Interaction EasyScripter

Enhanced Call Scripting for *Interaction Dialer*®

Scripting adds value to any call campaign

by assuring a consistent message, streamlining interactions, driving data collection and making agents more effective. Yet creating a results-producing script has its challenges: The campaign type. The product or service. The target market. The author's skill set. The time required to implement a new script or modify an existing one...

Interaction EasyScripter is made for contact center, telesales and telemarketing operations and today's sophisticated, fast-paced phone campaigns. It's also a complete and flexible software suite designed to simplify the scripting process.

The real value of Interaction EasyScripter, however, comes from all it does between the lines.

Design script pages at the highest level.
Lay out the flow and define elements of script pages, and map call list data into script fields in Interaction Dialer. Thereafter, collect all caller information in a controlled sequence and save it in the correct format at the right location.

Create scripts *quickly,* whether advanced or non-technical users.
Leverage built-in templates, style sheets, 100+ predefined controls and the *Script Editor* Visual Designer environment to simplify the scripting process. Also incorporate graphics, color, sound, video, hyperlinks and Web content to add depth to any script, and copy scripts across multiple campaigns to save time.

Put agents in full control from the desktop.
Direct integration and central log-on to Interaction Dialer/ CIC allows agents to leverage CIC's desktop call controls and presence management status settings. CIC also drives screen pops for campaign scripts and customer data from the call list or 3rd party database.

Easily integrate to Interaction Dialer/ CIC and other systems via an open architecture.
Interaction EasyScripter is a complete software suite, yet offers an open architecture based on industry standards and Microsoft® technologies. That in turn invites open integrations to legacy databases, Web services, CRM packages and any business applications your contact center supports on the CIC platform.

📷 **PRODUCT SNAPSHOT**

- "Plug-in" integration to *Interaction Dialer* and the *Customer Interaction Center*® (CIC) IP contact center platform

- Web-based non-technical scripting for all user levels

- Predefined tools, templates, style sheets and an intuitive drag & drop scripting/ editing interface to reduce user training

- Screen-pop capability for scripts and customer data from call lists, CRM packages and 3rd-party databases

- Open software architecture… easily link to legacy databases and applications (ODBC, Web services)

- Central campaign configuration and script management within the CIC/ Interaction Dialer/ Interaction EasyScripter environment

- Mid-call script transfers from one agent to another

- Multi-campaign agent utilization

Customize scripts to suit specific campaign types, workflows and call parameters.

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Script Editor

Whether non-technical or more advanced levels, equip users to create complete call flows for virtually any campaign.
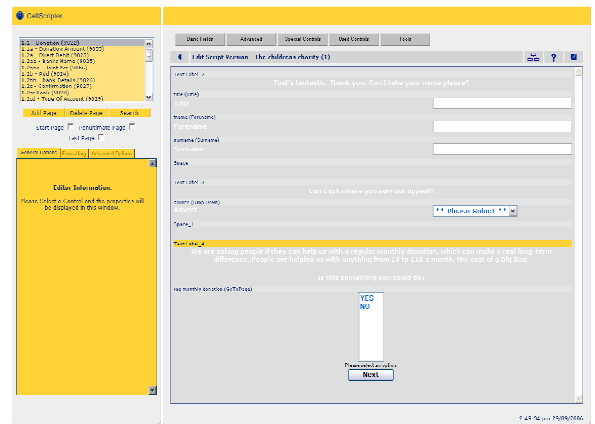
- Build and amend campaigns in minutes using the Script Editor's point & click Visual Designer environment
- Simplify the scripting process with built-in templates, style sheets and 100+ predefined controls
- Incorporate color, graphics, sound, video, hyperlinks and Web content
- Copy scripts across multiple campaigns to save time
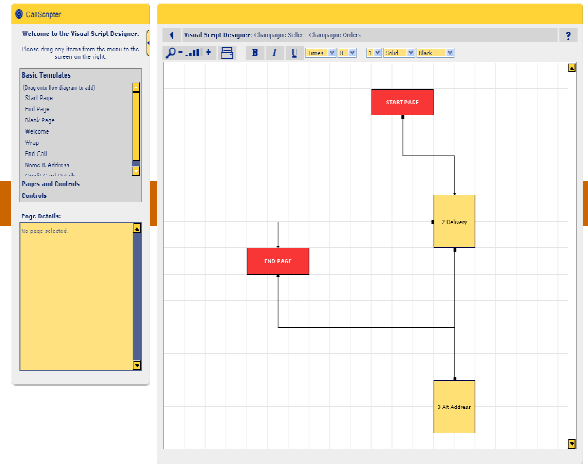
Total control from the desktop

Effectively guide agents through the interaction process and ensure that they collect all customer information in a controlled sequence, then save it in the correct format the right location. Agents and users can also:

- Centrally log on to CIC/ Interaction Dialer/ Interaction EasyScripter for all scripting and campaign activities
- Take advantage of CIC's desktop call controls and real-time presence management status settings
- Access legacy databases and applications (ODBC, Web services) integrated to the CIC platform
- Receive screen popped scripts and customer data from the call list or 3rd party database
- Transfer scripts to other agents in mid call
- Work on multiple campaigns
- Link to internal/ external Web pages or documents
- Access script data and statistics via a secure Web browser

Technical specifications

***EasyScripter* Server**	Specifications vary depending on the number of agents and script volumes being supported. Contact your Interactive Intelligence Channel Sales Manager or certified Partner reseller, or e-mail the Interactive Intelligence Professional Services Organization (PSO) at PackageSolutions@ININ.com.
Server software	- Microsoft® Windows® 2000 or above - .NET framework 1.1 - SQL Server 2000 or above - Latest MDAC
Agent/ user desktop	- Microsoft Windows NT4, 2000 (or above), or XP - Intel® Pentium® 4 2.4Ghz (or more) processor - 256 MB RAM or more - Internet Explorer® 6 SP1, patched to latest levels - 1024 x 768 minimum screen resolution

Reporting and Web access add-on modules	- Add-on Reporting module available from the Interactive Intelligence PSO group
	   o Easily create reports based on script fields
	   o Send reports from script or schedule for pre-defined times
	   o Multiple report formats (RTF, CSV, XLS, PDF, HTML)
	- Add secure Web browser capability to access script data and statistics
	- Develop Bespoke Reports using Web-based ASP

Innovation. Experience. Value.

Interactive Intelligence® provides the most innovative products and services available today for the contact center, enterprise IP telephony, enterprise messaging, and self-service automation.

Solutions that are modular in nature, built with proven, award-winning products that push the edge of technology to deliver a truly best-of-class offering.

At Interactive Intelligence, it's what we do.

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