

Ciptex RACE

The fastest way to build a customer engagement solution using Twilio Flex

At-a-glance

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.

Key benefits

- ✓ Slash deployment times and reduce friction for contact centre adoption
- ✓ Enhance critical workflows and drive greater operational efficiencies
- ✓ Deliver better customer and agent experiences

The advent of the Twilio Customer Engagement Platform has fundamentally shifted how businesses of any size can deliver highly personalised customer interactions. It has democratised the technology that makes this possible and is helping organisations to leapfrog capability gaps that could otherwise stunt their growth.

Twilio Flex provides the essential building blocks necessary to create the perfect customer journey. Infinitely programmable, it is a blank canvas on which to shape your customer experience. With so much potential to unlock, it's easy to feel overwhelmed by choice and slow down your progress. That's why we created Ciptex RACE – a family of innovations to help businesses capture all the value of Flex in the shortest possible time.

Three pillars of innovation

RACE innovations fall into three categories – Accelerators, Extensions and Integrations. This unique IP is a combination of both proven methodology and the RACE architecture – our own layer of code that helps to streamline deployment, activate the right Flex components and enhance functionality in key areas of contact centre operation.

Ciptex RACE



Accelerators

Fast-start implementation packs that accelerate the time taken to arrive at a fully functioning solution.



Extensions

Ciptex-only innovations that support and enhance some of the most common and important contact centre workflows.



Integrations

Ready-made integrations with some of your other business-critical apps.



RACE Accelerators

RACE Accelerators are a series of Wizard-driven interfaces aligned by industry that simplify and accelerate the design and build phase of a Flex project. They help to surface the most important business requirements for your contact centre solution – everything from customer journey mapping to data sovereignty. This insight powers the selection of corresponding platform features and then automates countless technical setup tasks to get you operational. With our technology and process working in unison, we eliminate functionality trial and error, overprovisioning of features and configuration errors at platform activation. The result is an operational solution in a fraction of the time.



RACE Extensions

We have created a series of 12 RACE extensions for Flex that help to enhance your contact centre workflows.



Omnichannel Chat

A ready-made development kit covering chat, phone, WhatsApp, FaceBook, WebRTC (voice), WebRTC (video), and a structured web form for plug-in to your website. Omnichannel Chat can also be delivered alongside Twilio Segment to pass website journey data into Flex to enhance customer insight and improve agent workflow.



Promptvoice IVR

Professional interactive voice response (IVR) to automate the answer of incoming calls, provide instructions to customers, and improve the caller experience with streamed music services for on-hold and in-queue caller status. Promptvoice IVR enables import of your existing prompt library, provides options to select voice artist according to accent or language, offers an extensive music library and choice over text-to-speech voices.



Pro-active Outbound Texts

Send configurable rules-based SMS texts based upon call centre activity. This enables customers to receive reminders or be prompted to take action in response to their experience. Use Pro-active Outbound Texts for a host of important actions including case closure confirmation, customer survey invitation or order status notification.



Dynamic Wrap-up

Optimise after-call work once your agents have concluded an interaction by using our queue-based auto wrap-up extension. Dynamic wrap-up features options to alert supervisors of agents still in wrap-up after an extended period and set wrap-up time allowances according to queue function or agent experience.

AI Analysis

Powered by Google Contact Centre Artificial Intelligence, analyse unstructured text data included in message interactions to understand sentiment, detect critical experience signals (both good and bad) and divert customers to appropriate resolver groups.

Schedules

Alert customers to contact centre open and closed times and dynamically route interactions according to time of day, weekends, public holidays or even resource availability. Ensure attempted out-of-hours engagements are not missed, and customers are prioritised for outreach at re-opening.

Outcomes

Collect agent feedback regarding the outcome of each customer interaction as part of the after-call work and to provide insight into contact centre performance. Outcomes can be served to agents as a configurable list or free text input and can be altered according to service queues. Outcomes are coded to support future reporting.

Agent-to-Agent

Send and receive voice calls between agents based on their availability and skill set. Streamline inter-team interaction through up-to-the-minute calendar visibility, removing direct dial dependency and even flagging Microsoft Teams presence and profile.

Forms

A simple way to create customer information entry forms and distribute over any digital channel. Use our pre-built templates or select from a host of data entry fields to fully customise the data capture process. Already integrated with Twilio Studio, Forms enables you to add rules to route responses into appropriate workflows according to campaign, queue, or next agent action.

Contact List Control

Identify inbound callers based on their Caller ID to divert to the relevant queue or protect your agents from spam through blacklist correlation. Connect do-not-call and GDPR no-contact lists to the Outbound Directory to manage compliance risk.

Flex Directory

Synchronise any pre-existing contact directory such as Google Directory to Flex and ensure ongoing data synchronisation. As new contacts are created by the contact centre, Flex Directory can be enabled to sync back to the original directory to maintain a 'single version of truth' for customer data. Flex Directory can then help you restrict agent-to-agent transfer lists - both inside and outside the organisation.

Pro-active Outbound Dialler

Automate outbound calling to increase agent efficiency. Automated calls can be scheduled according to priority and rules can be set based on the number of attempts to make, what action to take if busy and in what way to dial alternative numbers such as home or mobile.





RACE Integrations

Our RACE Integrations enable Flex to be seamlessly integrated out-of-the-box with other mission-critical apps like Zendesk, Microsoft Dynamics and Salesforce. Our integrations power deep app-to-app connections ensuring high-fidelity data can move between systems to enrich communications without impacting agent or customer experience. Join-up workflows between apps to unlock exciting functionality like new customer setup, self-service ticket creation, skills-based call routing and automated customer outreach.



How does RACE work?

Whether you need RACE Accelerators, Extensions, Integrations or something from all of our pillars depends on your technical proficiency and where on your flight-path to Flex you currently are. Some of our innovations will help you if you are already on your way, but wherever possible we advocate speaking with us before you start. Project initiation is critical to achieve the outcomes you are looking for, and RACE is engineered around a series of well thought-out and properly orchestrated deployment stages to fast-track you to success.

For more information on Ciptex RACE innovations for Twilio Flex, visit www.ciptex.com

