

# Puzzle Partner Handbook

Your complete guide to selling Puzzle's cloud customer service solutions.



WELCOME TO THE

neighbourhood

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## Puzzel is a cloud-based Customer Service Platform dedicated to helping businesses of all shapes and sizes, from smaller enterprises to global corporations, manage their customer interactions and support their busy teams.

Our platform comprises of three integrated solutions: the Puzzel Contact Centre, Puzzel Ticketing, and Puzzel WFM.

**The Puzzel Contact Centre** is a highly flexible, omnichannel solution that enables businesses to manage their voice, web chat, email, social media and SMS interactions all in one unified application. Our powerful Agent Application and Administration Portal are easy to use and fully customisable with dozens of third-party integrations available through the Puzzel Marketplace.

**Puzzel Ticketing** is our advanced email and SMS management solution, capable of automatically filtering, prioritising, distributing and tracking interactions between customers and agents.

**Puzzel WFM** enables contact centre managers to accurately forecast demand, build high-performance schedules and monitor real-time adherence.

All Puzzel's solutions are securely hosted within an enterprise-grade cloud infrastructure, making upgrades, security patching and version control simple.

Puzzel was recognised as a Challenger in the 2019 Gartner Magic Quadrant report for Contact Centre as a Service in Western Europe and ranked in the top three European CCaaS providers for 2020 by Frost & Sullivan. Based in Norway, and with offices across Scandinavia, Europe, the UK and Asia, we work with more than 1,000 customers across 40 different countries, helping businesses to achieve success beyond voice, connected experiences and empowered employees.





# First time selling a CCaaS solution?

Here are the technical phrases, buzzwords and acronyms you need to know.

**AHT:** Average Handling Time is the average duration of a customer interaction, including talk time, hold time and wrap-up time. It is commonly used to measure the efficiency of individual agents and wider service teams.

**AI:** Artificial Intelligence is the simulation of human intelligence in machines. In the contact centre, AI is often used to engage customers, perform simple service tasks and guide agents through difficult interactions.

**Bot:** Bots are automated computer programs designed to perform simple, repetitive tasks. Chatbots that simulate human conversation can help customers self-service without the need for a human agent.

**Call Blending:** Call Blending is a feature that allows contact centre agents to receive inbound calls and make outbound calls without manually switching settings.

**Call Recording:** Call recording refers to the recording and storing of customer calls. Call recordings are often used for quality monitoring and training purposes.

**CaaS:** CaaS stands for Contact Centre as a Service. It means a cloud contact centre solution that is paid for on a subscription model.

**CRM:** CRM stands for Customer Relationship Management. It is a type of software used by businesses to organise their customer information, activities and interactions, with two major examples being Salesforce and Microsoft Dynamics.

**CX:** CX stands for Customer Experience. It describes the overall look, feel and quality of a brand's interactions with a customer.

**EI:** EI stands for Emotional Intelligence. It describes a person's ability to perceive, control, and express their emotions, as well as manage relationships.

**EX:** EX stands for Employee Experience, which refers to the overall look, feel and quality of an employee's interactions with a company at every point within their career or tenure, from recruitment to retirement.

**Integrations:** Integrations are applications that can be merged and work harmoniously with other applications. Puzzel can integrate with CRM systems, speech recognition engines and dozens of other third-party applications.



**IVR:** IVR stands for Interactive Voice Response. It is a telephony menu system that uses customer feedback to automatically route inbound calls to the most skilled and relevant department to handle their enquiry.

**Native cloud solution:** Native cloud solutions are designed for the cloud from day one.

**NSP:** NSP stands for Network Service Provider. These providers sell bandwidth or network access for internet users.

**NPS:** NPS also stands for Net Promoter Score. This metric measures the net proportion of customers who are willing to recommend a company, a product, or a service. It is measured between -100 and 100 and is used by businesses to assess their overall customer satisfaction.

**Omnichannel:** Omnichannel contact centres provide seamless customer service across multiple channels. For example, customers can choose to make an enquiry via email, then continue with that enquiry on social media or on the phone. Most omnichannel contact centres offer service across voice, email, web chat, social and SMS.

**Silent monitoring:** Silent monitoring enables contact centre supervisors to listen in on conversations between callers and agents. It is often used for quality management and training purposes.

**Skills-based routing:** Skills-based routing ensures customers are assigned to the first available agent with the highest skills to handle their enquiries every time.

