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White Paper

Replacing Outdated Call Center Scripting Processes

What's Inside

- ✓ **Data-Based Decision-Making**
- ✓ **Increased Efficiency and Cost Savings**
- ✓ **Improved Agent Performance and Morale**
- ✓ **Enhanced Caller Experience**
- ✓ **Improved Functionality with Interoperability**

Call centers have traditionally used printed scripts in binders as a way to standardize and guide agent-caller interactions. Paper-based systems are prone to human error, legibility issues, and inconsistencies.

Sometimes, call centers “upgrade” this technique by ditching the binder system in favor of a computer-based folder and Word document structure on each agent’s computer. Unfortunately, this arrangement still slows workflows, is difficult to navigate, and requires regular manual updates.

Scripting software ensures that every customer receives the same level of service and information, regardless of which agent they speak to. This helps maintain a consistent brand voice and message. Agents won’t provide outdated or incorrect information when everyone’s script is updated at the trunk level.

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Data-Based Decision-Making



When deciding if investing in digital scripting software is right for your business or making a case to leadership, focusing on quantifiable metrics and the ROI is crucial. Here are some key statistics and benefits you can consider and present:

Increased Efficiency and Cost Savings

Saving money is often the most compelling argument for business owners and call center leadership. Digital scripting software directly impacts the bottom line.

- Average Handle Time (AHT) Reduction: Find out how much time is currently being spent on each call. With digital scripts, agents can find information instantly, leading to a significant reduction in AHT. Find online [case studies](#) from vendors that show real-world examples of reducing time spent on calls. You can use metrics presented in the use cases to calculate the estimated financial impact for your call center.
- Reduced Training and Onboarding Time: Paper-based training is slow and inefficient. Digital scripting software guides new hires step-by-step, helping them become proficient faster. Vendors can provide [case studies](#) and references from current customers that demonstrate the significant time savings they experience when training new agents, which translates to faster time-to-productivity and lower training costs.
- Reduced Post-Call Work: Digital scripting can automate data entry and call summarization to reduce post-call work. This frees up time for operators to handle more calls, further increasing productivity.
- Lower Admin Costs: Instead of manually printing and distributing thousands of pages of scripts or updating each operator's workstation computer, a single administrator can update the digital script for the entire team at the same time and in real time.

Improved Agent Performance and Morale

A happier, more confident agent is a more effective one. Supporting agents with digital tools

empowers them and directly benefits the business. Digital scripts guide agents through complex troubleshooting and provide instant access to relevant information, reducing the need for call transfers and follow-ups. This leads to an increase in a call center's First Contact Resolution (FCR) rate. Show how a goal of improving FCR by 5% to 15% is possible with digital scripting.

Attaining goals isn't only good for a company, it's also great for the people who hit those targets. When agents feel confident and supported by a tool that makes their job easier, they are more likely to be satisfied with their work. Present data on how agent satisfaction can increase after implementing updated tools.

Improved adherence to procedures and compliance is a non-negotiable benefit for regulated industries. Digital scripts can be designed to require agents to follow specific steps, such as reading a mandatory statement before proceeding. This can greatly reduce compliance errors and minimize legal risks.

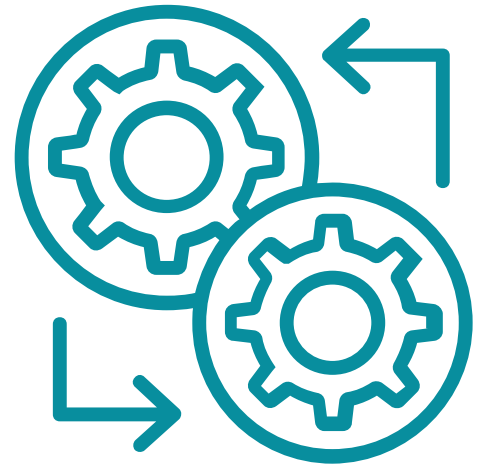
Enhanced Caller Experience

Ultimately, better call interactions lead to higher loyalty and increased revenue for your call center or client. When callers feel they are speaking to a knowledgeable and efficient agent, their satisfaction increases. Present goals to improve Customer Satisfaction (CSAT) scores by 5-10 points and Net Promoter Score (NPS) by a similar amount.

Digital scripts can be integrated with CRM data to dynamically suggest relevant products or services based on the customer's history. This turns a service call into a potential sales opportunity. Highlight data showing a measurable increase in upsell conversions and cross-sell opportunities after implementing the new software.

An AI agent can't flip through a physical binder, but it can use the same scripting protocols used by human agents to provide relief during peak times and assist callers immediately instead of keeping them on hold. By applying Natural Language Processing (NLP), an [intelligent virtual agent](#) analyzes what the caller is saying, their tone of voice, and the intent behind their words. It can use sentiment analysis to detect frustration or anger in a customer's voice, and the "script" can then automatically shift to a de-escalation workflow, using pre-programmed phrases to calm the customer or, if the situation warrants, immediately transfer the call to a human agent with a full summary of the interaction so far.

Improved Functionality with Interoperability



Paper scripts and Word documents aren't interoperable like digital scripts. One of the most significant advantages of digital scripting is how the software integrates with third-party solutions. A digital script is a dynamic hub that can connect to and share information with an entire ecosystem of software. This integration is what transforms a call center from a series of disconnected workflows into data-rich, streamlined interactions.

Integrating digital scripting software with other business tools is about creating a unified agent desktop and a 360-degree view of the customer. Below are some benefits of possible integrations with other software:

CRM (Customer Relationship Management)

The digital script can "pop" on the agent's screen with the customer's information (name, account number, interaction history) as soon as the call connects. The agent doesn't have to ask the caller for account details, saving time and creating a more personalized experience.

Knowledge Base and FAQ

Instead of a separate binder or computer folder for product information, the digital script can dynamically pull the most up-to-date information, troubleshooting steps, and policies directly into the agent's view. This ensures agents are always providing accurate information.

Business Intelligence (BI) and Analytics

Scripting software can log or record every step of a call, including customer responses and actions taken. This data can be fed into BI tools to generate reports and dashboards. For example, leadership can analyze which scripts lead to the highest conversion rates, which troubleshooting paths result in the most FCRs, or which customer issues are taking the longest to resolve. This data drives strategic decisions and allows for continuous improvement of scripts and agent training.

Interoperability turns a digital script from a simple guide into a powerful command center. It eliminates data silos, improves data accuracy, and allows for a more efficient experience for both the agent and the caller.

Replacing outdated scripting processes with dynamic, digital scripting software provides consistency, efficiency, flexibility, real-time updates, and data integration that results in a more personalized and fluid conversation while improving overall productivity because dynamic scripts streamline conversations, helping agents resolve issues faster and handle more calls.

Please contact us with questions.

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