

Whilst Radical provides the Call Centre Agent with the highly flexible real-time access to Customer and internal product and marketing Information, Radical's equally dynamic *ScriptSets* guide the Agent through the process of handling the customer interaction. Radical's *ScriptSets* may be customised for both inbound and outbound customer interaction management.

Radical *ScriptSets* work hand-in-hand with Radical's powerful *Package Editor*. The Package Editor allows new and existing forms to be designed quickly and implemented with no down-time to the call centre. These forms may be customised for a multitude of specific inbound or outbound campaigns and include the following features:-



- ?? Fully customisable using built-in visual drag/drop form editor
- ?? Addition of unlimited, user-defined fields and forms
- ?? Create numerous field types with look-up and auto-population capabilities
- ?? Create Button Fields (with intelligent logic behind), File Attachments
- ?? Create Internet Browser type Controls to Forms
- ?? Create SQL-Expression Type Fields
- ?? Addition of Image Type Fields,
- ?? Create Unlimited Numeric Auto-Incremented Type Fields
- ?? Calculation Abilities on Forms
- ?? Mandatory Fields and Read-Only restrictions on customisable criteria
- ?? Customisation of Form Logic
- ?? Integration to third-party databases
- ?? Integration to third-party applications via DDE, TAPI etc

Radical's *ScriptSet Editor* allows Campaign Managers and Call Centre Managers to design **ScriptSets** quickly and efficiently and make them available to Agents within minutes. Radical provides full support for allowing the script to branch and perform intelligent choices based on information gathered during the customer interaction.

Radical's *ScriptSet's* are driven on a Rule-Set which determines the logic flow of the script. Using parameter based testing, *ScriptSets* may branch in different directions – from branching to another Rule or to an entirely different campaign.

Features of Radical *ScriptSets* include:-

- ?? ability to build unlimited separate campaigns
- ?? create flexible prompts for Agents (listboxes, Yes/No etc)
- ?? call blending allowing inbound and/or outbound campaigns
- ?? interaction with external applications via DDE
- ?? execution of external applications
- ?? intelligent branching via parameter based testing
- ?? ability to automatically "fail" through to the next rule in a *ScriptSet* when parameter based testing fails
- ?? reusability of Rule Subsets across Rules and Campaigns



