

# Use Activity Automation to Boost Staff Productivity and Customer Satisfaction

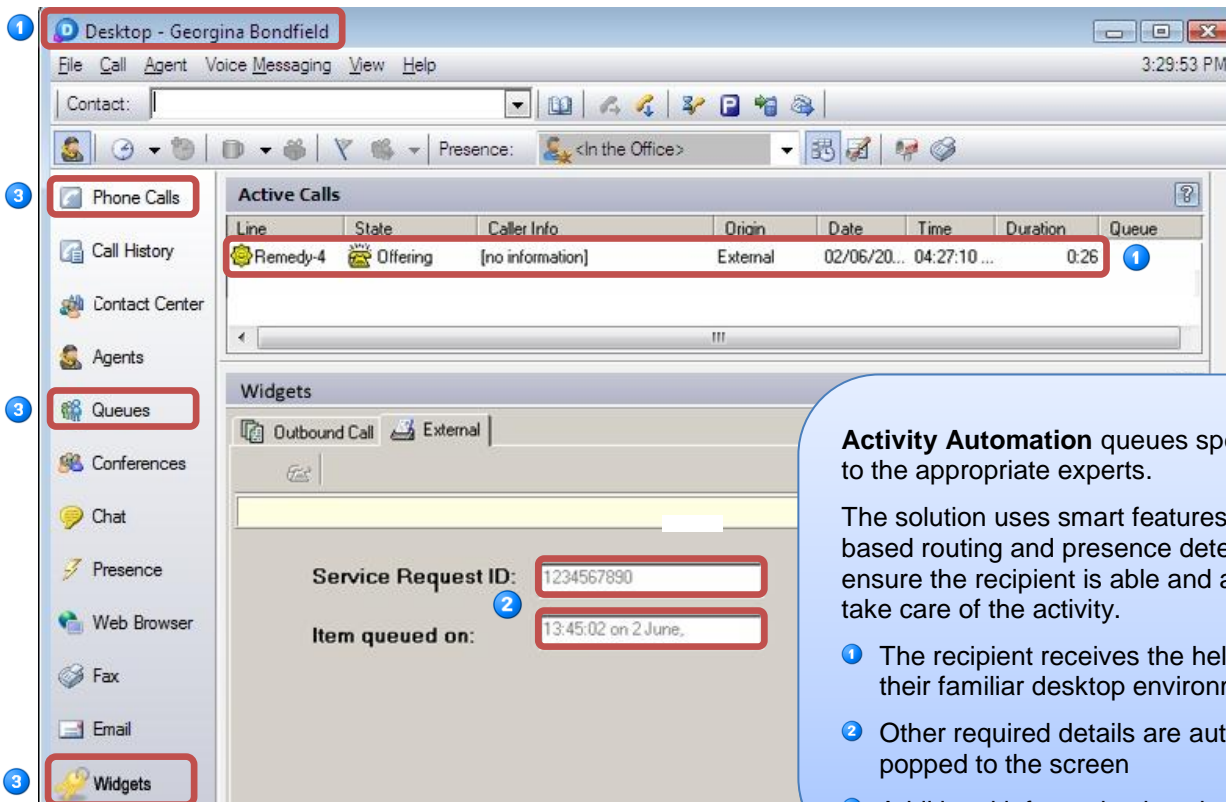
Speed up your business processes and avoid delays and mistakes

## Enable your business to operate more efficiently

Every organization depends on a range of processes to keep business moving along. You can reduce errors, avoid delays and remove bottlenecks by implementing a Zeacom Activity Automation solution.

Automating activities will speed up communication and workflows, and maximize staff productivity by taking care of specific business interactions. As your organization minimizes latency and improves the outcomes of your processes, you will ultimately bring down operational expenses and improve customer service.

Earning a solid return on your investment is swift, as your organization makes efficiency and productivity gains.



Line	State	Caller Info	Origin	Date	Time	Duration	Queue
Remy-4	Offering	[no information]	External	02/06/20...	04:27:10 ...	0:26	1

Service Request ID: 1234567890

Item queued on: 13:45:02 on 2 June,

**Activity Automation** queues specific activities to the appropriate experts.

The solution uses smart features such as skills-based routing and presence detection to ensure the recipient is able and available to take care of the activity.

- 1 The recipient receives the help request in their familiar desktop environment
- 2 Other required details are automatically popped to the screen
- 3 Additional information is only a click away

## Automation of Staff Activities

Almost every organization has processes and activities that can be automated by applying the principles of Communications Enabled Business Processes (CEBP). Zeacom's Process Automation Group can analyze your organization's process flows to design a solution that meets your specific needs.

An Activity Automation solution automatically delivers a range of data items or activity screens to your staff at a specific point in the business process – such as work orders, helpdesk trouble tickets, electronic forms, security alarms, diagnostic information, scanned letters and other documents.

When an event occurs in your database that triggers the assignment of a workflow item to an employee, the Activity Automation application will extract the workflow item reference number from the database and place it into an activity queue within Zeacom Communications Center (ZCC). When an activity reaches the front of the queue, the workflow activity is delivered to staff in the same way as other items in the queue, such as telephone calls, emails, faxes, SMS messages and other media. When it reaches the most appropriate employee, relevant information appears on their screen within the right application. There is no need to open any other applications.

ZCC shows the activity as completed when an employee closes the item within ZCC Desktop. After that, they are available to deal with another activity or for example a queued call, depending on your system configuration.

## Benefits

Your employees will be allocated activities in a timely and efficient manner, enhancing customer service levels.

- Automatic queuing, delivery and presentation of activities to staff significantly improves response times.
- Standardized handling methods result in a consistent level of service across all media types.
- Reports on how staff are handling activities enables managers to monitor performance on systems and processes that otherwise could not be measured.

## Smart Features

The Zeacom Process Automation team will integrate the Activity Automation solution into the customer's server database or back-end system and their ZCC solution, either directly via ODBC or by using a proprietary API.

Activity Automation will take advantage of a number of standard ZCC Unified Communications features.

- **Rich Presence** – Activities get queued to employees who are ready to take action, improving response time
- **Executive Desktop** – Staff don't need to learn a new interface, as they work within their familiar ZCC GUI
- **Agent Desktop** – Contact Center Supervisors and agents can monitor and control all the queues
- **Skills-Based Routing** – Activities are queued only to staff with the correct skill levels, enhancing employee efficiency and customer satisfaction
- **Screenpop Functionality** – Activities are presented with information and account details from other applications pre-loaded on screen. Staff save time and improve productivity levels
- **Reporting** – One reporting engine covers all forms of customer contacts, which simplifies the administration and optimization of Activity Automation
- **Workforce Management Application Integration** – Activities are planned and allocated according to realistic predictions of staff scheduling and customer demand, making sure your staffing levels are correct

For more information on Zeacom's wide range of Process Automation capabilities, [visit zeacom.com](http://zeacom.com)