Unlock the power of your contact centre with Twilio

The fastest route to enhancing digital engagement

The challenge

As communication landscapes change and customer expectations rise, your contact centre becomes increasingly important to delivering on your customer experience strategy.
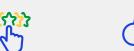
However, legacy contact centre software can often impede your ability to connect with customers in new ways and develop personalised inbound and outbound engagements.

Whether it's emerging communication channels, uncertain product roadmaps, or expensive development overheads, it's easy to get stuck doing nothing while your technology catches up.

Using Twilio, you won't be limited by existing technology when extending your contact centre capabilities.

Flex is Twilio's modular cloud-native digital engagement centre. Because it's built on open standards, it's compatible with your existing contact centre software. Flex's modularity and customisation offers numerous ways to enhance your legacy contact centre, reduce operational friction and support sales.

Extend contact centre capability with Twilio Flex

twilio flex

| Pick channel add-ons and integrations | Ease, scale, and economics of the cloud | Integrate with and works alongside your existing contact centre software | See value of new capabilities in days not months | Highly customisable enabling you to create individual workflows |

With easy to use, but highly customisable components, Flex will offer you solutions that ensure there's no compromise on how new capabilities should function or how they follow your unique workflows. It enables you to create the exact omnichannel customer engagement experience that you want for your end customers, agents, and supervisors.

Powered by the cloud, Flex is simple to implement and scale. It's more than possible to have consumer-ready enhancements live in days, with the reassurance that your solution will seamlessly grow with your business.

Flex allows contact centres to keep innovating without worrying about their existing contact centre software. It provides the opportunity to "grow out" of your current technology at your own pace and have a clear flight path for your customer engagement strategy.

Use case 1 –
Lower the cost to serve

Challenge

Customer growth requires more contact centre agents and increases software license costs.

Solution

Add workflow automation, including AI, and Interactive Voice Response (IVR) to streamline processes and more effectively route calls.

Outcome

Lower the cost to serve by attending to the same customers with fewer personnel and less technology.

Use case 2 –
Add more relevant digital channels

Challenge

Customers expect you to be able to offer more channels beyond voice, email and SMS.

Solution

Layer Twilio Flex on top of your existing contact centre solution and harness ready-to-go enhancements for web chat and social channels like Facebook Messenger, Google Business Messages, and WhatsApp. Activate chatbots to respond across every single one.

Outcome

Meet your customers on the channel of their choice, offer self-service opportunities and even enable cross-channel communication to create a more personalised and convenient customer experience.

Use case 3 –
Improve agent experience and productivity

Challenge

As a result of application hopping, agents are forced to deal with frustrated clients, resulting in emotional dissonance, potential burnout, and high staff turnover for the business.

Solution

Unify the agent desktop so every application agents require is contained within one screen, delivering the right information at the point of need that is relevant to the customer interaction they are working on.

Outcome

Customers get the resolutions they need, agents feel happier and more empowered in their job and more clients are served.

Key benefits

Create a profit centre
Enable your contact centre to acquire new customers as well as serve existing ones.

Maximise existing investments
Utilise existing technology while ensuring capabilities do not fall behind.

Eliminate data siloes
Clever integrations join-up hard-to-reach customer data siloes and stop you creating new ones as you add functionality.

Overcome migration risk
"Grow out" of legacy contact centre solutions and secure a safer flight path for the future.

Enrich stale contact centre platforms
Easily add contact centre capability with minimal friction and enjoy peace of mind you can keep progressing.

Simple cross-app integration
Connect the contact centre to other important apps that could enhance customer experience.

Minimal upfront investment
Ready-to-go functionality ensures no heavy development or set up costs.

Rapid time to value
Add contact centre capability in days not months.

Capturing the Twilio Flex opportunity

Toyota empowered agents in their work, reducing after-call activity by **13%** and call handling time by **18%.**

TravelPerk

Better customer insight helped Travelperk build a more personalised customer and agent experience and helped them earn a **95% NPS score**.

Allianz **(ll) Direct**

Allianz set new standards in customer experience by reducing work screens from **22 to 1** to boost agent productivity and satisfaction.

Start by seeing it for yourself

See the possibilities for yourself by booking a Twilio Flex demo. We'll show you just how easy it is to add functionality, configure workflows and extend your contact centre capability with minimal effort. To arrange your demo, or to learn more about Twilio Flex, contact us.

Get in touch

Who are 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. To assist with the deployment of Twilio Flex we have also developed RACE - a family of innovations covering accelerators, extensions and integrations that are designed to shorten the time to value and enhance the business outcomes made possible from using the platform.

Ciptex

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