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**CONTACT
CENTER**
EDITION

ENGAGING
AGENTS WITH
REAL-TIME
ACTIONABLE
INSIGHTS

Cornelis Bonnet,
CEO

**TEXAS DIGITAL
SYSTEMS EUROPE**

\$15



BY PAUL JOHN

As acclaimed by industry leaders alike, the secret to achieving consumer satisfaction is simply providing consumers with the most relevant information pertaining to a product or a service in a concise yet engaging manner. Fulfilling this bare minimal prerequisite alone, at a contact center, for example, ensures that consumers' queries are resolved effectively and efficiently. That said, both support agents and end-consumers feel that these interactions are often a bore or tiresome for all parties involved.

For instance, contact center agents believe that the conversations would be much more appreciated and less time-consuming if they could access information in real time where necessary to create an open floor for communications. Since time is one of the most valuable commodities in a support services environment, companies must empower their support personnel to offer crisp yet wholesome replies to queries from consumers.

To realize such prosperous engagements and contribute to people's success and happiness, Texas Digital—offers companies visual management technology programs that present agents with accurate information on dynamic dashboards, actualizing fruitful conversations with end-consumers. Texas Digital works across several industry verticals such as pharmaceuticals, financials, insurance, logistics, airlines, telecom, and energy.

Interestingly, ensuring happy end-consumers is just one-half of Texas Digital's recipe to crafting such engaging conversations; the company firmly believes that employee happiness is a crucial ingredient to the success of the whole enterprise, particularly in a contact center or data support center ecosystem.

"Happy employees create happy customers, and happy business means happy revenue," says Han Thomassen, Senior Business Consultant Digital Information and Visual Management at Texas

Cornelis Bonnet,
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TEXAS DIGITAL SYSTEMS EUROPE

ENGAGING AGENTS WITH REAL-TIME ACTIONABLE INSIGHTS

Jos Jansen,
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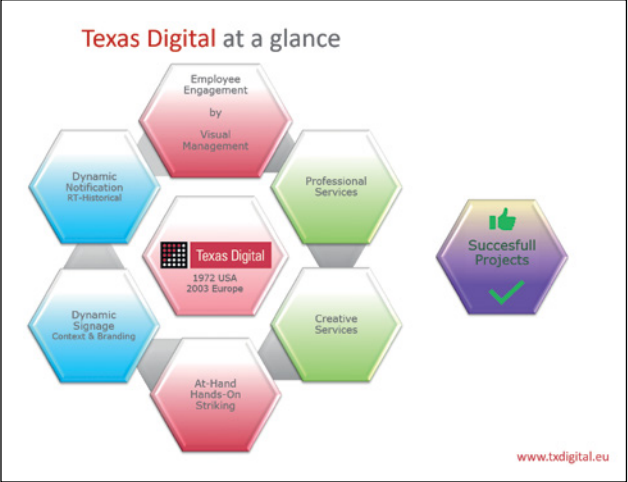


Han Thomassen,
Senior Business Consultant Digital
Information and Visual Management

Digital. This philosophy of upholding the well-being of employees has proven to help businesses sustain during turbulent times and achieve success, as recently clearly evidenced by the COVID-19 pandemic.

LEAPING OVER COMMUNICATION BARRIERS

A spin-off from A&M University in College Station, Texas, the primary focus of Texas Digital has always been effective employee engagement through visual management. After establishing a strong foothold in the IT Service Desk area, Texas Digital expanded its services and solutions to cater to a broader client base in the network operating centers and contact center space. In 2003,



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Cornelis Bonnet, CEO of Texas Digital Systems Europe, extended the business to Europe, addressing the complex and sophisticated challenges in their enterprise sales and support service operational workflows. While most agents receive scripted documentation to converse with customers, the present-day market demands the need for a fluidic speech approach through immediate analytics for actionable insight visual delivery – a communication posture right perfected by Texas Digital.

“We strongly believe that the combination of artificial intelligence, machine learning, and human interaction makes for the best customer experience, which is significantly beyond a digital-only interaction between agents and callers,” expresses Cornelis Bonnet, CEO. Whether at home or in the office, Texas Digital’s platform fosters an inclusive workforce that shares ideas from a single integrated source to improve discussions and manner of conduct.

