MiContact Center Scripting

More freedom, less training

MiContact Center Scripting is a process mapping tool - less about call scripts and more about interactive processes. These are the processes specific to your business and the types of transactions that call center agents should to be able to handle.

MiContact Center Scripting creates and maintains these processes within the system instead of relying on the individual memories of agents. Not only does this reduce training requirements (sometimes by as much as 90%) but also introduces consistency to customer contact, reduces errors and perhaps most importantly increases first call resolution (FCR) rates.

In some cases, these business processes need to dip into existing business systems or even bring these systems to the agent to interact with. All this is possible without any programming work. The Intelligent Desktop allows coherent integration of all these back office applications within the framework of a straightforward business process.

A process is a map of the different routes that a conversation can take and each interaction is a journey between "hello" and "goodbye". MiContact Center Scripting acts in a manner similar to a satellite navigation system that allows agents to concentrate on the customer rather than the route. At various points during each journey (interaction) the agent may require business specific data and functions from existing back office systems. This is delivered at the right step in the process through a variety of connectors that integrate with these systems behind the scenes.

Key features

- Increase first call resolution rates
- Reduce call handling times
- Minimize training requirements
- Free agents from the need to memorize processes, systems and data
- Achieve optimal performance quicker
- Reduce staff attrition rates

In the same way that a satellite navigation system can integrate with traffic, weather and other live sources of information, MiContact Center Scripting can use existing customer systems or web services to guide the agent through the most appropriate route, avoid known pitfalls and arrive at the correct destination in the quickest possible way. Agents also have the freedom to make their own choices and the route re-adjusts accordingly.

Key to this approach is the MiContact Center Interaction Studio, a user friendly visual environment that allows non-technical users to easily map business processes in a rigorous fashion and deploy these processes in real time and without programming.

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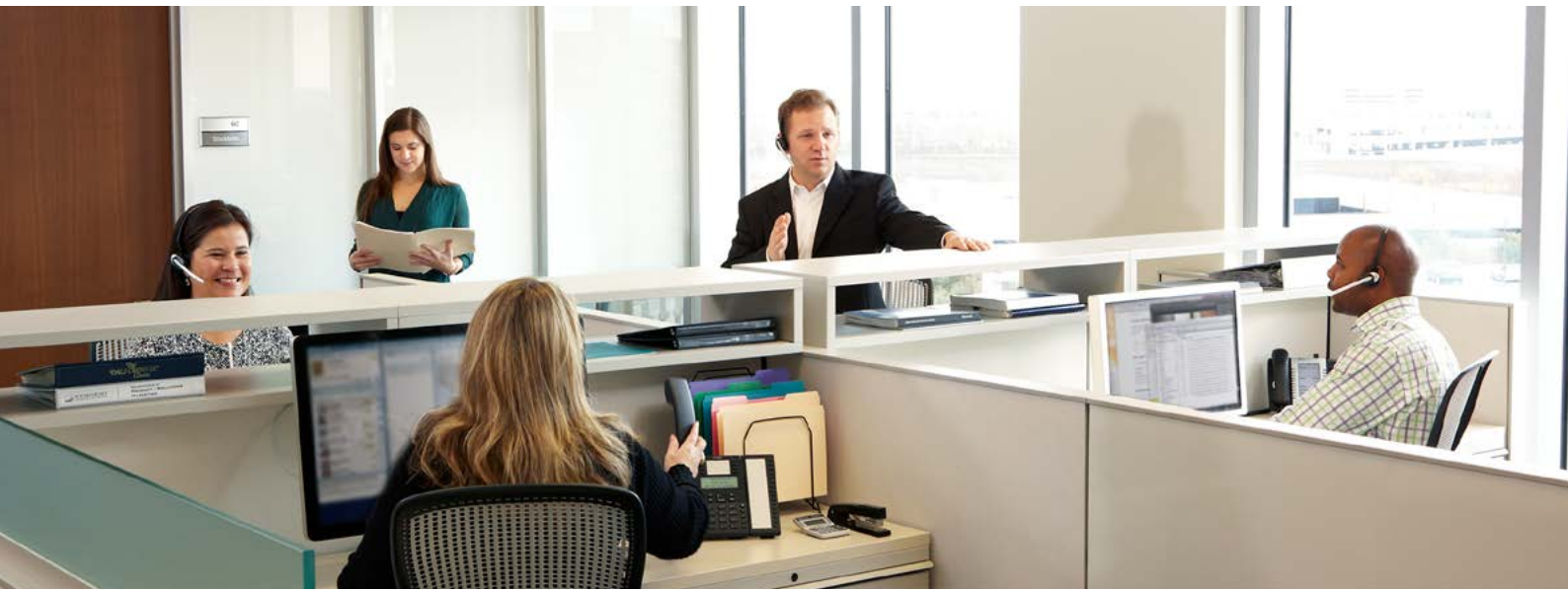
In addition to all this, and crucial to any contact center operation, MiContact Center Scripting achieves a subtle but crucial feat; it converts a telephone conversation (or any interaction) from a collection of noises (or free text) into a data record in a database and links these records to the telephony information for each call. This provides the missing link between the telephony statistics and the actual content of each and every call. It also provides a link threading together disparate transactions on various back office system as part of one front office interaction.

For example, call analysis may indicate that 10% of calls are longer than 15 minutes. From the telephony data it will be possible to derive some basic knowledge relating to these calls (such as time of day, DDI, agents and teams they were delivered to, etc), but almost nothing about the content (what was actually discussed) of these calls, without actually listening to hundreds or thousands of recordings.

MiContact Center Scripting indicates not only the precise route that each interaction has taken through the process map, but also the information that was exchanged between agent and client (and links into other systems for further information). This can show, for instance, which calls resulted in an order, the products and prices that were sold or perhaps which calls were customer complaints and what each complaint was about.

- Unique intuitive and powerful visual script design environment
- 'Out-of-the-box' web services integration without programming
- Perfect for web self-service with rapid development and multi-channel consistency
- Database structures automatically look after themselves
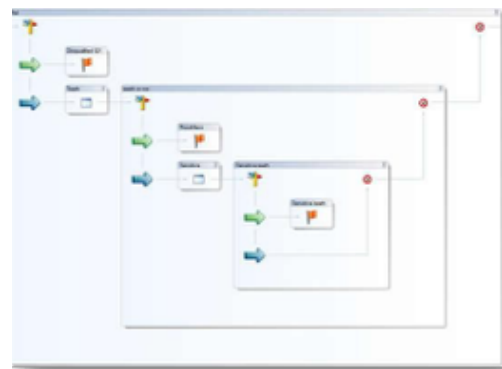
More meaningful decisions can be made in relation to longer calls helping to understand whether the time spent on them is justified and what may be the best way to improve efficiency without damaging the business.

For more information, visit mitel.com/micc.

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