CXengage

Seamless Integrations for Deeper Interactions

Serenova's CxEngage is designed to fit into your ecosystem by offering pre-built integrations to the most preferred CRM providers, Engagement and Workforce Optimization solutions. Our focus is on deeper integrations that enable our customers to reduce costs and increase their share of wallet through a differentiated customer experience.
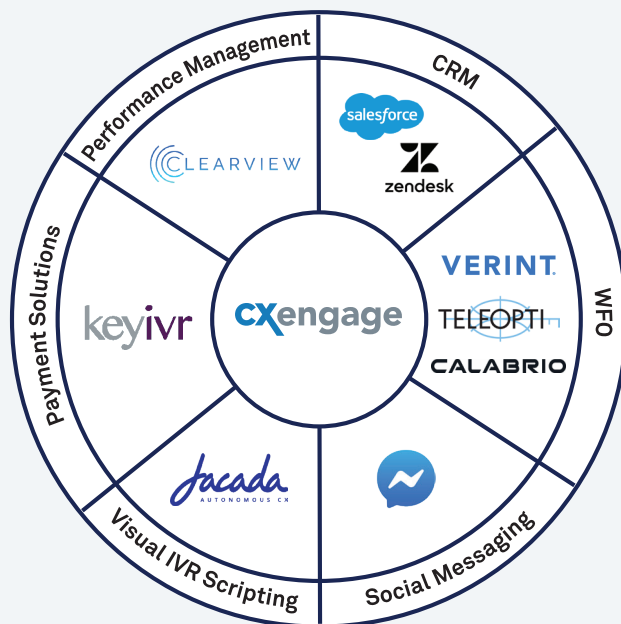
CRM
Leverage customer data

Visual IVR
Reduce call volumes and improve self-service

WFO
Record, optimize scheduling, and coach agents

Whether you decide to extend the platform by building your own customizations and integrations, or take advantage of our out-of-the-box offerings, CxEngage APIs help accelerate the process to a deeper, richer integration.

- **Easier customizations**
- **Higher quality**
- **More consistency**
- **Greater cohesiveness**
- **Reliable**

Integration wheel categories: Performance Management (CLEARVIEW), CRM (salesforce, zendesk), WFO (VERINT, TELEOPTI, CALABRIO), Social Messaging, Visual IVR Scripting (Jacada AUTONOMOUS CX), Payment Solutions (keyivr), CXengage


Enhanced Agent Experiences with CxEngage Skylight: Pre-Built CRM Integrations

By integrating your CRM's valuable data with CxEngage, you'll have an even more powerful platform for delivering insight-rich customer and agent experiences.

✓ Boost productivity by giving your agents instant access to critical customer records without tedious and time-consuming switching between applications.

✓ Reduce Average Handle Time by populating key information, such as customer name or case information, onto the agent's screen. By automatically pulling this valuable data from your CRM, agents can personalize calls and deliver a positive customer experience.

✓ Increase the number of outbound interactions that agents can make with click-to-dial for phone, SMS, or email directly from within the CRM contact record.

✓ Intelligently route inbound calls by matching customers to the agents who can best service them based on data from the CRM.
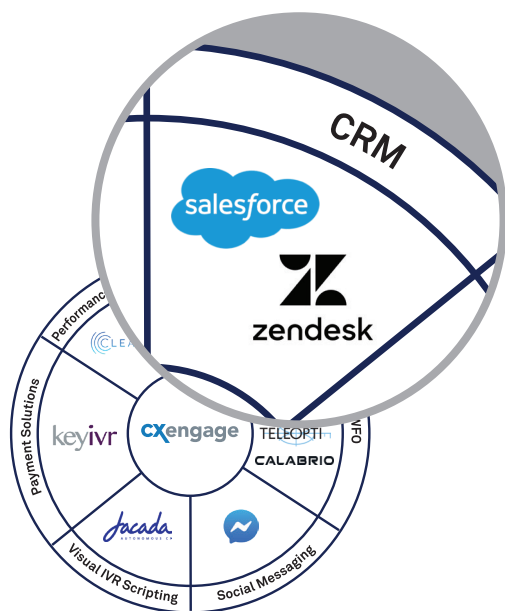
CxEngage Skylight for Salesforce

Not only does CxEngage integrate with Salesforce, they're also one of our longtime customers. This relationship means we have deep, pre-built integration with Salesforce Classic and Lightning that will get you up and running quickly.

