data

Softphone

E-Mail

Knowledge Base

Admin Tool Info



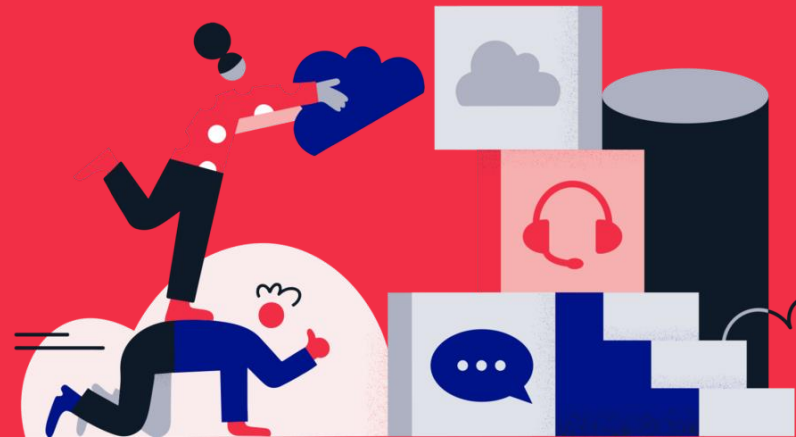
Call back customer tomorrow: +1 23456

Inform Teamlead: Knowledge Base Article is wrong

Call back Customer after 4pm: +4972345

Send a reminder to Peter

75% der Agenten sagen ihre Arbeit ist komplexer geworden*





All channels in one place

Agent View

Supervisor View

Reporting

The screenshot displays a customer service interface for 'Owl Shoes'. On the left is a sidebar with navigation icons and a list of tasks. The main area is split into three sections: a chat window, member details, and a customer journey timeline.

Task List:

- All Tasks
- Gary Coleman (00:23 | Live call)
- Mary Doe (09:45) - **Selected**
- Sally McMannus (01:23 | Hey!)
- Riya Lee (01:23 | Hello,)

Chat Window:

Mary Doe (00:23 | Live) | **End chat**

Chat:

Mary: my name is Dina and I am an athlete at Owl Shoes. I see you're concerned about sizing. What size do you wear currently?

Mary Doe (Webchat) (09:47): Hi Dina. I usually wear 7s in Owl Shoes but sometimes I can fit into a 6.5, other times a 7.5.

Dina Davis (Agent) (09:46): Okay, I see. Can you tell me more about other brands you wear, the style of shoes, and the corresponding sizes? This will help me find the corresponding size for your Owl Shoes product. I want to make sure your feet are properly supported for your next adventure!

Mary Doe (Webchat) (09:47): Sure! I have a pair of Nike Flyknit running shoes that are 7.5 and a pair of Adidas Stan Smiths that are 6.5. I think in terms of comfort, my previous pair of Owl Shoes were perfect - not too tight, not too loose. Kind of like my Nikes.

Type here | **Send**

Member Details:

Mary Doe (Member since 2022)

Member ID: C569294FEST
Account type: A-list
Member since: July 21, 2022

Preferred Store: Owl Shoes, 700 S. Lakeline Blvd., Grand Rapids, Michigan 49507
Phone: 415 555 1234
Email: OwlShoes@twilio.com

Customer Journey:

- 4 mo ago: Set up profile (Became a member of Owl Shoes) [View]
- 3mo ago: Purchased Owl Shoes product (Purchased a pair of sneakers) [View]
- 2d ago: Received promotional email (Email sent to existing members) [View]
- 30 min ago: Clicked on promotional link (Browsed website for products)
- 1 min ago: Webchat via website (Reached out to agent about shoe sizing)

CRM Data

Contact Data

Customer Journey

Preferences

Contact History

All channels in one place

Agent View

Supervisor View

Reporting

The screenshot displays a customer service interface for 'Owl Shoes'. On the left, a sidebar contains navigation icons for tasks, agent view, supervisor view, and reporting. The main chat window shows a conversation with 'Mary Doe' (00:23 | Live) and 'Dina Davis' (Agent, 09:46). The chat history includes messages about shoe sizes and winter gear recommendations. Below the chat is a text input field and a 'Send' button. To the right of the chat is a customer profile for 'Mary Doe', member since 2022. The profile includes tabs for 'Member Details', 'Store and Products', 'Purchase History', 'Documents', and 'Cart'. The 'Store and Products' tab is active, showing 'Owl Shoes, MI' with location, opening hours, and contact information. Below this is a 'Catalogue search' bar with the query 'Running, Women's' and a 'Recommended products' section featuring four items: 'Everyday Lightweight' (\$20), 'Winter Sports Beanie' (\$30), 'Reversible Neck Warmer' (\$18), and 'Polarized Sunglasses' (\$200).

CRM Data

ERP Data

Contact History

Search for user: Dani Wold Kristiansen | aa278

Company Intility AS ROT | More **UPN** **Mobile** +4747

Location Intility AS | Hovedkontor | AA-00 ROT | More **E-Mail** de **Phone** +4724

Country Norway **Local Time** 08:40 (CET), 21. March **Skype For Business** da **Password expires** 08.mai 2019 10.33

Devices

- ThinkPad X1 Yoga 2nd Summary Drivemaps Software Licenses Netiv
- ThinkPad T440s
- iPhone 8 Plus
- Outlook

Lenovo ThinkPad X1 Yoga 2nd

Machine name: AP **Warranty expires:** 25.sep 2020 00.00
Last seen: 20.mär 2019 09.32
Uptime: 5 days 14 hours 50 minutes
IP address: 10.
MAC address: R90f **Serial number:**

Services and Applications

VPN ✓ Access to the VPN service and client for external access to company network.

