



# RIVERSTAR

CUSTOMERS TALK.  
WE LISTEN.



#### For the Customer

- Process-centric customer dialogs result in intelligent interactions and increased customer satisfaction.
- Personalized experiences lead to increased loyalty.

#### For the Agent

- Agent call handle time is reduced by 10%.
- Agent training time is reduced by more than 50%.
- Generates pure thin client applications that do not require anything to be loaded on the agent desktop.
- Improves compliance and adherence by aligning customer processes with rules and regulations.
- Agents navigate one unified agent desktop, eliminating the need to access multiple applications.

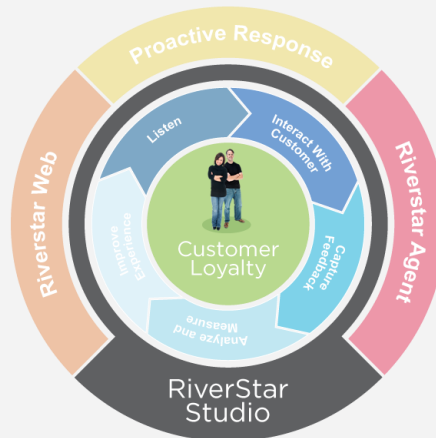
#### For the Company

- Optimized customer processes increase First Call Resolution by 25%.
- Project implementation costs are typically 80% less than in house development.
- Project implementation times are typically 40% shorter than in house development.
- Avoid rip and replace implementations.
- You design the customer interaction around the customer need, from initial inquiry to closure in the most efficient way possible.

## RiverStar Studio™

**RiverStar Studio** provides business level users with the ability to design powerful, process-based customer interactions. The Studio allows you to develop, deploy, manage, and glue together your customer ecosystem in the way that enables you to deliver outstanding customer experiences.

RiverStar Studio is technology agnostic, meaning that we work with any CTI platform or CRM platform with an exposed interface. Avoid rip and replacement of current systems and applications.



The Studio has 3 user levels:

- **Enterprise** – Access to create and manage workflows and templates in Studio, Business Rules and Logic, full Integration Engine, and multiple developer collaboration.
- **Professional** – Access to create and manage workflows and templates in Studio, Business Rules and Logic, and Web Services and Database Integration Engine capabilities.
- **Basic** – Access to update content (text on pages) within Studio.

- **Studio** is the GUI application development platform for business users to create workflows, desktop design, and content that automatically generates thin client web applications for any major web server platform. Create workflows and automate processes that can be reused across customer service processes.
  - Visual content design area allows you to create application interfaces, desktops, and dashboards as you want the user to see them.
  - GUI allows you to drag and drop workflow elements onto the page and link them together to create the flow.
  - One-Click Application Simulation, Testing, and Deployment.
- **Business Rules and Business Logic** allows you to implement complex business rules by embedding intelligent business logic into the process workflows, providing the agent and customer with the correct next steps based on customer need and current context. This enables non-programmers to build complex business logic (e.g., escalation management, business process management, and generation of data-filled forms).
- **Integration Engine** connects systems and applications in a matter of minutes allowing you to avoid rip-and-replace of current infrastructure or systems. Tie into front-end interfaces and back-end systems so that data and information are integrated seamlessly from the CE Suite and/or 3rd party systems. An Integration Wizard walks non-technical users thru step by step process to access datasets of other applications.