THE UNSCRIPTED AGENT

6 Tips for Dynamic Conversations

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An Edify Tip Sheet

Every customer journey is different, so the scripts your contact center agents use *must* be flexible too. The truth is, customers don't want to talk to agents who sound scripted! Here are six tips for empowering your agents to personalize conversations.

1. Map the conversations customers want to have.

When customers opt to talk with a live agent, it's likely because self-service didn't provide the answer. They've reached the point of wanting to connect with a real person who can resolve their issue. But when an agent initiates each dialogue by reading from a single static script, it's stiff and impersonal. That's where dynamic scripting comes in, using information already gathered to present the agent with an evolving script that's tailored accordingly. Now agents greet the customer by name. They're no longer guided to repeat the same questions your chatbot or IVA may have already asked. Talk times are shorter. Customers are happier.

2. Plan for unexpected detours.

Customer needs are dynamic. Agent scripts should be dynamic, too. Since easy and straightforward inquiries are typically cared for in self-service, when an agent is involved it's probably a more complex issue. Think through the possible permutations of questions customers are likely to ask, and create a dynamic script that handles each path. Will customers contact you to resolve product or service issues? What will your agent need to ask to get to the root cause? Design for the typical first, then layer on the atypical.

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3. Define essential components of the conversation.

Whether it's a warm greeting or a wrap-up question, be sure your scripts are clear about what is general guidance versus what are required statements. Fluid conversations enable your agents to be more personal. But if your contact center must meet legal or regulatory requirements, ensure dynamic agent scripts always contain these elements.

4. Adjust the dialogue dynamically.

One-size-fits-all doesn't work well for clothing--and it's not a good idea for agent scripts either. At each step of the customer dialogue, provide the agent with a script that reflects where the customer has been and where the conversation needs to go next. If a subject matter expert is needed, design the agent script to help guide that conversation too.

5. Review a draft with agents.

Select a few agents to review the scripts and ensure they are solid. Since agents are on the front line every day, they know the many detours customer conversations often take. Ask agents what customer questions they struggle with today, and how a script could make it better. Together, explore how to improve your draft. Revise, reiterate, and re-review. Agent input is essential.

6. Empower agents to go off script.

In your contact center, do you expect rigorous adherence to agent scripts or are your scripts simply a suggestion? Either way, make sure it's clear what agents MUST cover, and where they have leeway to go off-script. Are they authorized to offer a refund or free shipping in order to make a customer happy? Here again, use dynamic scripting to let your agents know what and where they are empowered with. We advise contact center leaders to empower agents to be real--to speak and act authentically. It's best for your business and for the customer experience.