



# Keyfax Inter•View

## Intelligent scripting for customer services

...information made easy

**Keyfax Inter•View** helps you deliver high quality customer service. Designed for customer service centres, this powerful and comprehensive application is an intelligent scripting system that is transforming the way customer contacts are managed:

- delivering effective one-stop service
- providing consistent service responses
- focussing on the customer's needs
- enhancing customer service.

**Keyfax Inter•View** provides rules based decision processes that ensures responses to customer enquiries, fault diagnoses and service requests are accurate and up-to-date.


The result of ongoing development and close consultation with our clients and end-users, **Keyfax Inter•View** is:

- designed for ease of use
- customised to your service
- easily updatable by your own staff
- fully supported by Keyfax services
- configured for integration with existing systems.

Keyfax support services will ensure you are operational with the minimum of delay and with systems that reflect your service and requirements.

We'll help you save time and money, future-proof your service delivery, and get the best from your frontline staff.





**Keyfax Inter•View** uses a unique rules-based scripting system to provide staff with clear, well-informed responses to a wide range of customer enquiries, fault diagnoses and service requests.

At the heart of **Inter•View** is the concept of ‘intelligent’ scripts - responses are linked to context and customer sensitive data to reflect the customer’s circumstances and give up-to-date guidance to customer services.

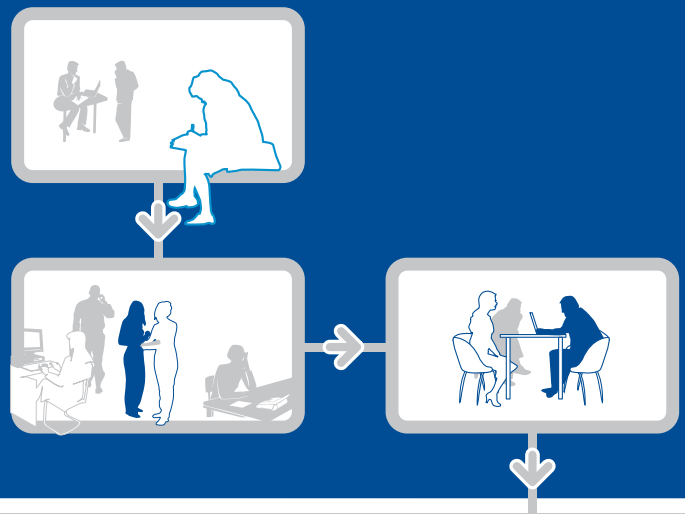
As a result, staff can perform at a consistently high standard, regardless of the extent of their technical or service knowledge and managers can be assured of the accuracy and consistency of the answers being given to customers and the service requests being generated.

**Inter•View** empowers staff with good people skills but who may not have breadth of service knowledge or experience. It leaves you free to recruit the best communicators confident that they will have a system to support their work and be effectively operational with the minimum of delay.

If you are passionate about customer service, you should be using **Keyfax Inter•View**.

#### **Keyfax Inter•View makes sense**

- Tailored to your service - the system’s innate flexibility means every response or action exactly reflects corporate guidelines.
- Easily updated by your own non-technical staff - you are in control.
- Builds staff confidence - they don’t feel they have to know all the answers.
- Ensures correct response - every customer receives a fair, consistent service, all of the time.
- Reduces avoidable contacts - pinpoints the right information and response so enquiries are dealt with at the first point of contact.
- Supports service expansion - easily extended to all customer and back office services.
- Tightly integrates with other service and customer contact management systems.



**Keyfax Inter•View** provides staff with clear guidance on any type of enquiry, service request or fault diagnoses and resolution and with the reassurance to get it right first time.

#### Key features:

- category and topic selection - customisable selection of enquiries and service areas
- script steps - the questions and prompts that follow the enquiry decision tree
- images and hotspots - illustrations of topics, facilities, equipment, fixtures and fittings to guide selection and diagnosis
- screen messages - providing additional guidance and advice for staff and customers
- service policy pages - displayed HTML 'help' file with key service policy and procedure information and contact information
- response actions - enquiry actions, service response and works codes determined
- tasks - full mail merge of emails and letters
- priority - target timescales for response actions in line with service policies
- call history - identifying where similar calls have been logged.

The **Keyfax Inter•View** script editing tools allow all types of customer enquiries, repairs/ service requests and business processes to be mapped.

#### Script editing features include:

- 'Drag and Drop' scripting for easier script authoring, editing and validation
- multi-tenancy - create Scripts Sets that reflect the requirements of particular customer groups
- master scripts - create 'master' level scripts and questions for use across multiple script sets
- 'Databoxes' - linked data sources for collecting and storing additional information (read and/or write) relating to the enquiry and the manipulation of scripts responses
- styling - user defined styling for user messages and prompts
- testing - ability to test scripts before release to end users
- reporting - reporting using SQL reporting services with standard reports for monitoring call volumes, and categories, evaluating service performance and providing key performance indicators.