**Ticketing:** Ticketing systems streamline communications between customers and contact centre agents by automatically prioritising, tracking, tagging and assigning interactions.

**TX:** TX stands for Total Experience. It refers to the all-round experience of your brand from the point of view of your customers, users and employees.

**WFM:** WFM stands for Workforce Management. It is a type of software that enables organisations to optimise their staff working schedules by using historical data to forecast demand and then assign staff to tasks and shifts accordingly.



## What types of businesses and personas can benefit from Puzzel's cloud contact centre technology?



### Industries:

Appliances, Automotive, Banking and financial services, Betting and Gaming, Construction and building, Electrical and electronic, Energy and utilities, Education, Engineering, Food and drink, Healthcare, Hospitality, ICT and telecoms, Import and export, Information management, Innovation and design, Internet of Things, Outsourcing, Manufacturing, Transport and logistics, Retail, Service Management

### Job titles:

Head of Customer Service and Quality, Head of Customer Service & Engagement, Head of Customer Success, Head of Innovation & Delivery, Head of Customer Support, Head of Contact Centre, Head of Operations, Customer Experience Manager, Customer Services Group Leader, Customer Journey Manager, Customer Service Team Lead, Customer Service Technology Support Analyst, Engagement Centre Manager, Service Improvement Manager, Digital Customer Experience Manager, Team Manager, Technical Lead, Operations Manager, Performance Lead, IT Manager, Scheduling Analyst, WFM Specialists, Manager of Quality Assurance

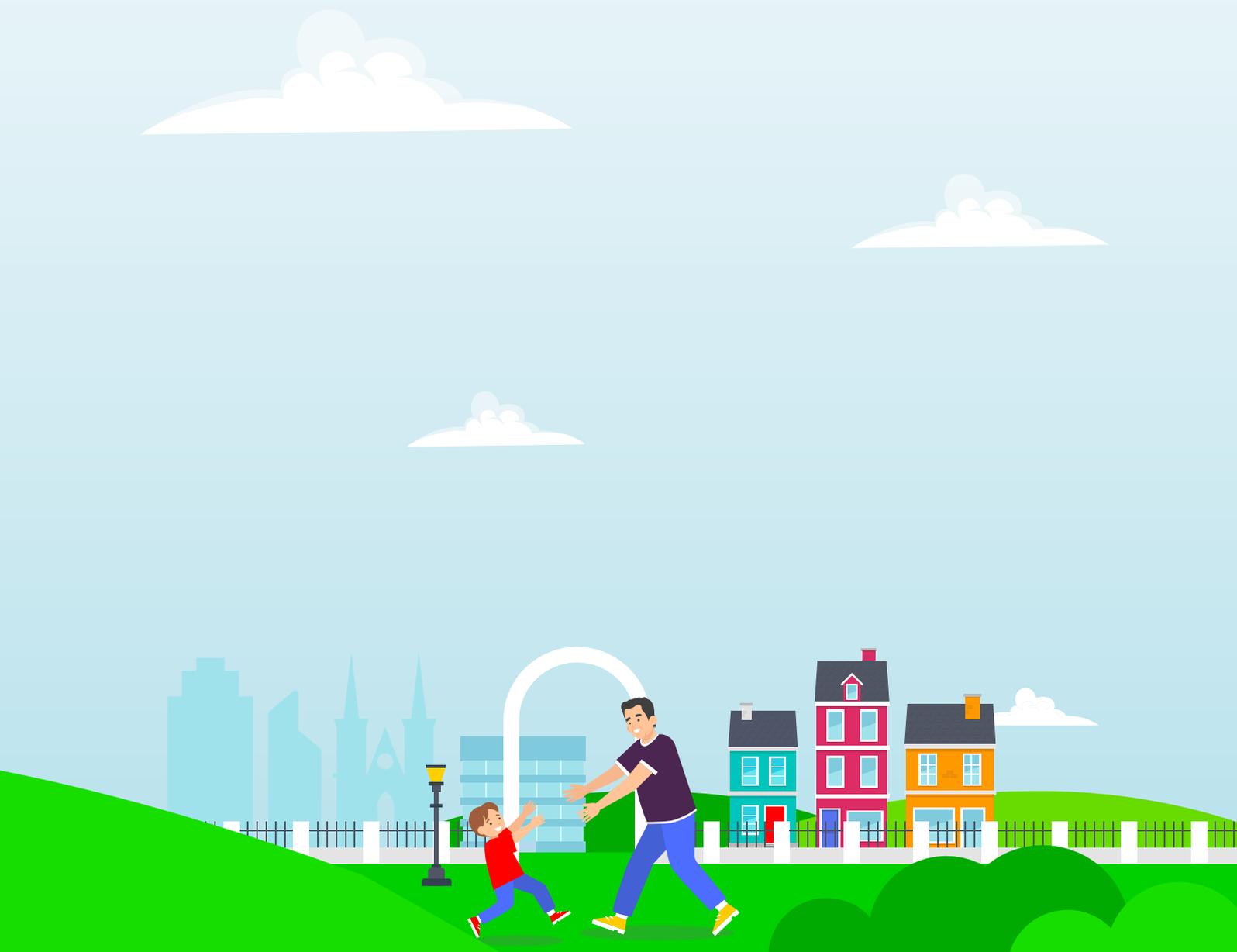
### Number of agents:

