

Call Center Support Software

I have researched about three companies that provide solutions for implementing decision tree based customer self-service software (Call Center Support Software). The goal of every customer service management system is to help businesses provide the highest customer satisfaction at the lowest possible costs.

Based on the limited knowledge I gained studying their website I have summarised the offerings offered by each of the companies.

1. Zingtree: <https://zingtree.com/>
(Interactive Trouble-shooters for Better Support)
With a Zingtree trouble-shooter embedded on a client's web site, customers, support techs and product managers all benefit.

Customer Self Service: Customers answer questions in a simple Q&A format, which in many cases leads to a problem solution. If a problem can't be solved, support technicians get a full history of the Zingtree session with an email or Zendesk ticket, which eliminates a lot of back-and-forth. Plus, Product Managers can see where the most travelled parts of the decision tree are, as well as other reports, which helps design better products and support documents.

Features:

- Easy-to-Build Decision Trees
- Full Transcripts with Every Ticket
- Easy to Publish on Any Device
- Powerful Analytics

Con: Does not provide optimised decision trees as Yonyx

2. Yonyx: <http://corp.yonyx.com/>
Provides decision tree driven interaction guide. Multimedia flowchart consists of guidance steps (questions/problems) and user responses. Multiple user responses can converge into a single guidance steps avoiding duplication of content and exponential growth of the nodes resulting in an optimised decision tree. (Decision Network Architecture).

Customer Self Service: If customers going through guide can't solve their issue, a trouble ticket can be created in the CRM directly from the guide. The ticket also contains information regarding the path travelled by the customer.

Features:

- Improve first call resolution (FCR)
- Improve Customer Satisfaction (CSAT)
- Reduce Average Handle Time (AHT)
- Reduce Training Costs
- Access Control
- Use Agents' Feedback & Analytics to improve guides

Con: Absence of visually applying insights of the analytical data gained from the decision tree to understand the customer behaviour.

3. Answer Path: <http://answerpath.com/>

Allowed complex decision trees to be formatted into user friendly process.

Features:

- Create Interactive Decision Trees
- Reduce Error Rates
- Faster Training
- Help Customers Help Themselves
- Capture Customer Data
- Easy-to-Use

Con: Mainly targeted towards call center support.

The Best Solution: The three products almost provide the same type of functionality. But the third product mentioned above “Answer Tree” is mainly targeted to call center support.

Both Zingtree and Yonyx provides functionality matching the needs of the assignment given to me. Based on the information available in their website, it can be said that both of these softwares provides excellent customer self service functionality and powerful analytics to understand the most travelled part of the tree to design better products and support documents.

Zingtree provides better and more powerful analytics than Yonyx and the result of the analytics are visually more appealing in Zingtree (in form of graphs).

Yonyx provides optimized Decision tree using its proprietary Decision Network Architecture which can be a very useful feature if the decision tree implemented has huge number of nodes and branches giving rise to duplicate entries.

It is very difficult to suggest the best product without using them. Both the companies offer a trial of their respective solutions and based on the requirements of Lenze, I think both the solutions should be tried to get the best match.