Acquired by NCR Corporation in 2011, Texas Digital works very closely with its parent company and jointly uses the same proprietary software to address their respective markets. As a complete software package, the firm delivers easy-to-adopt solutions that visualize data and capture the most viable information to enhance a contact center workflow. Furthermore, to offer a holistic approach to a client’s requirements, Texas Digital conducts business and creative workshops for personnel involved in floor operations to decide the information set/details that need to be visualized and the time frame for delivery to an agent in enhancing the quality of the conversation with an end-consumer.

ACTIONABLE CONTACT CENTER KNOWLEDGE AND INSIGHT

Deployable across multiple data and ERP platforms both in an on-premises environment and cloud computing technology infrastructures, Texas Digital makes it possible for companies to acquire insightful information in a blink of an eye and provide their support staff with data contextual to their conversations in the here and now, rather than The Day After. Real time information driven insight allows an agent to serve an end-consumer better in the actual conversation or any customer initiated other interaction, making the entire now experience to a wow experience for both parties. Highlighting the mechanisms of running a contact center effectively, Bonnet mentions, “We offer our clients powerful and



autonomous decision-making capabilities through effective real time visual management information and assure that staff gets the information to make the right decision on the floor, right now.”

QuickCOM, Texas Digital’s flagship solution, allows for communication between agents and end-consumers for the delivery of critical messages that offer encouragement to its sales and support teams. The solution empowers agents to challenge each other and push their boundaries in becoming top-class enterprise sales and support services personnel. For an agent, the relevant messages that signify the caller’s agenda ensure a good work culture and upliftment of behavior to perform at an elevated and proactive level. Team Managers can also use the implement performance boards to display relevant data pertaining to their team in the current operational timeframe to encourage participating agents to push each other competitively. To ensure that employees working remotely enjoy the same set of features as their in-office counterparts, Texas Digital also offers a version that can be installed and run on their desktops, etc.

To further visualize the data generated by QuickCOM, Texas Digital provides a data delivery system—VitalCAST—that beneficially packages the derived content to an agent. To elaborate, the solution also provides agents with insights based on real-time conversation keywords that they can act upon to converse with callers and meet their expectations. Additionally, the company’s Tiny Bi House solution functions as an analytics tracking system that enables contact centers to record and read data from a particular timeline. The information allows enterprise contact center managers to assess any issues that might have occurred and then use the resulting report to discuss the best course of action to avoid any such incidents in the future.

ENGAGING END-CONSUMER CONVERSATIONS

For KLM Air France, a valued customer of Texas Digital, the combined solutions help maintain good relationships with their clientele that travel across the globe. Although satisfied with the savings the airline gained through shorter/concise interactions, KLM realized the dissatisfaction of its users, as very little information

We adapt fairly quickly to the latest digital trends and engage with our customers from start to finish, across the whole company and not just the department assigned to us by contract

on the travel packages was being shared with them. Realizing the need to revamp the service orientation, KLM started a program with Texas Digital to understand the multiple challenges its agents encountered during calls to improve the quality of its sales and services. Visualizing the key elements of the whole contact center process in real-time, Texas Digital enabled the agents to make their own decisions with actionable insights about destinations that are part of their flight roster. Depending on the call influx, agents are also better positioned to address clients that have been waiting longer and set up call backs for callers that have been in the queue for a more extended period. Collaborations such as this are plenty in Texas Digital’s illustrious tenure in the enterprise arena. Working across several industry verticals Texas Digital’s expertise epitomizes vivid and accurate visual management delivery, enhancing contact centers interactions, and uplifting employee prosperity.

“We adapt fairly quickly to the latest digital trends and engage with our customers from start to finish, across the whole company and not just the department assigned to us by contract,” elucidates Thomassen. Covering good grounds in the US and European enterprise market space, Texas Digital is developing a new platform in the not-so-distant future, which can be deployed in a hybrid IT environment and offer privacy by design as is required in a modern company. 