Intelligent Guidance vs. Scripting: What's the Difference?

Contact centers have always relied on scripting to lead them through interactions. But lately a new term has emerged: Intelligent Guidance. What's the difference?

Think of **scripting** as an inexperienced actor reading dialogue aloud for the first time. He haltingly reads off of the script, but doesn't come across as knowledgeable, believable or engaging. Now think of **Intelligent Guidance** as the experienced actor who—along with a skillful supporting cast—brings a performance to life in a way that leads the audience to tell friends and family about the incredible experience.

This is what you want your customers to experience: interactions so memorable that they'll return to do business with you again and again – and openly tell others about it. Intelligent Guidance makes this possible by going well beyond scripting.

Intelligent Guidance not only provides written guidance about what to say to a customer, it overlays the supporting applications so the employee doesn't have to weave in and out of multiple systems to get to the appropriate information. This way, a great deal of the complexity and time-consuming activities that lead to poor customer experiences are removed from the interaction. Finally, Intelligent Guidance equips the employee with personalized recommendations, offers and answers in real time, so that the customer truly appreciates and values the interaction.

Guiding Smarter Interactions in the Contact Center

Intelligent Guidance Powers Smarter Interactions

In all industries, customer experience has become a primary differentiator. And today's complex, multi-channel contact centers are challenged to provide the personalized experience that most customers now expect. That's where Intelligent Guidance can help.

In the contact center and across all touch points,the real-time Intelligent Guidance of Cincom® Synchrony™ leverages the insight you have about each customer in the context of each interaction to personalize every experience. Synchrony intelligently guides your agents, step by step, in even the most complex customer-service and up-selling situations, enabling them to respond quickly and appropriately to each customer. Agents not only have fingertip access to all of the information needed for every interaction, but they are insulated from mundane tasks that do not add value to the customer interaction. Cincom Synchrony ensures consistency and compliance across all touch points as well as a better experience for both the customer and the agent.

Why Cincom Synchrony Is Different

Cincom Synchrony addresses the interaction between the customer and the company from a holistic view; not as a point solution that only addresses a specific pain across channels. Synchrony begins by understanding each customer's value, advocacy and loyalty to a company and executing the designed experiences around that knowledge.

Synchrony uses Customer Experience Management (CEM) methodology to clearly define the brand promise and how that promise should be delivered. Agents are then guided to deliver the designed experience. This technology provides advantages over traditional solutions because it focuses on what is valued by the customer and the organization, and insulates and automates those tasks and processes that merely waste time and add frustration. Unlike other technologies, Cincom Synchrony brings the customer experience full-circle with its personalized communication suite that lets companies automatically produce and deliver documents based on what occurred during each unique interaction.
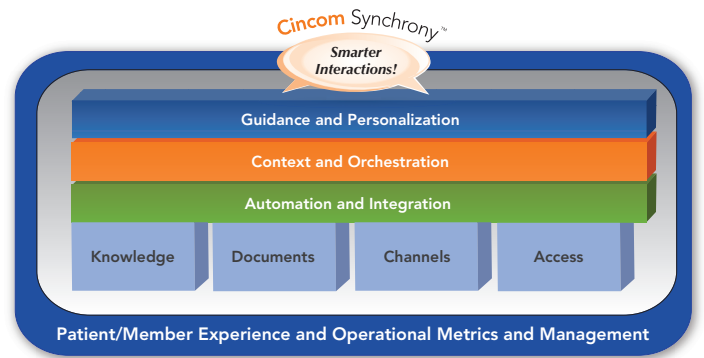
With Synchrony's powerful combination of Intelligent Guidance and a customer-focused unified desktop, your employees are equipped to deliver smarter interactions that are consistent, differentiated, personalized and valuable—all hallmarks of a successful customer experience.

Cincom Synchrony™
Guiding Smarter Interactions

"We all know that it's the employees—the contact center agents, advocates or customer-loyalty representatives—who deliver the customer experience. So the technology must equip them with the right content, resources and guidance to consistently deliver the designed experience, yet be flexible enough to let them move off center when necessary."

– Shaun Smith, author of "*Managing the Customer Experience*"

Intelligent Guidance leads your employees to deliver smarter interactions that keep your customers coming back for more.

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About Cincom

Cincom recognizes that it is your people—your customer-facing employees—who represent your brand. And in each conversation, it is the experience that they deliver to your customers that either builds value for your brand or destroys it. It is a powerful role to play.

Cincom's Customer Experience Management initiative is focused on helping companies and their employees consistently deliver experiences that not only build your brand, but are valuable to both your customers and your organization. Cincom does this through its Synchrony offering that guides employees to deliver smarter interactions.

Since 1968, Cincom has helped thousands of clients worldwide by solving complex business problems with its software and services. Cincom is an IBM Premier Business Partner and has been integrating IBM technologies and leveraging IBM services for over 40 years. For more information about Cincom Synchrony, visit **http://synchrony.cincom.com.**