CxEngage Skylight for Zendesk

Combine Zendesk's powerful, service-centric CRM and ticket management system with CxEngage for a true omnichannel customer experience.

No CRM? No Problem!

We want you to have choices when it comes to integrating a CRM with CxEngage. If you aren't already using a third-party CRM, like Salesforce or Zendesk, you can utilize Agent Desktop (also known as Skylight) for CxEngage, our built-in CRM. With the powerful combination of CxEngage and Agent Desktop, your agents have immediate access to key customer information and can work more efficiently.
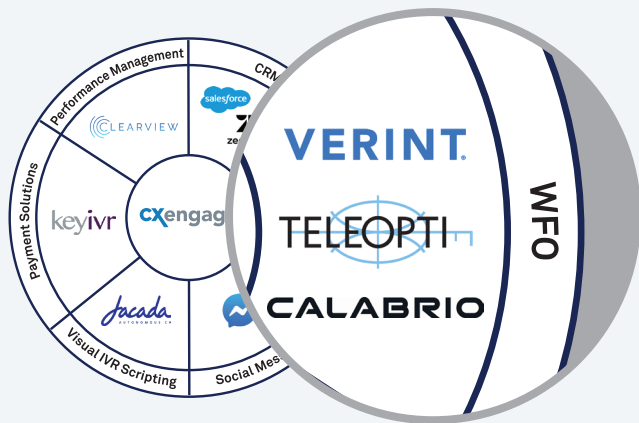
Improve Agent Performance with Solutions for Workforce Optimization

Choose from our native cloud-based solution, CxEngage Quality Management, or take advantage of pre-built integrations with leading third-party workforce optimization solutions–Verint, Teleopti, and Calabrio. These partnerships are deeply integrated with CxEngage so you can select the system that best fits your requirements.
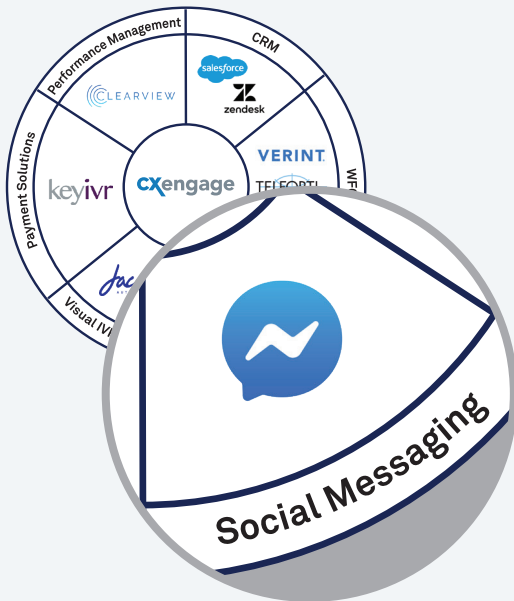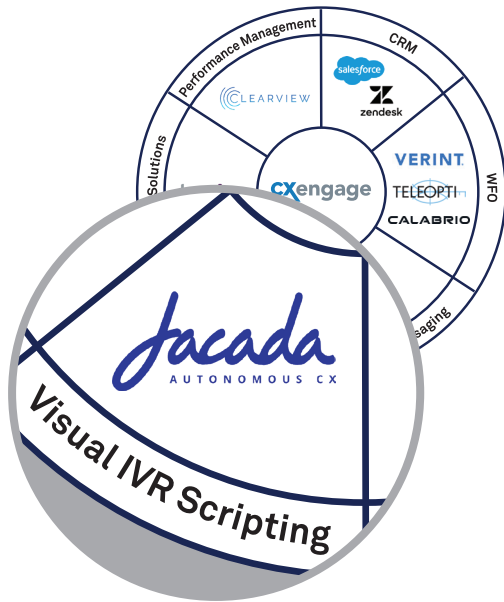

Deliver a True Omnichannel Experience

CxEngage supports Facebook Messenger–along with voice, chat, email, and text messaging–for a unified experience across all channels. Leverage this pre-built integration to chat one-on-one on a platform where consumers are likely to share customer experiences with the rest of the world.