30 - 500 seat contact centre agents





Here are some examples of the types of businesses and personas that benefit from Puzzel's cloud contact centre technology.





# Ethan

System Engineer



Feed Bio **Highlights** Tone-of-voice Network

[Connect](#)

## About

- Works at **NHS**
- Ethan is **Married / Male** he / him
- He is **40 years old**
- Lives with **his wife & children**
- Located in **Birmingham, UK**
- He earns **£59,000**

## Interests

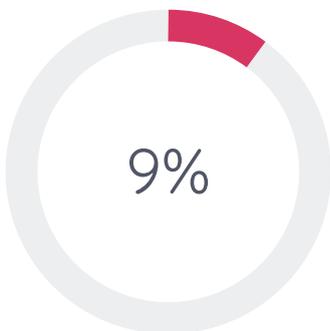


Video games



Doctor Who

## Representation



Ethan represents a segment of users who understand technology and want to know how it all works, how the software will be developed over time, what each solution can and can't do. These users tend to ask pointed and harsh questions online and do not hold back with critique.

The persona Ethan is representative of 9% of the data. Total data amounts to 47,000,000 data points.

## Highlights



Ethan is representative of **9% of customers**



Ethan represents a segment of users who understand technology and want to know how it all works, how the software will be developed over time, what each solution can and can't do. These users tend to ask pointed and harsh questions online and do not hold back with critique.



Ethan is systems engineer at **NHS**



I need a **flexible solution** to cope with **strict data privacy** requirements. Many of our customers require **robust accessibility features**. We have so many different systems so APIs & **integrations are essential**. I'm no layman. **I want to know about the tech-y stuff.**

4,230,000

[Show comments](#)



Ethan is feeling **angry and annoyed**



I'm angry about being responsible for this procurement decision. **Management want something cheap and IT need something great!** It'll be in place for years so it has to be perfect. **So much pressure!**



Ethan is feeling **happy & engaged**



**I love learning about tech** and what's now possible in software. Some of it is like Science fiction! I see it in Dr. Who & games, now it's real!



Ethan is looking for recommendations



I need **INTEGRATIONS • PRIVACY • VALUE • ACCESSIBILITY**



# Richard

CEO

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## About

- Works at **e-Commerce Retailer**
- Richard is **single / male** he / him
- He is **38 years old**
- Lives **alone**
- Located in **Coventry, UK** urban
- He earns **£160,000 a year**

## Interests

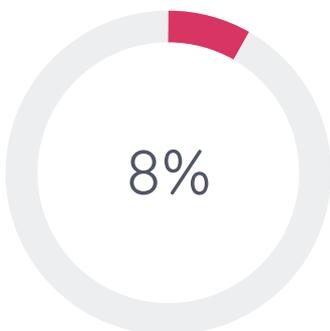


News & current affairs



Football

## Representation



The persona Richard is representative of 8% of the data. Total data amounts to 47,000,000 data points.

Richard represents a segment of owners of small to medium sized companies seeking to improve customer service and experience. Most have had an incident in the past that opened their eyes to the importance of seamless customer service.

## Highlights



Richard is representative of **8% of customers**



Richard represents a segment of owners of small to medium sized companies seeking to improve customer service and experience. Most have had an incident in the past that opened their eyes to the importance of seamless customer service.



