concentrix

CX Bridge

Driving contact center excellence through a single ecosystem - connecting front- and back-office

Maximize Contact Center Execution Capacity to Achieve Breakthrough Performance

Businesses strive to provide the best possible customer experience. They design journeys and processes with the goal of making it easy for customers to interact with the business and optimize operational efficiency. Despite best efforts and intentions, front-office contact center and back-office processes go awry creating inefficiencies that can wreak havoc and negatively impact operations and costs. Complex business processes and siloed front- and back-end systems, rigid workflows and staffing shortages create process gaps that make engaging with the brand significantly more difficult than it needs to be, resulting in process inefficiencies, slower growth, increased costs and poor CX. Value opportunities for the brand can be created when front- and back-office systems function most efficiently to meet your desired outcomes.

CX Bridge, partnering with Celonis, leverages front-office conversational insights and IVR analytics and combines them with the back-office process mining, execution management and analytics to solve for performance gaps, driving excellence through a single ecosystem.
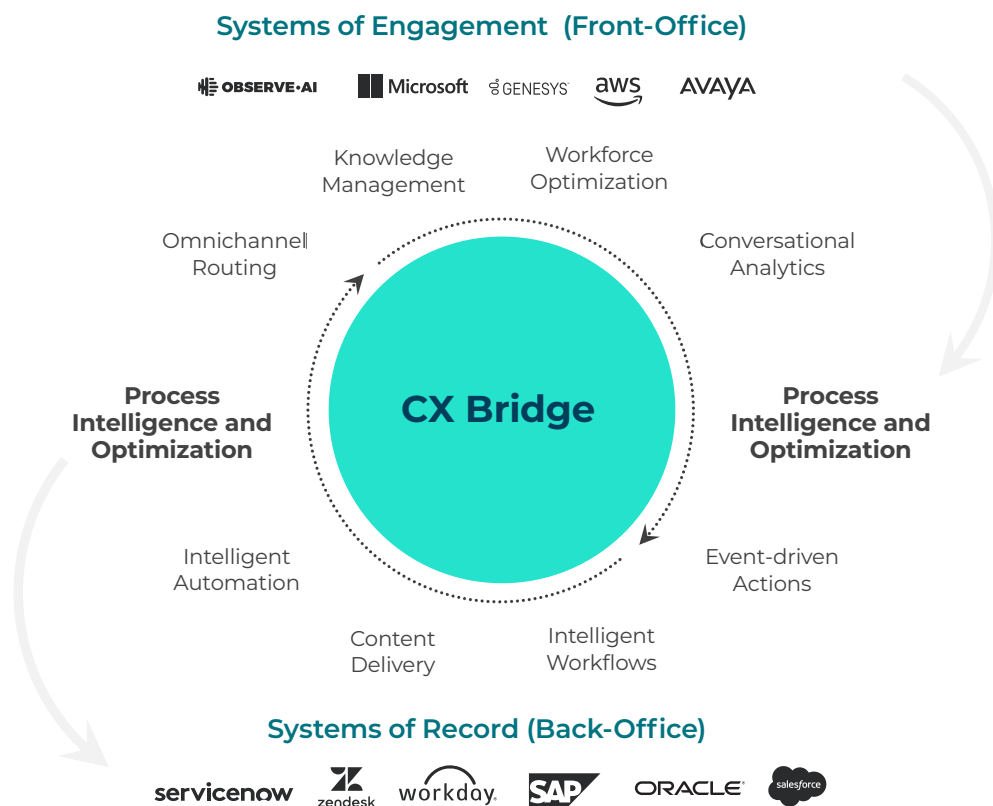
CX Bridge

- Integrates data across systems and event streams in real-time to assess conversational flows.

- Contextualizes speech data to understand conversation drives and content.

- Understands and prioritizes broken conversations based on CX impact and utilizes analytics to suggest improvements.

- Continuously monitors back-office processes for value opportunities and remediates them as they appear.

- Identifies and deploys better contact center workflows to improve advisor efficiency and customer experience.

How CX Bridge Works

Turning insights into corrective action in a single motion. Driving contact center excellence through a single ecosystem - connecting front-office to the back.

Systems of Engagement (Front-Office)

OBSERVE·AI   Microsoft   GENESYS   aws   AVAYA

Knowledge Management

Workforce Optimization

Omnichannel Routing

Conversational Analytics

Process Intelligence and Optimization

CX Bridge

Process Intelligence and Optimization

Intelligent Automation

Event-driven Actions

Content Delivery

Intelligent Workflows

Systems of Record (Back-Office)

servicenow   zendesk   workday   SAP   ORACLE   salesforce

Real-time Data

Integrates and orchestrates data from across systems - front-end of customer interaction and back-end operational systems.

Process Intelligence

Full visibility and insights into the entire process to help improve experience journey, by resolving any issues more efficiently and proactively.

Targeted Action

Executes on insights automatically and orchestrates your existing technologies.

CX Bridge is a highly secure, hyperconnected, scalable and robust cloud platform that seamlessly integrates three main components:

Real-time Data:

Integrates data across systems, desktops, documents, and event streams

The solution integrates data in real-time at scale across your transactional and analytical systems. It includes more than 100 pre-built connectors with all the most frequently used systems to speed time-to-outcome. It offers low-code easy-to-use components to build additional data connectors when needed. It also ingests data from employee desktops to capture their interactions with the systems, from sales and finance documents to real-time event data streams to render a holistic view of the business. Real-time connectivity is an option and the system can ingest data without real-time integration.

Process Intelligence:

X-Rays processes for inefficiencies and recommends improvements

The solution applies technologies including process mining and machine learning to visualize what's really happening in your business processes and surface the digital truth, making the invisible visible. It then applies advanced algorithms and machine learning coupled with Concentrix' deep industry and process domain expertise to reveal process inefficiencies that are otherwise impossible to see and provide recommendations on how to fix them.

Strategic Action:

Executes on insights automatically and orchestrates your systems

Based on the solution's recommendations the Process Intelligence and Optimization solution triggers actions to fix the inefficiencies and orchestrate your business systems. Some of these actions may simply be to alert some of the process stakeholders that an undesired event is taking place, write back and change a value in the underlying systems, or trigger a manual or automated logic to do so.

Key Benefits

Connect Front and Back Office

Leverage and connect our Front-office expertise with Back-office operations to optimize CX and other processes, providing access to insight across the enterprise.

Improve Your Bottom Line

Get actionable insights that reduce costs, maximize revenue, improve cash flows and drive excellent customer experience that builds loyalty.

Improve Operational Efficiency

Maximize execution capacity, combining process analytics, AI and automation to achieve execution capacity breakthroughs by identifying inefficiencies and fixing them automatically while orchestrating with your existing technologies.

Concentrix: A One-stop Shop

Leverage Concentrix' expertise to identify other process issues for optimization, and deploy solutions across dozens of industries based on our relationships with Fortune 1000 clients.

Let's get started

01
Select priority process area
Decide upon priority processes and systems to improve

02
Set up real-time data connection
Load system data and implement CX Bridge

03
Analyze data and validate insights
Identify top business opportunities for prescriptive action

04
Drive continuous value realization
Enable users and execute value opportunities at scale

Key Accelerators

100+ Prebuilt system connections

300+ Prebuilt apps

1000+ Prebuilt generations & actions

Achieve Breakthrough Performance

With broad expertise in process mining, AI, and advanced analytics, Concentrix provides the support and delivery of applications and technology and the capability to apply those tools to drive improvements in CX.

We have a dedicated CoE team staffed with specialists to remain in lock-step with the latest technologies and strategies.

Connect With Us

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