

2019 Enterprise Connect Thrio



Thrio



AI-POWERED CCaaS PLATFORM

Thrio

Thrio's born-in-the-cloud, built-for-the cloud contact center suite incorporates Thrio AI, Thrio Digital, and Thrio Voice to drive efficiencies with automations and enrich interactions with adaptive AI-driven software. One central area of focus is immediately getting customers to the right agent on all channels and matching agent and customer personalities for optimal outcomes. The platform also provides a compliance scoreboard which notifies a supervisor when an agent is not following the script so corrective action can be taken immediately. The company's founders, including CEO Edwin Margulies, have worked in the cloud contact center market for over two decades, starting in 1997 with the founding of Telephony at Work and its CallCenterAnywhere solution. The name "Thrio" is a shortened version of '3-and-0', referring to the founders won/loss record of success. Namir Yedid, VP, Product Strategy told us more,

In what ways can gaining deeper customer insight help turn service conversations into sales opportunities for businesses of all sizes?

Providing top-notch customer experiences to today's demanding consumers requires enterprises-- and their agents on the front lines-- to collect, analyze, and surface a constantly changing array of information. On the enterprise level, orchestrating these data sources has often required multiple costly, slow third-party integrations and necessitated "bolting on" artificial intelligence providers. On the agent level, navigating upsell opportunities often meant switching between multiple screens and navigating complex conversations without having relevant information in front of them as these interactions unfold. There are numerous efficiencies to be gained in these domains from automation and artificial intelligence. That said, those tools won't work well if the agents can't see that information in a simple, clean interface that arms them with the right information at the right time.

Thrio enables enterprise data orchestration and agent presentations seamlessly in a single platform. With our Dynamic Agent Support capabilities, we can surface contextual data and dynamic scripting at every step in the interaction to guide agents to success. With this full view of a customer's historical interactions, sentiment analysis, and personality insights, agents using Thrio know what makes customers tick and what their pain points might be. Additionally, enterprises can deploy service-to-sales scripts that serve up dynamically generated customer-specific offers right there in the agent display. So, agents empowered for success by Thrio can turn service conversations into sales opportunities in two key ways: improved customer satisfaction and the integration of targeted, contextually-rich offers and promotions specific to each customer.

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How does your solution enable companies to automate routine interactions across a variety of channels with bots and virtual conversation agents while handing off to live agents when needed?

Before we address bots and virtual agents, it's important to note that Thrio's automation capabilities go far beyond these two domains. With Thrio, many elements of routine customer interactions that touch an agent involve our automation capabilities. For example, this may mean retrieving customer data from a third-party database via a REST API and serving it to an agent right when the call connects, reducing handle time. It may also include automated multichannel follow-ups that provide customers with sales/marketing collateral. The solution can apply time-of-day automation rules to ring a hotel duty manager's cell phone at night versus a front desk phone and then ring a deputy's phone instead of going to voicemail. Since every interaction within Thrio passes through our workflow engine, we can apply automation rules at every step in an interaction.

A distinction between bots and virtual agents is the level of complexity of the interaction. At Thrio, bots handle tasks like customer intent detection, FAQ response presentation, and knowledge base queries. These bots can deflect interactions that would have otherwise gone to live agents via customer self-service. Virtual agents within Thrio handle more complex interactions like negotiation, scheduling, and sales qualification. The AI workflow engine means that an enterprise using Thrio could even perform a handoff from a simple bot to a virtual agent automatically before involving a live agent.

In terms of handoffs, Thrio enables a rich array of possibilities. An enterprise using Thrio could detect that a customer is on their fifth attempt to search the knowledge base and pop a chat to a live agent immediately to help that customer and reduce frustration. Or, it may deploy a virtual agent for negotiating a payment plan and hand off to a live agent when that virtual agent has no more offers available for that agent. In yet another context, Thrio may engage a live agent when a customer adds a high-value item to their shopping cart in order to attempt to upsell or add additional services. This example has a specific application in the travel industry. When the handoff occurs, agents are armed with the full transcript and interaction history, enabling a seamless transition between the bot/VA and human agent. Thrio's bots and virtual agents can be deployed across all channels, from voice to SMS, chat, email, and social.

What is "attribute-based routing" and how does it match agent and customer personalities to create optimal outcomes?

Thrio's core goal is to get customers to the right agent, with the right information, right away. Our routing capabilities address these three domains. Whatever channel a customer starts with, Thrio's routing engines detect intent and start connecting that customer with an agent with the proper skills and access to information. The focus here is to increase first contact resolution, minimizing transfers and any other handoffs. Next, Thrio surfaces context from a customer's prior interactions across all channels to the agent, presenting in our Dynamic Agent Support tool. This enables the enterprise to show agents personality insights, tone/sentiment analysis, and context-rich scripting in a single display that changes based on the flow of the interaction. Together, this means Thrio guides agents to success in each customer interaction. In terms of behavioral matching, an enterprise may want to pair an agent who our personality analysis indicates is a good listener with a customer who's quite talkative. The sky's the limit-- we also have sticky-agent capabilities that connect a customer with the prior agent they worked with, which can also enhance outcomes and increase the chances of swift, successful resolution.

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What differentiates your AI-powered cloud contact center suite from other similar offerings in the marketplace?

Three things set us apart. Two have to do with our system itself and the third is in how we offer our customers real optionality in how they use and pay for system access. On the platform side, Thrio has been engineered since day one with twin goals: weave AI throughout the core platform and leverage best of breed cloud technology. Artificial intelligence defines Thrio. The heart of the Thrio platform is a seamless, practical AI decisioning engine that orchestrates microservices to simplify and optimize complex workflows and empowers agents to improve CX. Of course, Thrio's AI decisioning, Dynamic Agent Support, and Situation Routing run on our reliable, redundant, federated cloud-on-cloud system.

Organizations moving to or expanding cloud deployments can leverage Thrio's secure, scalable, and reliable software as a complete solution or as an overlay to extend an existing environment. It's the perfect match for an enterprise that needs to extract value from existing capital expenditures but requires real next-generation capabilities. Additionally, Thrio offers multiple consumption-based pricing models.