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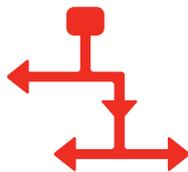


## Introduction

Priceline, a leading online provider of discount rates for travel-related purchases, was looking to improve its call center productivity, agent performance and the customer experience by providing agents with customer-specific content and guidance in each and every call.

The company needed a solution that would:

- Allow the business to “control” the content and business rules – write, edit and deploy changes at any time and without involving IT.
- Tightly integrate call scripts into back-end data.
- Reduce call handle time, by auto-documenting any information communicated to the customer.



Jacada Agent Scripting (JAS) was the solution selected for its ability to meet and exceed the above business objectives – empowering agents with real-time, customer-specific knowledge, context specific guidance, improved customer experience and significantly reduced operational costs.

A visual Drag & Drop interface enables the Business to quickly create, modify, test and deploy call flows, without IT

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# The Problem

## Priceline was looking to improve the following processes:

- Call scripts were not tightly integrated into back end system, where customer-specific information was being maintained.
- The agent had to navigate through multiple applications to retrieve data specific to the call, prolonging the call's average handling time (AHT) as well as the customer's waiting time, and poorly affecting first call resolution (FCR) rates.
- Content was being managed by IT, inhibiting the business flexibility and agility required to respond and adapt to changes quickly and effectively.
- Manual documentation of calls, emails and faxes generated time-consuming redundant data entry tasks for the agents, and consequently increased error rate and discrepancy in customer specific content.
- Lack of auto-decisioning/branching within the existing call scripts increased AHT and error rate.

# The Solution



Jacada Agent Scripting (JAS) was selected for its ability to provide real-time process guidance and next best action cues in context to the specific task being performed. With JAS, Priceline's agents are presented with an adaptive UI that can respond to customer preferences, other events and data from internal systems, to create a customized conversation.

This results in a well modeled and automated interaction designed to:

- Clearly explain what information should be relayed to the customer
- Highlight which questions to ask the customer
- Provide forms for accepting data input
- Use rules to define the call flow or path
- Update back end systems in real time

When guided through complex processes and presented with a dynamic call flow that adapts to the actual conversation with the customer instead of forcing the agent and customer to adapt to the system - agents can best resolve an issue or even properly configure a service in less time.

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# The Result

**By implementing JAS, Priceline was able to attain the following benefits in its daily call center performance:**

**Dramatically simplify the agent work experience:**

- Call scripts are tightly integrated with back-end data via web service calls.
- Customer - specific information becomes agent facing content.
- Customer - specific content can be delivered on each call.
- All content presented to and captured by the system.
- Automated decisioning and approval within the script.
- Emails and Faxes are automatically sent to the customer at the appropriate time in the call.
- Auto Emails/Faxes are of accurate and consistent language in compliance with business rules.
- Shorter agent training, faster onboarding.

**Intuitive, flowchart-like authoring environment:**

- Data from back-end web service calls can be used to automate Priceline's decisioning within scripts, and trigger automated actions.
- A visual Drag & Drop interface enables business analysts, senior agents, and product owners to quickly create, modify, test and deploy call flows or establish layouts, change roles, rules or privileges – without the need for IT support.
- Priceline currently requires just a 1 week training session for content designers.
- Priceline's Customer Service team retains all ownership of content.

**Integrated & agile performance monitoring:**

- Automatically track the percentage of customer interactions that followed each "path".
- Similar tracking on the average time spent by agents on each page of content.
- Heat map reporting – assist in continuous improvement of processes to drive savings.
- Business Agility - by continuously testing, monitoring and refining interactions in real-time.

**Measurable results:**

- 15-60 seconds savings on average – with automated data collection, eliminating customer's hold time as agent no longer needs to manually retrieve information or take notes during the call.
- Over 500 hours saved per month – by automatically emailing and faxing, eliminating approximately 15,000 emails or faxes which were manually sent, taking 2-4 minutes each.



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## Bottom Line

Jacada Agent Scripting (JAS) enabled the tight and non-intrusive integration of call scripts into Priceline's customer service case management system (i.e. – "Priceline CARES") and the delivery of customer specific content to agents in each and every call. Ownership of content shifted from IT to Customer Service, introducing flexibility and agility into the business.

Once deployed, JAS generated immediate results - a significantly reduced AHT and improved FCR, driving customer experience, reducing costs, increasing retention rates and ultimately enhancing revenue.

Priceline is now able to maintain its renowned leadership in the online travel industry by providing the best possible customer service to its buyers and maintaining its competitive edge in comparison to other market players.