

## Syndeo Little Guides

A little guide to

## Digital CX Readiness

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### Ask Catherine



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## Digital CX Readiness

### A one-to-one focused workshop

The Syndeo "Digital CX Readiness" is a three-hour workshop designed to identify and assess opportunities for introducing Artificial Intelligence (AI) and automation within your digital customer contact strategy. Facilitated by an experienced Syndeo consultant, the workshop enables organizations to discover how to leverage emerging digital technologies such as messaging and voice apps combined with blended AI to deliver a more effective and customer centric approach.

Participants in the Digital CX Readiness workshop will:

1. Identify "**quick win**" processes where AI and automation can remove or streamline manual processes across digital apps;
2. Map Interact Voice Response (IVR) and telephony-based flows to the world of **conversational AI**;
3. **Prototype sample processes** for engaging customers over Facebook Messenger; and
4. Understand where your organization is on the Syndeo contact center **AI maturity model**.



Any app



Blended AI

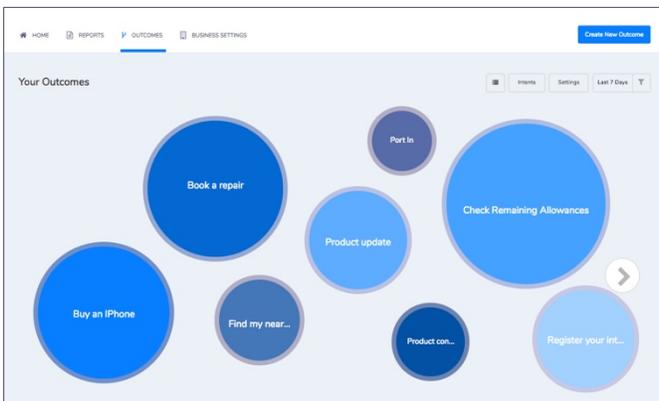


Code free

# Focus on Business Outcomes

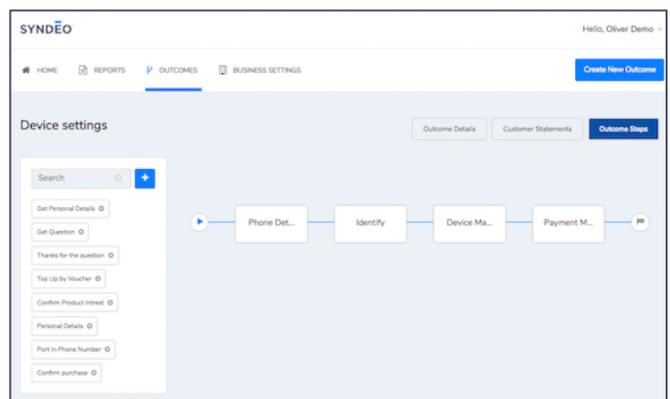
The Syndeo approach is based on the principle of delivering business outcomes for your customers. Using our agile environment, we can rapidly create the business outcomes which your customers wish to achieve when they engage you. We start with the desired outcome and identify the data you require from the customer or a backend system such as the CRM. We then design the best flow to get this data from the customer and help them achieve their desired outcome. We rapidly prototype to bring every outcome to life and let you sample the experience from an end customer perspective.

As a non-technical business user, you can focus on the business process and customer experience, without the need to understand software development or AI algorithms – the Syndeo platform takes care of this and much more for you.



Rapidly create the customer outcomes appropriate for your business. Outcomes represent the key reasons for customers reaching out to you e.g. ordering a new product. The more popular outcomes are easily identifiable with larger display circles giving you an instant view of why your customers are reaching out to you.

The Syndeo “code-free” approach provides you with an agile platform for configuring the steps required to complete each business outcome. Each step reflects the key data elements you need to capture from the customer in order to complete the outcome.



# About the Workshop

The workshop is intended as a hands-on, interactive session and the greater the level of participation, the more value your business will generate from it. We recommend inviting attendees from both business and IT, including senior staff responsible for customer experience, the contact center and self-service channels.

We can run the workshop either remotely over a web conference or in person. To run the workshop in person, all we need is a room big enough to accommodate the participants with a projector or other presentation facilities, ideally with video, sound and WIFI facilities.

When you have completed the workshop, you will have continued access to the Syndeo environment and the business outcomes you have created. You can further enhance these processes and let all stakeholders within your organization visualize the benefits of AI and how the new swathe of digital customer engagement can benefit you and your customers.

## Find out more

For more information and to schedule your own Digital CX Readiness workshop, send me an email at [catherine@syndeo.cx](mailto:catherine@syndeo.cx) or sign-up directly on our website here <http://campaigns.syndeo.cx/book-a-digital-cx-readiness-workshop>

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