Reduce Call Volumes Through Visual IVR

Give your voice callers an outstanding customer experience while improving self-service and reducing call volumes by 10% or more. Our partner, Jacada, supports a mobile self-service channel that integrates natively into the voice channel. Visual IVR enables customers to navigate interactive voice response options on a mobile app, rather than using a traditional phone-based IVR. It increases self-service capabilities by reducing the number of expensive calls your contact center takes and appeals to a broad audience, such as younger generations who prefer using a mobile app versus navigating a phone tree.

Comply with the Payment Card Industry Data Security Standards

Serenova is committed to protecting our customers and our customers' customers. We've partnered with Key IVR for seamless and secured omnichannel payment solutions. Consumers are transferred to automated attendants for credit card payments for a more secured, efficient experience.
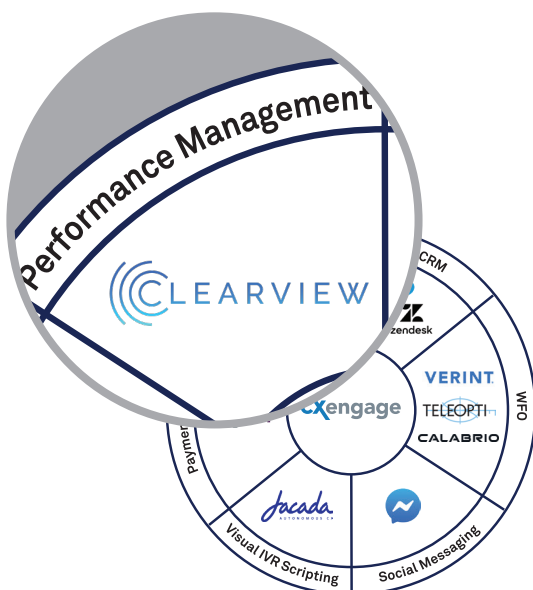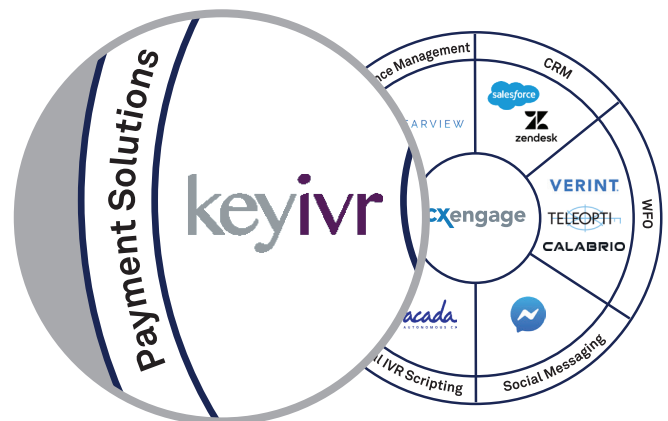
Boost Agent Productivity and Morale

The CxEngage Scoreboard solution through Clearview offers visibility into key performance indicators that can positively impact the customer experience. By delivering real-time performance dashboards, CxEngage Scoreboard increases accountability and creates a culture of continuous development that is critical to achieving business objectives. In addition to boosting agents' productivity, this gamification tool can positively impact important call metrics such as handle time and after-call work, and improve agents' motivation and morale.

Build Your Own Custom Integrations

If you don't want to use Serenova's pre-built integrations, you can build
your own custom integrations to other applications using our REST APIs.
Extend the CxEngage platform and compose your own solutions any way you wish.
Our ability to integrate with future systems allows us to grow as you grow.