

CXM Server



# introducing cxm

by co-nexus, inc.

## A Comprehensive Recording and Quality Monitoring Solution from Co-nexus

*"CXM has been a phenomenal tool, allowing us to settle disputes quickly and effectively. Ultimately, this makes CXM invaluable - our client retention has greatly improved as a result of the system." Jon Boquist, VP of Call Center Operations, Alliance One.*

### key components

**4myCALLS**  
**4myREVIEW**  
**4myCOACH**  
**4myCENTER**  
**4myFEEDBACK**

**Total Recording Solutions**  
**Evaluate Agent Performance**  
**Improvement through Coaching**  
**Agent's Virtual Classroom**  
**Customer Satisfaction Surveys**

The **CXM Recording and Quality Monitoring** suite from Co-nexus, Inc. is loaded with powerful tools to help your organization retain your existing customers and improve customer service to land new ones. All components of the **CXM** platform seamlessly integrate with logical linking for easy transition from evaluation to training to feedback.

## cxm from co-nexus for total customer experience management

**CXM** is a modular and scalable application used by organizations of any size to automatically record interactions with your customers. The entire customer contact experience beginning with initial contact with the IVR through a successful resolution of the callers need is captured, categorized and analyzed to help you improve contact center performance and value to your organization.

Using **CXM** to record the customer experience is an integral part of any quality monitoring program by:

- Knowledgeably managing customer disputes
- Ensuring compliance with regulations and minimizing liability
- Verifying employee adherence to company policies
- Confirming company policies lead to satisfied customers

Recorded interactions are quickly located from any supervisor workstation using the familiar internet web browser. All pertinent caller and agent data is attached to the recorded interaction for simple playback.

**Co-nexus, Inc.**

The screenshot shows the CXM web application interface in Internet Explorer. The browser address bar displays `http://demo.co-nexus.net/CXM45/search/quicksearch.aspx`. The application header includes navigation tabs for Search, Coaching, Reports, Admin, System, Survey, Help, and My Login. A search bar is located in the top right corner.

The main content area features a search filter section with the following options:

- From Date: 2/1/2009
- To Date: 4/1/2009
- Stations: [Empty]
- Agents: [Empty]
- Caller/Called ID: [Empty]
- Page Size: 100

Below the filters is a table of search results. The table has the following columns: Start Time, Agents Name, Grades, ANI, Call Direction, and Call Duration. The results are as follows:

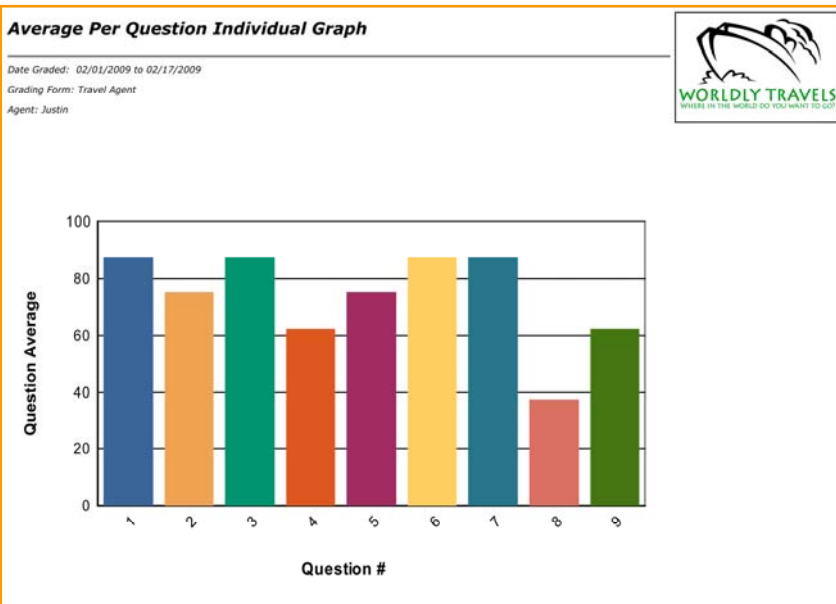
Start Time	Agents Name	Grades	ANI	Call Direction	Call Duration
2/11/2009 2:58:43 PM	Ken	3	7136905656	Inbound	00:01:...
2/11/2009 2:47:26 PM	Ken	3	7136905656	Inbound	00:02:...
2/9/2009 1:51:37 PM	Brian	5	7136905656	Inbound	00:03:...
2/9/2009 1:44:33 PM	Brian	4	7136905656	Inbound	00:03:...
2/9/2009 1:36:23 PM	Jamie	3	7136905656	Inbound	00:02:...
2/9/2009 1:31:43 PM	Jamie	4	7136905656	Inbound	00:03:...
2/9/2009 1:13:13 PM	Justin	8	7139343902	Inbound	00:03:...
2/9/2009 12:47:53 PM	Justin	6	7139343902	Inbound	00:02:...

At the bottom of the page, it indicates "Events: 8" and "Page: 1 of 1". A status message at the bottom reads "Search completed successfully. (141 ms)".