CONDITIONS

- Membership ✓ VPNUsers
- Exchange Online

Last tickets user **Last tickets location** **Phone calls (last 14 days)**

Status	Ticket number	Title	Created	Last changed	Owner	Category
Aktiv	2920395	Forespørsel vedr opprettelse av servicetelefon	19.mar 2019	20.mar 2019	Dani Wold	Intelligent Communications



00:21 | Live



Driver

Alexander Williams

✓ Verified

+1 (510) 555-9106
awilliams@gmail.com

⏸️ 🎤 📞

User profile

★ 4.78

Name: Alexander Williams

Email: awilliams@gmail.com

Preferred language: English

Active vehicle: Silver 2018 Chevrolet Malibu

Hard-of-hearing: Not enabled

Region levels: Platinum: 600, Gold: 250, Silver: 10

Fraud indicators: None

Signed up: Jan 01, 2018 (App)

1,987 Rides

Current ride: 12345678901234

Current mode: Driver

Region: US ATL

Current rewards section: Platinum

Current qualifying rides: 1,034

Current Amp status: No Amp

Carpool: Onboarding status

Driver App: iOS / 11.2.6 / 1001.50.3.29, AT&T, iPhone 7, Google maps

Wrap code

Driver rating concern

Update

Zendesk

NEW Question #1204597

Submission reason

Credit or promo not applied

Compass

Credit or promo not applied

A passenger's credit or promotion did not apply to their ride



Chas Bowman
Platinum

Flex

NEW PROJECT DREAMFORCE 2021
TWILIO FLEX

ALL TASKS
00001076
18:54 | Anthony Wong: Hi Mr. Bowman! I hope you are having a gre...

00001076
Live | 18:53
END CHAT

CHAT

Chas Bowman 11:33 AM
In store pickup

Anthony Wong 11:37 AM
Hi Mr. Bowman! I hope you are having a great day!

Type message

Case

Verify Customer

Priority: Medium
Status: New
Case Number: 00001076
Trusted Customer?

Twilio Transcriptions (2)

2 items - Updated 16 minutes ago

	Twilio Tran...	Name	Content
1	TT-0123	Customer	In store pickup
2	TT-0124	Agent	Hi Mr. Bowman! I hope you are having a great day!

View All

Details

Case Owner: Anthony Wong
Case Number: 00001076
Contact Name: Chas Bowman
Account Name: Twilio
Type: [edit]

Status: New
Priority: Medium
Contact Phone: +15167105489
Contact Email: a_young@dickenson.com
Case Origin: [edit]

Next Best Action



20% off for New Customers
New customers can get 20% for their first order.

Accept Reject



Return Order
For customers that want to return their recent orders.

Accept Reject



15% off for Loyal Customers
Our loyal customers can get 15% for their next order.

Accept Reject



Flex im Einsatz bei B/S/H/

<https://www.twilio.com/de/blog/bsh-und-deloitte>

„Wir haben mehrere Anbieter in Betracht gezogen, konnten jedoch kein anderes Produkt außer Twilio finden, das all unsere Bedürfnisse in einer anpassbaren, skalierbaren Lösung vereint und zudem Datenschutz als oberste Priorität ansieht. Die Twilio Flex-Plattform ermöglicht uns größtmögliche Flexibilität und Individualität. So haben wir beispielsweise die Möglichkeit, unsere IT-Infrastruktur, wie beispielsweise die bestehende Telefonie Landschaft, ganz einfach in Twilio Flex zu integrieren.“

Gloria Corella, Product Manager of New Agent Frontend bei BSH.

Kundenservice auf dem neuesten Level: BSH Home Appliances Group erneuert die gesamte digitale Infrastruktur mit Twilio Flex



Flex im Einsatz bei Smava

<https://www.twilio.com/de/blog/bsh-und-deloitte>

- Lead Generation und Conversion sind die wichtigsten Metriken
- Smava hatte zu einem Problem mit der Anrufqualität und daraus resultieren viele Abbrüche und niedrige Conversion
- Zum anderen waren sie stark limitiert, was die Integration anderer im Unternehmen wichtiger Systeme angeht (Zendesk, Lead Scoring Engine etc.)
- Diese Themen sind strategisch so wichtig, dass Smava volle Kontrolle über diese Systeme braucht



The screenshot shows the Smava agent dashboard for Max Deuber. The interface is divided into a main table and a right-hand profile sidebar.

AGENT	CALLS	OTHER TASKS
Name Im Telefonat 5:04	+912345678910 4m	
Name Im Telefonat 11:28	+912345678910 11m (B)	
Name Im Telefonat 26:52	Name 26m	
Name Im Telefonat 6:14	Name 6m	
Name Im Telefonat 1:35	+912345678910 1m	
Name Im Telefonat 8:01	+912345678910 7m	
Name Im Telefonat 7:30	+912345678910 7m	
Name Im Telefonat 49s		
Name Im Telefonat 22:42	+912345678910 22m	
Name Im Telefonat 6:26	+912345678910 6m	
Name Im Telefonat 3:00	+912345678910 2m	

The right-hand sidebar shows the agent's profile:

- PROFILE**
- AGENT DETAILS**: Name, Im Telefonat
- OUTBOUND NUMBER**: Nummer
- ADDITIONAL OUTBOUND NUMBERS**: Select outbound numbers
- BUDDY SELECTOR**: Name, Buddy System aktiv
- SKILLS**: Add skill, Sales: BK4



Danke!