



Messaging

Social

Chat

Sparkcentral: Messaging Customer Service for the Enterprise

Overview

Sparkcentral is an enterprise messaging customer service platform, designed to help customer-centric brands around the world change the way customer service is delivered.

At the core of the Sparkcentral solution sits an Automated Message Distributor (AMD) engine that supports high-growth message volumes - the "ACD" (Automated Call Distributor in a Call Center) of the modern messaging world. It integrates seamlessly into the enterprise contact center by synchronizing all digital interactions with the CRM system, offering a 360-degree view of the customer. Digital agents get an easy-to-use Web-based Agent Desktop with a universal queue to centrally manage all messaging channels.

The solution features a Virtual Agent framework to let AI-powered chatbots collaborate with live agents in a way that yields highest agent productivity and best customer experience. Together with powerful reporting & analytics, a built-in knowledge base, and APIs for integration into the CRM, help desk, and VoC systems, Sparkcentral is the complete package for digital customer care.

Key Differentiators

The Automated Message Distributor (AMD) architecture enables an enterprise to handle customer care on chat, social, and messaging - the key group of digital channels of the future - with a truly asynchronous (session-free) agent workflow. This workflow enables customer service agents to handle vastly more conversations per hour compared to session-based workflows implemented in most ACDs and chat solutions. Sparkcentral's asynchronous workflow means enterprises are able to reply to questions promptly while allowing customers to respond at their own pace without being timed out, having to restart with a new agent and repeat themselves.

In addition, its "AI team play" Virtual Agent Framework allows sophisticated conversation orchestration between live agents and virtual agents (chatbots), which enables portions of agent-handled conversations to be automated that isn't otherwise possible.

Sparkcentral's AMD can coexist with a traditional ACD and does not require any rip and replace. It is thus best-of-breed for anyone wanting to excel in digital customer care.

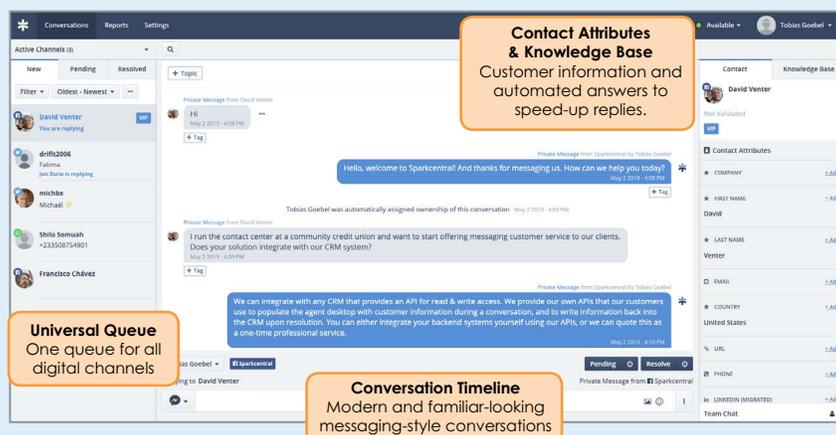
Industry Challenges

Sparkcentral addresses the challenges that the consumers' increasing preference for asynchronous digital messaging channels over traditional channels (voice, email, traditional web chat) brings with it for larger enterprises. Contact centers that deploy hundreds or thousands of agents on established ACD (Automated Call Distributor) infrastructure today are struggling to implement a true shift to digital and often rely on bolt-ons to old solutions which yield subpar agent efficiencies. Enterprises often have multiple different solutions for different messaging channels leading to further fragmentation of a customer's context and history.

In driving towards an omni-channel platform, Sparkcentral was one of the few global launch partners for WhatsApp and their August 2018 beta launch of the WhatsApp Business API. It is also one of very few vendors that can handle both public and private conversations over platforms like Facebook and Twitter, and differentiate the two when needed. Most vendors in the messaging space can only handle private messaging. However, from a customer care and brand protection perspective, it is important to be able to sometimes start a conversation in the public space and then take it private. On Twitter, a majority of customer service conversations start with a public tweet.

Increase agent productivity through a modern and intuitive UI

The Sparkcentral Agent Desktop combines all channels in one view and is easy to learn and intuitive to use. It increases agent productivity through a built-in knowledge base and integrates with enterprise CRM and Helpdesk systems. Comprehensive reporting and analytics provide everything needed to run an efficient digital customer service operation.



Sparkcentral key features:

- **Universal Queue:** A universal queue that bundles all digital channels in one place, vs. having to rely on specialized tools for social, chat, and messaging.
- **Treating app-based and web-based live chat as a single channel:** Chat should be chat whether it is on an enterprise's desktop website, mobile website or within their app. Most vendors treat web-based and app-based chat as completely separate channels. With Sparkcentral, a chat can start on a website but then be continued seamlessly inside the enterprise mobile app without the customer or agent losing context.
- **Responsive Proactive notifications:** Proactive notifications have existed for years with the same pain points: contacts are not able to respond to them in-channel. And if they do respond, the agents don't know what the original message was. Sparkcentral's Proactive API lets you send notifications, and customers receiving them can respond. The agent (virtual or live) sees the entire conversation starting with the proactive notification as a single, continuous conversation.
- **Move conversations from public to private:** Sparkcentral enables agents to move public Facebook and Twitter conversations to Facebook Messenger and Twitter DM, respectively, without losing context and without losing the agent.
- **Bridging IVR/Voice/Live Chat to Messaging:** Sparkcentral enables the concept of call-to-messaging deflection. A customer journey begins in the IVR can lead to digital channels like SMS, Whatsapp, or app-based chat through an IVR option, thereby gracefully leading the customer over to the new channels. Similarly, during out-of-office hours for chat teams, the solution supports moving conversations from live chat to WhatsApp or SMS, which enables the customer to receive an answer to their question once the agents are in the office without requiring the customer to go back to the website or forcing them to call.
- **Keeping voice and email agents in the know:** The solution updates CRMs the moment the first response is sent to a contact through the Sparkcentral platform, even if the conversation itself may not be completed for hours. This means that if the contact reaches out over another channel like voice while in the middle of a messaging conversation, the voice agent will already have the context of the conversation happening in Sparkcentral.

Sparkcentral partners with companies that understand digital communication is the future; and needs to be done right for customer engagement. It cannot be an afterthought of the traditional call center. Heads of customer service/support but also digital innovation leaders who are interested in being best-of-breed in digital should look at Sparkcentral's ability to address digital customer service needs **NOW**. Disruptive newcomers across all industries, called "skippers" by Sparkcentral as they skip traditional care channels, will likely have pulled away a significant portion of the customer base from those companies that are not embracing Messaging.

For more information: [Sparkcentral.com/product](https://sparkcentral.com/product)