Above: The QUICK SEARCH page is the homepage of the CXM's Award Winning Recording and Quality Monitoring Solution. The intuitive QUICK SEARCH option allows supervisors to locate, listen, review, grade and access call detail within seconds.

## 4myCALLS

Whether you want to record only audio or audio and agent screen activity, **CXM** is ready. **CXM 4myCALLS** is a total recording solution that is scaleable and supports the recording of both VOIP and traditional digital calls. In addition, the **CXM** recording platform gives you the optional power of speech analytics. Adding the integrated speech analytics brings business intelligence to the overall quality monitoring program. With **CXM** Speech Analytics, customer interactions can now be categorized to help you identify why your customers are calling. Further, language analysis gives you the ability to locate recorded interactions containing certain words or phrases. Acoustical interpretations identify those recorded interactions in which callers have shown agitation or stress.



## 4myREVIEW

Adding the **CXM** Performance Evaluation and Coaching package including **4myREVIEW** gives your supervisors flexible tools to identify agent skill set strengths and weaknesses. The included Reporting package presents the supervisors with concise data that pinpoints individual agent and agent group performance characteristics that can be improved with the **CXM** Coaching tools.

Left: within 4myReview, the CXM Reporting tool allows supervisors to run a variety of reports with visual and textual data for review and training focus. Reports can be printed and exported in several standard formats.

## 4myCOACH

As part of an automated agent performance improvement plan, **4myCOACH** automatically delivers training material to individual agents or agent groups in need of reinforcement and training. By automating the training process your supervisors can use their time more effectively to improve call center performance. Further, **CXM** allows agents to request help from their supervisors who can use the **CXM** application to monitor the agent-customer call and the agents progress through the organizations CRM software. If necessary, the supervisor can enter the call to assist the agent.



## 4myCENTER

**4myCENTER** empowers each agent in the contact center with a secure and private **CXM** Agent Portal. Within their portal the agents have immediate access to the coaching materials that have been assigned to them. Further, each agent can track his assessment levels over time and identify skills that need to be improved upon. Adding the **CXM** Agent Portal to your contact center gives agents the power of self evaluation and self study to improve their job performance.

## 4myFEEDBACK

Are the scripts, procedures and strategies adopted by your organization resulting in satisfied customers? Use **CXM 4myFEEDBACK** to find out. Agent performance evaluation techniques take you half way down the road to a satisfied customer. Getting direct feedback from your customers using automated surveys helps verify that the procedures being followed by your agents result in a satisfied customer who will continue to utilize your products and services.

*Right: Retrieve CUSTOMER SATISFACTION SURVEY results instantly. Caller responses, score, survey name, date and time of survey are available with just one click of the mouse.*

Survey	Score	Created
Worldly Travel Customer Survey	100% (20/20)	2/9/2009 12:50:00 PM

Question	Answer
Agent Courteousness How would you rate the courteousness of your agent today Excellent, Good, Average, or Poor	Excellent
Call Topic Did you call about a Cruise, Air Travel, Car Rental, Hotel or Vacation Package	Cruise
Agent Information On a Scale of 1 to 5 how would you rate the agents ability to provide you with complete information	5
Booking Did you book Travel with us today ?	Yes



## why CXM?

Whether your recording needs revolve around resolving customer disputes, ensuring regulatory compliance or are part of an ongoing quality monitoring program designed to improve customer satisfaction, the **Cost Effective and Comprehensive CXM Recording and Quality Monitoring** solution is designed for your unique enterprise regardless of the size of your call center.

**CXM** is the only solution that provides your contact center with a single web browser based solution giving you access to all the features you need for a successful quality monitoring program.

## CXM brings it all together!

- **Are Your Agents Following Established Contact Center Procedures?**  
Use **CXM 4myREVIEW** to verify agent compliance with company procedure.
- **Do your Contact Center Procedures Result in Satisfied Customers?**  
Use **CXM 4myFEEDBACK** to ascertain okay satisfaction levels.
- **Why Do Customers Contact your Organization?**  
Use **CXM Speech Analytics** to show you why customers are seeking assistance calling.

Unlike any other solution, CXM links together all of the pertinent data that you need to improve contact center strategies that will ultimately improve your relationship with your customers. Even though the CXM solution is packed with applications and features to improve your business it maintains the easiest to use web based interface in the industry.

## about Co-nexus, Inc.

Located in Houston, Texas, Co-nexus is committed to providing our customers with a comprehensive recording and quality monitoring feature set in a cost effective package. We strive to design our **CXM** suite to be loaded with helpful features that are all contained within a single easy to use web browser interface. Co-nexus offers a full array of professional services including project management, onsite implementation, onsite training and ongoing technical support that is available 24 hours a day.

Experience for yourself the simplicity of accessing all of the features contained in the **CXM** Comprehensive Recording and Quality Monitoring solution by contacting your authorized CXM dealer or by visiting our website at [www.4cxm.com](http://www.4cxm.com).



## Co-nexus, Inc.

5600 Northwest Central Drive  
Suite 102  
Houston, Texas 77092  
866.400.4CXM (4296)  
713.690.5656

[www.4cxm.com](http://www.4cxm.com)