### The Benefits of Keyfax:

- **Quality and efficient response**  
The conversation is directed by intelligent scripts that respond to customer and context, enabling staff to take control and ask the right questions.
- **Identifies the problem**  
Concentrates on identifying the nature of the enquiry, service or fault to ensure a good 'specification' before a resolution is determined.
- **Fair and consistent service**  
Callers are given the same responses, regardless of who they call. Answers and call resolution is determined so all staff deliver a consistent quality service.
- **Defined service responses**  
Scripts incorporate service policies and procedures, so correct and up-to-date responses are provided.
- **Management in control**  
Scripts enable managers to define the responses and call resolution in line with policy. Output reports assist service management and the focus on service delivery.
- **Concentrate on 'people' skills**  
Staff don't have to know all the answers; they can concentrate on the conversation; putting the emphasis on communication to help the caller provide the information.
- **Efficient use of staff**  
Ensures that enquiries are handled at the first point of contact - 'One and done'. Maximum use of customer service staff and most effective use of technical and support staff.
- **Training aid**  
An invaluable aid for new (and existing) staff so they can become operational and competent with minimum delay.
- **Team building**  
Helps staff in Service Centres share knowledge, contribute to script development, and recognise the value of working together.
- **Growth and expansion**  
The ability to expand scripts to additional areas and other services enables the Service Centre to expand their role both within the organisation and in providing services to other organisations.



## Design

**Keyfax Inter•View** is a Windows .Net web application (thin client), which can be configured for local intranet operation or to provide your customers direct internet access.

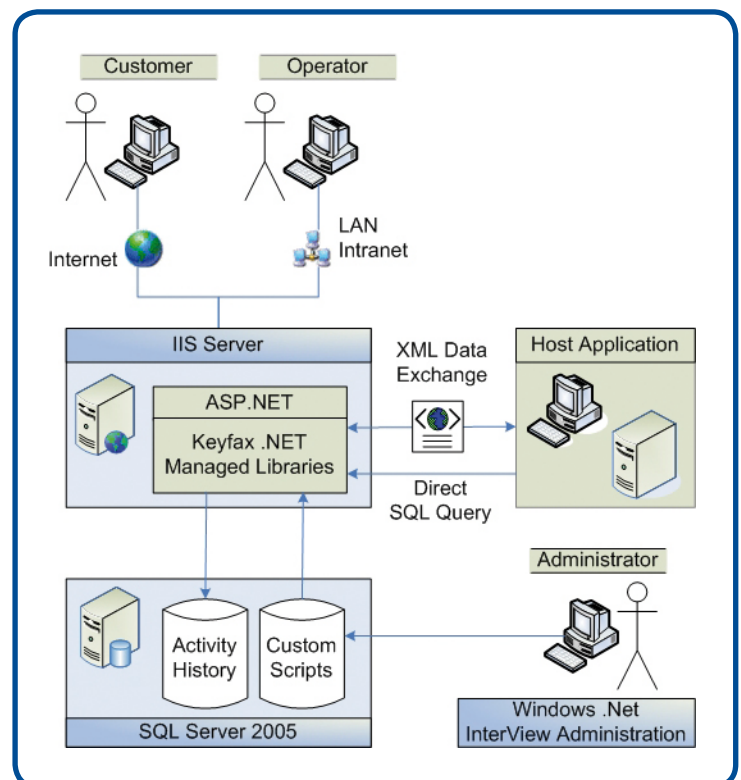
**Inter•View** is designed to integrate with a variety of host applications. Caller/product details are received from the host at the start of the call. On completion, all relevant information is returned to the host - accumulated responses, scripted diagnostic information and details of tasks performed.

Data can be exchanged with any host using XMLHTTP or Web Services, or by using a simple Keyfax interface component installed with the host client application. Scripts can also interrogate external SQL databases directly, dynamically extracting any additional information required to service the call.

Your business rules, captured as **Inter•View** scripts, are maintained with a separate Windows .Net Forms application with a simple 'Click Once' installation.

### Server requirements

- Windows Server 2000 or later
- Internet Information Server (IIS) version 5 or higher
- Microsoft .NET Framework 2.0
- Active Server Pages (ASP.NET)
- Microsoft SQL Server 2005 with Reporting Services configured
- IIS and SQL Server should ideally be on separate dedicated servers



## What our clients say

*“The help and assistance from the Keyfax team was first rate. Implementing Keyfax helped us sort out our service and clarify how we want to work.”*

*“Keyfax has allowed us to extend our contact centre service with confidence.”*

*“Keyfax makes life easier for everyone. Staff feel more comfortable as it gives them the answers they need.”*

*“Keyfax was an important element in helping us to improve our customer service and was a major factor in us achieving our 3-star status.”*

*“I really appreciate the support service provided by Keyfax. They have a ‘can-do’ approach which is refreshing.”*

*“It is great to have a system which we can manage without having to call on technical assistance to make changes. Wouldn’t be without it!”*

*“We started with repairs but now use Keyfax across our service. It has meant that we can offer a quality customer contact service to the whole group.”*

## About Omfax

Omfax Systems is a leading provider of information solutions for customer services, working with housing associations, local authorities and facilities management companies.

We offer a portfolio of innovative products and services that bring unrivalled clarity, consistency and efficiency to communication with customers.

Our Keyfax software enables front line staff to respond to customer enquiries in depth and with consistency at the first point of contact.

Our clients are progressive and forward thinking and choose Omfax because of our in-depth knowledge of customer contact services and our ability to implement solutions to improve and enhance customer service.

Make information easy and choose Omfax for friendly, informed service.

We look forward to working with you.

## response management software

...information made easy

### Want more information?

Please email [sales@omfax.co.uk](mailto:sales@omfax.co.uk)  
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