Richard is CEO at **e-Commerce Furniture Retailer**



I need a solution that offers **scalability at speed**.  
I like to log in on my devices so I love software with **native apps** for iOS  
My customer satisfaction is very important to me so I need **reliability**.  
**I value the opinions of my peers** over sales promises or reviews.



Richard is feeling **foolish & embarrassed**



I am annoyed with myself because I didn't see the impact of Covid-19 on our supply chain & CX coming! **I pride myself on our service**.  
I am **dedicated to personally finding a great solution** and redeeming my company's image.



Richard is asking his network



I am looking for recommendations from people I know and trust who have **REAL WORLD** experience with these systems.



Richard is looking for recommendations



I need **SCALABILITY • RELIABILITY • NATIVE APPS • GUARANTEES**



# Bre

Contact Centre Manager

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## About

- Works in **Bank's Mobile Pay Dept.**
- She is **single / female** she / her
- She is **28 years old**
- Lives **alone**
- Located in **London, UK** urban
- She earns **£45,000 a year**

## Interests

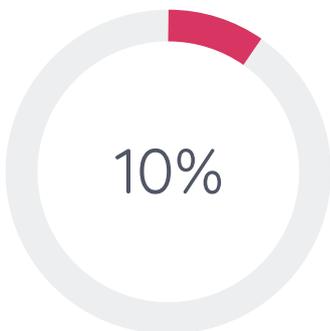


Netflix



Wikipedia

## Representation



Bre represents a segment of users looking for a complete restart of their contact centre. Either because it is the first time implementing such a system or because the current system in place is so old. These users tend to be very information hungry and want to understand the nuts and bolts of the solutions, at least at a high level.

The persona Bre is representative of 8% of the data. Total data amounts to 47,000,000 data points.

## Highlights



Bre is representative of **10% of customers**



Bre represents a segment of users looking for a complete restart of their contact centre. Either because it is the first time implementing such a system or because the current system in place is so old. These users tend to be very information hungry and want to understand the nuts and bolts of the solutions, at least at a high level.



Bre is Contact Centre Manager at **Financial Institution**



I need a system that **delivers results without changing our processes.**

**Customer satisfaction** is at the top of my list of goals.

I need **omni-channel support** even for niche channels e.g. App Store.

I have **lots of different requirements** set by multiple departments.



Bre is feeling **empowered**



I have the freedom to manage my own budget and make key investments in **new and better tools**, as long as it results in **improved customer satisfaction.**



Bre is feeling **worried & overwhelmed**



This job is such a step up for me. I hope I'm up to the task.

I am immersing myself in the **detail** of every solution on the list



Bre is looking for recommendations



I need **FLEXIBILITY • OMNI-CHANNEL • MODERNITY • DETAIL**



# Sam

Senior Vice President

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## About

- Works at **Large Telecoms Company**
- Sam is **married / male** he / him
- He is **54 years old**
- Lives with **his second wife**
- Located in **London, UK** urban
- He earns **£130,000 a year**

## Interests

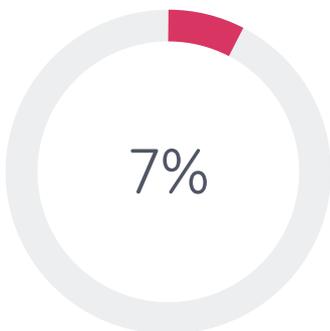


International Relations



Humour

## Representation



Sam represents a segment of users who have to make decisions for their organisation but are not directly involved with using the product or software. These users tend to initiate their research before signing off on large spendings.

The persona Sam is representative of 7% of the data. Total data amounts to 47,000,000 data points.

## Highlights



Sam is representative of **7% of customers**



Sam represents a segment of users who have to make decisions for their organisation but are not directly involved with using the product or software. These users tend to initiate their research before signing off on large spendings.



Sam is Senior Vice President at **Large Telecoms Company**



I need a system which can be **implemented seamlessly**.  
Getting agents up-to speed and **keeping things smooth is my priority**.  
I need **reliability** and routing tools to **make the most of our resources**.  
I want to understand the system and **I don't trust sales promises**.



Sam is feeling **intrigued**



I am very interested in what I'm committing to. I enjoy the challenge of finding the best solution and I'm flattered that my colleagues value my opinion.



