

2019 Enterprise Connect Symbee



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CUSTOMER ENGAGEMENT/CONSULTING

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Symbee is focused on helping companies take a faster path to digital transformation. Their Customer Engagement Practice is a combination of strategy, business goals, branding, technology and analytics fused together to deliver a cohesive Customer Engagement Solution. Connect is delivered in a “pay-as-you-use model,” to align with the Amazon Web Services (AWS) pricing model. Deployment Configuration and Management of the Symbee Connect Solutions are made easy via browser-based interfaces and CloudFormation scripting on AWS. Through a series of point-and-click steps, Contact Center Managers can select which features they would like employed in their contact center. Mike Weis, Managing Partner and Co-Founder of Symbee, expounded upon their programs and solutions.

How does your team of developers and consultative experts help companies achieve desired business outcomes by improving both the agent and customer experience?

The Symbee Development team has 90 years of combined experience focusing on developing contact center solutions and improving business outcomes. A key element of our focus is the customer journey; however, we believe the agent experience/client is equally key to a positive customer engagement outcome. Our solutions are designed to enable a customer’s journey on the media of their choice with a common experience for both the customer and the agent. Building on common platforms and user interfaces leads to much higher repeat engagements and acceptance of Next Generation CX Channels.

Why is it critical for organizations to be able to safeguard legacy investments while transitioning to omnichannel customer engagement applications?

Customers have invested heavily in custom backend systems, CRM Integrations, predictive dialers and separate digital channel engagement options for customers. With the migration to Symbee Connect on Amazon Connect, our team takes the approach to build like user experiences to ensure that agents and managers do not have to go through a long learning curve in the migration. With Symbee Connect Fusions, our CRM and ERP integrations are common structures to reduce the complexity of migration while minimalizing cost.

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Another key element of the Symbee Connect migration process and Omnichannel Solution is that we can run the digital channel in parallel to existing voice only solutions and integrate reporting through our Symbee Connect Analytics Solution. This approach allows customers to migrate specific groups from legacy voice systems to Amazon Connect and then tie the customer journey together in a structured solution, all at their pace.

In what ways does the Symbee application suite strengthen the connections between customers, businesses and their CRMs?

The Symbee Connect Suite provides a host of features that make Amazon Connect an enterprise ready OmniChannel Solution. Built 100% on the AWS infrastructure and deployed globally, the Symbee Connect suite provides customer the ability to reach markets anywhere. Symbee Connect Suite delivers true multi-threading Omnichannel with multi-work item handling, allowing customers the option to choose their own journey to customer engagement. For the businesses managing Analytics and ensuring a quality experience are key, we build all the digital channels (i.e. Email, Webchat, SMS, Social, etc.) into the same Call-Trace-Record (CTR) structure to normalize the data in tandem with Amazon Connect. This allows our Symbee Connect Analytics to deliver complete customer journey data for all Customer Engagement Channels.

Can you walk us through your process of determining client needs to apply the most relevant technologies (AI, WebRTC, digital engagement, etc.) where success can be measured through KPI metrics?

Symbee utilizes a consultative approach to identifying client needs based on gathering and documenting business requirements for customer engagement. Then, based on these defined business requirements, Symbee recommends the most relevant technology solution to support the customer engagement strategy. These solutions will then be modeled against how they will support the desired business outcome. Finally, from those models, Metrics and KPI's can be developed to measure the business outcome and Customer satisfaction.

Symbee's Consultative Process and the Models created can be applied to any relevant technologies in today's marketplace (AI, WebRTC, digital engagement, etc.) to determine what technology is most relevant to enhance the long-term Customer Engagement Strategy.