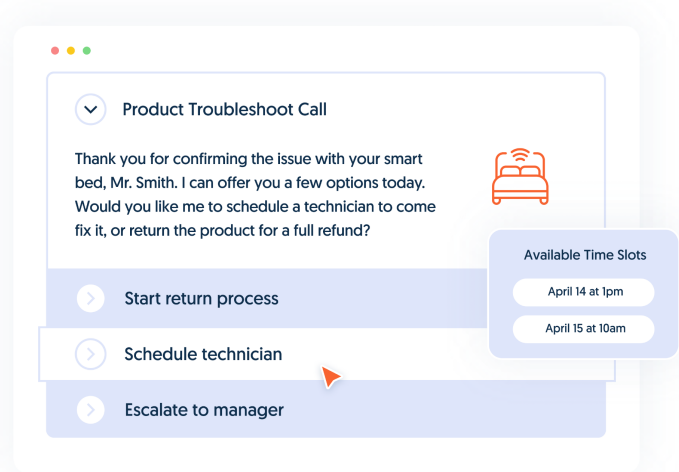


Turn every agent into an expert.

Elevate contact center agent productivity through conversational workflow software. Embed the flows you create inside of where your agents work to improve call handle time and agent ramp time.

Zingtree standardizes and activates your knowledge for agents because it's easy to use, has advanced logic, and integrates with many CRMs & contact centers.



Benefits



Reduce agent ramp time: easy-to-follow flows reduce the training time required to get new agents up to speed.



Improve AHT and FCR: our interactive flows guide agents to get to resolutions faster, and with fewer escalations.



Boost call compliance: review and approve flows ahead of go-live to ensure compliance with internal policies.



Higher CSAT: improved FCR and reduced call handle times leads to a better customer experience.

How Zingtree fits in the CX landscape

We call it conversational workflows - a combination of workflows, web forms, knowledge base & agent scripting.

Knowledge & Scripting Workflows

- More than a suggestion engine for what to say
- Activate knowledge by delivering the right content in the context of conversation using Zingtree's powerful scripting and decision tree engine
- Agents know what to say AND what to do, even in highly complex situations
- Knowledge & Process in a single UI

Configurable web forms

- Configure flexible web forms to collect important data throughout the conversation
- Trigger actions such as SMS, emails, system updates, and escalations
- Zingtree provides a range of no-code features to deliver easy to use workflows

Flexible Integration Architecture

- Zingtree's packaged integrations and flexible integration architecture enables a unified Agent experience
- Provide a "single pane of glass" agent experience to elevate performance
- Data from external systems automatically updates scripts and drives processes
- Data collected by the agent automatically pushed to external systems on the fly
- Integrate with any external data sources through webhooks & APIs

Benefits to Partners

- Exciting SPIFFs for 2022 Q3 & Q4 and competitive commissions
- Add-on component for any contact center: excellent incremental revenue opportunity to expand existing accounts or gain entry into new ones
- Zingtree will drive demos & willing to do PoCs; typical sales cycle < 60 days
- US-based Sales & Support team

Qualities to identify good fits

Top Qualities

1. They receive or make many phone calls
2. They have **30+ product SKUs** or they **have complex processes** (how can an agent know how to troubleshoot 30+ products or recall complex processes from memory, especially if they've worked there for <18 months)
3. They use one of the **CRMs or contact centers** we integrate with ([list](#)) or have access to a tech team to build a webhook to integrate

Optional Qualities

4. Have an employee or customer **attrition** problem
5. **Lengthy onboarding / ramp time** - ideal if the process for new employees takes more than a week
6. Prospect requires a **minimum level of competency** from their employees to provide an acceptable customer/patient experience
7. The customer's tech stack requires the employee to leverage **two or more systems** to interact with a customer and/or the prospect is migrating from premise to cloud-based systems
8. Lack of resources/processes/mechanisms to adequately **manage and provide feedback** to employees for continual improvement and targeted, micro feedback/training
9. Have **continually changing/evolving business solutions/products** that can lead to errors such as missed troubleshooting steps, poor customer service, and missed revenue opportunities.
10. Have **compliance requirements** that can lead to fines, lawsuits, or lost business if not followed correctly
11. Have long Average Handle Times (**AHT**), poor First Contact Resolution (**FCR**) rate, or long Queue times (waiting to speak to an agent), i.e. calls lasting more than 5 minutes, an FCR of under 70%, and queue times longer than 5 minutes are all problematic

Questions to identify pain points that make your client/prospect a good fit for Zingtree:

1. How long does it take to onboard a new agent? How long until they become 100% efficient, i.e. tenured?
2. How complex is the employee interactions and processes? Do they collect a lot of information, do they have to make a lot of decisions, or do they have to consult multiple sources of knowledge to do their job?
3. Does the onboarding process require support/input/knowledge transfer from multiple people? Who manages the process? How do new employees feel about the process?
4. How easy is it to update the training, particularly if rules/laws have changed?
5. Are there compliance regulations that your employees have to follow?
6. How effectively do you handle attrition? What's your cost to replace an agent or a knowledge worker?

Contact Centers Powered by Zingtree

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Helping **700+ companies across 54 countries** deliver a world class customer experience.