Sam is feeling **concerned**



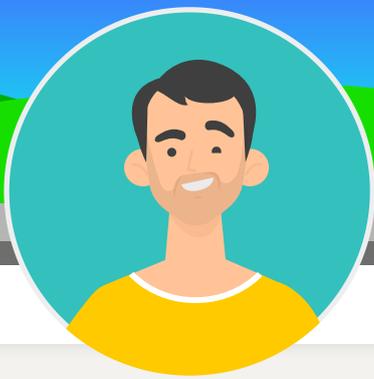
The new system **must not be hard to implement**. It cannot have a negative impact on our business.  
**I want to completely understand what I'm committing to** and I must **trust** the vendor. 🤖 I don't trust online reviews or flimsy sales promises.



Sam is looking for recommendations



I need **RELIABILITY** • **SMOOTH ONBOARDING** • **TRUST**



**Marc**  
Agency Founder



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## About

- Works at **Specialist Marketing Agency**
- He is **single / male** he / him
- He is **33 years old**
- Lives **alone**
- Located in **Bath, UK** urban
- He earns **£180,000**

## Interests

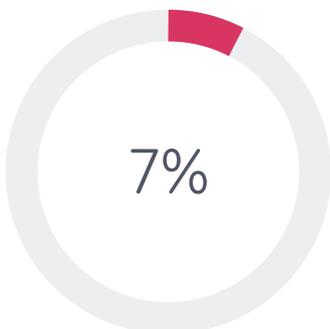


Cars



Watches

## Representation



Marc represents a segment of users looking for a system that can scale up to high numbers without losing performance. Scalability is the main focus. Other features are not necessarily essential.

The persona Marc is representative of 7% of the data. Total data amounts to 47,000,000 data points.

## Highlights



**Marc** is representative of **7% of customers**



Marc represents a segment of users looking for a system that can scale up to high numbers without losing performance. Scalability is the main focus. Other features are not necessarily essential.



**Marc** is founder at **Specialist Marketing Agency**



I need a system that **makes efficient use of my agents' time**.  
**Automation and productivity tools** are my main focus.  
I need a system that can **scale** along with my venture.  
I have experience with Computer Science and **I look at online reviews**.



**Marc** is **thinking**



I am looking at an innovative marketing use case.



**Marc** is feeling **angry**



It's none of your business how I choose to spend my money! I like nice watches and fancy cars, so what?!  
I can afford them and **how I run my business isn't your problem!**



**Marc** graduated with a degree in **Computer Science**



**Marc** is looking for recommendations



I need **SCALABILITY • EFFICIENCY • AUTOMATION • PRODUCTIVITY**



# Chris

Quality Assurance Manager

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Connect

## About

- Works at **Large Computer Retailer**
- Chris is **divorced / male** he / him
- He is **36 years old**
- Lives **alone**
- Located in **Manchester, UK** urban
- He earns **£60,000 a year**

## Interests

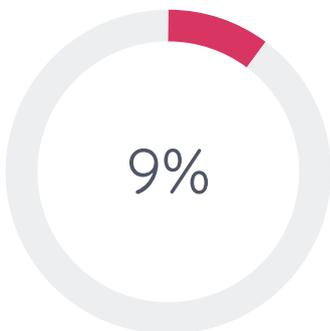


His son



Netflix

## Representation



Chris represents a segment of users who have very distinguished requirements that software needs to fulfill to be chosen. These users often do not want to spend money on a tailored solution but look for something that goes in the general direction of what they want.

The persona Chris is representative of 9% of the data. Total data amounts to 47,000,000 data points.

## Highlights



Chris is representative of **9% of customers**



Chris represents a segment of users who have very distinguished requirements that software needs to fulfill to be chosen. These users often do not want to spend money on a tailored solution but look for something that goes in the general direction of what they want.



Chris is **QA Manager** at **Large Computer Retailer**



I need a **sophisticated & adaptable solution** with great **CRM integration**. **Strong reporting, tracking and automation** features are essential. I am responsible for the whole Customer Service Department. I am wary of high **implementation costs**.



Chris is feeling **frustrated**



**It's frustrating when our CCaaS encounters compatibility issues.**



Chris is looking for recommendations



We often need to **roll out quick changes** for our first level support team. I need a system that can **adapt quickly and as cheaply as possible**. Getting buy-in from management for changes is tough and I don't want a system that makes it even tougher!



