

Transforming Customer Experience

The power of a modern customer engagement platform

Experience is everything

When customers are satisfied, they cost less to serve and are more likely to return and even become advocates. In today's digital-first world, the customer, not the provider has the power. Creating a remarkable customer experience has never been so important to the future success of every business.

The importance of customer engagement

Customer engagement is the methods of communication and interaction your business creates to connect with your customer. They increasingly expect to be able to reach you in any way they choose – whether that's phone, SMS, web chat, WhatsApp, Twitter and more. This is the rise of omnichannel – and it creates challenges for your contact centre technologies - from integration disconnects to keeping up with customer trends.

Meet Twilio Flex

Twilio Flex is a cloud-based contact centre that is built on top of Twilio's programmable communications platform. It enables you to create the exact omnichannel contact centre experience that you want for your customers, agents, and leadership. It helps move the needle from servicing customers and treating them all the same, to engaging with them in ways most convenient to how they live their lives and personalised to their specific wants and needs.

✓ Any customer

Serve customers at every step of their journey.

✓ Any channel

Engage customers on any channel they choose.

✓ Any time

Connect with customers day or night.

More than 1 trillion engagements occur every year over solutions deployed on Twilio – you've probably already experienced the platform first-hand without even realising it, as major brands like Uber and Airbnb have grounded their business models in this technology.

The power of Flex

Precise personalisation

Create highly personalised interactions built on insight into customer history, lowering wait times and delivering greater satisfaction.

Cloud scale and agility

Harness the potential of the cloud – ready-made infrastructure that flexes with your business.

Accelerate transformation

Build a new contact centre solution in days not months and tap into the opportunities of omnichannel.

Works with anything

Built on open standards and infinitely programmable, Flex works with all your other business apps too.

Introduce automation

Out-of-the-box automations accelerate workflows, increase engagement and reduce customer friction.

Business insights

Get rich insight into conversations between agents and customers and draw conclusions that positively impact your business.

Move faster, do more with Ciptex RACE

Ciptex RACE is a family of innovations, designed to help you shorten the time to value of using Twilio Flex and enhance the business outcomes made possible from using the platform.

Accelerators

Harnessing the experience of countless successful projects and our experienced team of Twilio experts, our fast-start implementation packs accelerate the time taken to arrive at a fully functioning solution that measures up to the needs of your business.

Extensions

Choose from a portfolio of Ciptex-only innovations that support and enhance some of the most common and important contact centre workflows including video, email and payments. Our tried and tested extensions eliminate the need to embark on custom-made developments to achieve the functionality you seek.

Integrations

We've created ready-made integrations with some of the most common apps you'll be using elsewhere in your business including Zendesk, Microsoft Forms and Facebook Messenger.

Why work with Ciptex?

Ciptex is a Twilio Gold partner – the highest level of partner accreditation, which recognises our skills and innovation in their technology. We are focused exclusively on Twilio, meaning our resources are aligned to helping our customers maximise on the potential of the platform. We are proud to be one of just a few partners globally to be invited into the Twilio Flexextension Programme – an initiative designed to achieve user acceptance of new solutions in a fraction of the time. As a result, businesses all over the world and in a host of different markets have benefited from our solutions.

To learn more about Ciptex and see how we have helped other businesses like yours, visit www.ciptex.com

Case Study

Who:

Debt Free London



Challenge:

In-person financial advice centres forced to close during the pandemic.

Solution:

Centralised omnichannel contact centre supporting voice, native web chat, video, WhatsApp, Facebook Messenger, email, and SMS. Detangled previous mismatched infrastructures and enabled organisation to keep functioning.

Benefits:

Enabled the business to hire more staff and extend their opening times due to their new digital freedom and accessibility. This ensured they could continue helping people with free financial advice when they needed it most.

<https://debtfree.london/>

Testimonial

"The new software works so much better than our prior software. I love the wizard to setup profiles. I also appreciate the time the Ciptex staff and our staff took together to coordinate the porting so well."

- Scott Laughlin, Chair of the Council on Member Affairs and Executive Vice President at CCCS of Buffalo, inc.



Ciptex



Gold
Consulting
Partner