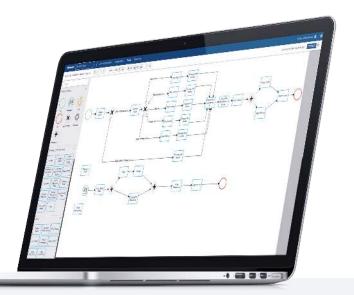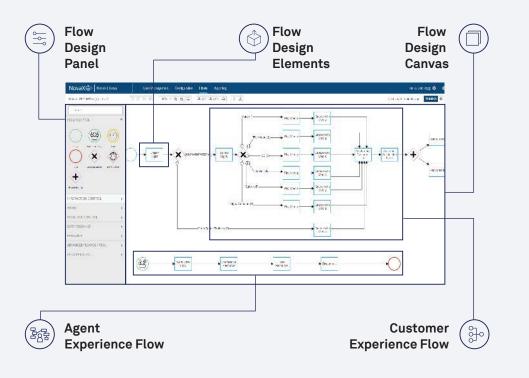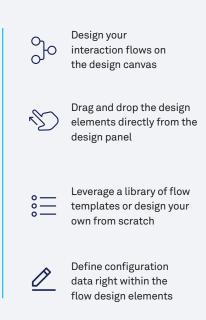# CXengage

Flow Designer

Simple Flow Design for a Powerful Customer Experience

A Visual Process Builder

Serenova's visual-based Flow Designer allows you to define the customer journey, agent experience, and application behavior across channels — not only in CxEngage, but in third-party applications all while driving the configuration setup. It leverages an intuitive drag-and-drop interface to create sophisticated interaction flows without complex programming.

Flow Design Panel

Flow Design Elements

Flow Design Canvas

Design your interaction flows on the design canvas

Drag and drop the design elements directly from the design panel

Leverage a library of flow templates or design your own from scratch

Define configuration data right within the flow design elements

Agent Experience Flow
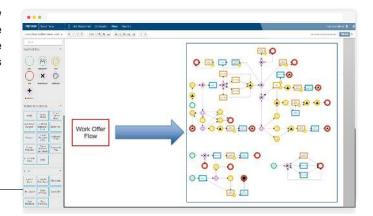
Customer Experience Flow

Flows represent the business logic of an interaction. The flow spans the series of actions and parameters that describe customer and agent experiences during an interaction. Using the Flow Designer, you can define the optimal customer journey as well as the related agent experience.

CxEngage Flow Designer

Reusable Flow Example

Nesting of detailed flows into a simple, single reuasable design element

Flow Designer Features

⛓ User Defined Flows

- No dependence on IT for process changes
- Rapid development and deployment
- Ability to clone/copy flows

✎ Drag & Drop Interface

- Complex processes are pre-defined and encapsulated in a single drag-and-drop flow element that can be dropped on the canvas for quick, but powerful flow authoring
- Template your common flows to replicate across queues, saving you time and reducing the possibility for errors

⚙ CRM Integration

- Create or update tickets or cases directly from interaction flows
- Run queries and return results to the agent during the interaction

⤭ Version Control

- Control what version is in current use
- Track changes to flows
- Clearly see version history over time

≡ Application Configuration

- Drive configuration directly from flow process steps
- Test flows before deploying to production
- Speed deployment and process changes without IT
- Enable business logic directly from the interaction flows

⤨ 3rd Party Application Integration

- Update, create, or delete records in ERP, billing, or other enterprise systems
- Deliver information to the desktop of agents while interacting with customers or prospects

Interaction flows are designed using various elements in a graphical designer known as Flow Designer.

Flow Designer allows you to tell CxEngage exactly how to handle and manage an interaction, based on the elements that you add and how you configure them.

Drag and drop elements, then link and configure them to design the interaction process flow.

Script Designer

Process builders can develop interaction scripts directly into the process flows with Script Designer.

- Scripts can include dropdowns, checkboxes, links and free form text along with imported images

- The script can be presented to the agent or user at the appropriate time in the interaction sequence or based on conditional events occurring

- Scripts can be incorporated into reusable flows

- Scripts can be used in various channel interactions

Scripting Canvas

Scripting Window

CxEngage Flow can also drive business processes directly from the IVR

- Audio Playback: Play pre-recorded voice prompts

- Collect Digits: Collect digits a caller enters using the telephone keypad

- Fetch: Fetch data from external systems

- Branching: Gain the ability to IVR script branch, like language or department, based on information received in collect digits

- Route: Route to a queue in a CxEngage flow

Benefits of CxEngage Flow

- ✔ Processes designed by the business for the business

- ✔ Direct application configuration as part of flow design

- ✔ Rapid development to meet changing market needs

- ✔ Quick deployment ensures agility in meeting customer desires

- ✔ Data exchange with CRM and 3rd party systems eases integration with critical business systems

- ✔ Visual design of the customer and agent experience

- ✔ Visually map the customer journey across channels

- ✔ Built in business logic for complex event processing

- ✔ Process and application alignment ensures the CX is executed "as designed"

- ✔ Agents have consolidated view and exchange of information without swivel chair/Alt Tab changes