Chris is looking for recommendations



I need **CRM INTEGRATION • REPORTING & TRACKING • ADAPTABILITY**



# Otto

Customer Service Manager

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## About

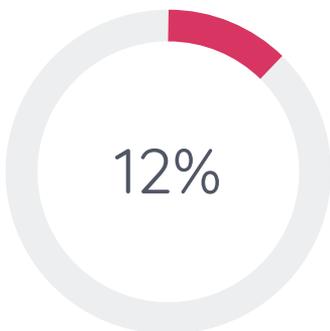
- Works at **Outsourcing Agency**
- Otto is **married / male** he / him
- He is **45 years old**
- Lives with **his wife & daughter**
- Located in **Reading, UK** urban
- He earns **£75,000 a year**

## Interests



Photography

## Representation



Otto represents a segment of users not interested in the technical background and often does not know the difference between cloud and on-premises. These users are entirely focused on the practical benefits the software brings to their jobs.

The persona Otto is representative of 12% of the data. Total data amounts to 47,000,000 data points.

## Highlights



Otto is representative of **12% of customers**



Otto represents a segment of users not interested in the technical background and often does not know the difference between cloud and on-premises. These users are entirely focused on the practical benefits the software brings to their jobs.



Otto is Customer Service Manager at **Outsourcing Agency**



I need an **effective, reliable** system with **clear voice** facilities.  
I care about **data & quality** so **reporting** and **logging** are essential.  
**Show me** how the system works **practically**.  
**Don't bombard me with tech talk and acronyms.**



Otto is feeling **frustrated**



**I don't understand the technology.** My younger colleagues understand things much better than me 😞.  
**I want to see it in action.** Don't bombard me with acronyms.



Otto is looking for recommendations



I need **RELIABILITY** • **UNDERSTANDING** • **CLEAR VOICE** • **REPORTING**



# Rubi

Customer Care Manager



Feed Bio Highlights Tone-of-voice Network

[Connect](#)

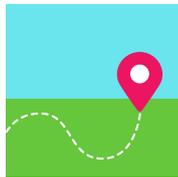
## About

- Works at **Restaurant Chain**
- Rubi is **single / female** she / her
- She is **32 years old**
- Lives with **her university flatmate**
- Located in **London, UK** urban
- Commutes from **a London suburb**
- She earns **£45,000 a year**

## Interests

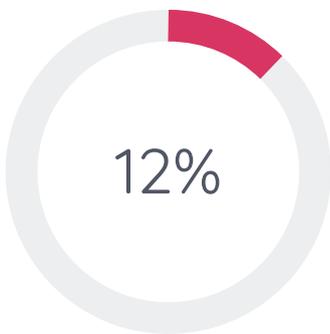


Sailing



Traveling

## Representation



Rubi represents a segment of users that require a more modern, robust solution. These users are often using old software. They do not need sophisticated gadgets or features but a reliable solution that does what it promises.

Rubi is representative of 12% of the data. Total data amounts to 47,000,000 data points.

## Highlights



Rubi is Customer Care Manager at **Restaurant Chain**



I need a **scalable solution** that allows us to take nationwide bookings. Our main channel is voice but online is increasing.

**Our most valuable customers are repeat customers who prefer voice.**

I want to give **the same quality CX to all customers.**

5,640,000

[Show comments](#)



Rubi is feeling **angry**



**Our current CC solution often goes down, especially at peak times.**

Technology prevents me from providing the results I know are possible. I am fed up of broken promises from sales persons.



Rubi is feeling **joyful & hopeful**



I LOVE it when things go to plan. Full tables and busy phone lines. I hope our new CX solution is sorted by the time lockdown ends.

**I hope to find a solution that integrates with our booking system.**



Rubi is looking for recommendations



I need **AUTOMATION • AGGREGATION • RELIABILITY • INTEGRATION**



Rubi is feeling **anxious & worried**



**I'm still working but Covid is making me worried about my job security.**

# FAQs

## How often does Puzzel update its platform?

Puzzel performs platform updates every 30 days to provide minor enhancements and bug fixes. Major releases are scheduled twice a year. The schedule for these updates can be found [here](#).

## How secure is the Puzzel cloud solution?

At Puzzel we provide services that help our customers comply with national and international law, as well as industry specific standards and requirements such as ISO standards and the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679).

## We are all working from our home environments and not sure whether this is of interest right now...

Totally appreciate your situation, we are exactly the same right now. Just one quick question: do all of your agents now have the ability to work remotely/from home? Do you have the ability to report on your agents performance/activities? Puzzel can certainly support you in this area, we are seeing a huge influx of requests for WFM/WFO.

## Where are Puzzel's data centres?

Our data is stored in two data centres located in Norway. We rent colocation space, cooling and power, but manage the rest ourselves. Puzzel has implemented geo-redundancy and the data centres also have full local redundancy on all levels. All components and services are N+1. All data is stored within EU/EEA.

## Is it possible to IP restrict Puzzel?

Yes. IP restriction and customer-specific whitelists are supported.

## Can Puzzel Agent Assist integrate with other AI platforms e.g. IBM Watson?

Yes, but not only AI platforms. We have extensive experience in integrating 3rd party products through our API portfolio, which allows our customers to personalize their instance to match the requirements of agents to enhance the overall customer experience.





### **Can your solution provide a summary of the customer's interaction record from Case Management, within your solution agent UI?**

Customers previous interactions can be viewed within the Puzzel Agent Assist feature, here all interactions regardless of their channel for that customer can be viewed. Any data retrieved via a web services lookup function can be added to this interaction record. There are no physical limitations, however, customers are encouraged to consider practical limitations such as screen size and amount of data displayed.

### **Can Puzzel route all channel contacts to a group of agents or an individual agent?**

Puzzel Contact Centre supports several methods to route an inbound interaction to the most appropriate agent for that enquiry. All interactions from all channels are delivered to an agent via a Contact Centre Queue. Skills associated with the agent determine which queues the agent may service, and their priority amongst the pool of agents for that queue. The queue routing mechanism allows for SLAs to be set against all channels of interaction, with the task prioritisation taking place across all channels.

### **Can Puzzel integrate with third-party products?**

Puzzel's open software can integrate with CRM systems, speech recognition engines and dozens of other third-party applications to help our customers build the most efficient solution for their contact centre. The Puzzel platform supports a range of tools and connection methods to achieve this, as well as the ability to screen pop customer data within the agent interface.

### **Can Puzzel integrate with Microsoft Teams?**

Yes. Puzzel can integrate with Microsoft Teams via direct routing and, if necessary, transfer calls to subject matter experts directly, leveraging presence in Teams to ensure their availability.



## The Puzzel Contact Centre enables businesses to connect with their customers anytime, anywhere, through any channel and on any device.

It is a native cloud, omnichannel solution that is easy to use, quick to deploy and fully customisable with dozens of third-party apps and integrations available through our Puzzel Marketplace.

**The Agent Application:** Agents use our web-based Agent Application to respond to customer enquiries across all channels, including voice, web chat, email, SMS and social media. They can easily see all customer interactions, data and handle multiple enquiries at once without cluttering their screens. Agents can also customise their application with widgets and quick access buttons for a more personalised agent experience.

**The Administration Portal:** The Administration Portal provides contact centre leaders with a live and comprehensive overview of operations and performance. Managers and supervisors can monitor traffic, track key performance indicators including requests answered, wait times and survey scores, and make critical service changes on demand.

**AI at every touchpoint:** Puzzel users can experience the full power of AI with our Agent Assist, Speech Analytics and Bot features. Agent Assist expertly guides agents through challenging interactions, offering helpful suggestions in real-time based on the customer's mood. Speech Analytics mines recorded customer calls to identify key trends, concerns and potential opportunities. Our Puzzel Bot solution enables businesses to answer customer enquiries 24-7 with no human intervention required.

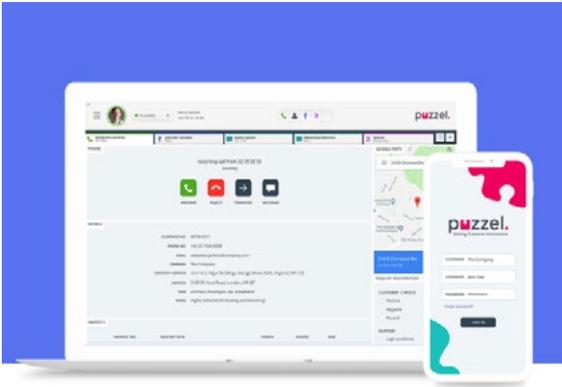
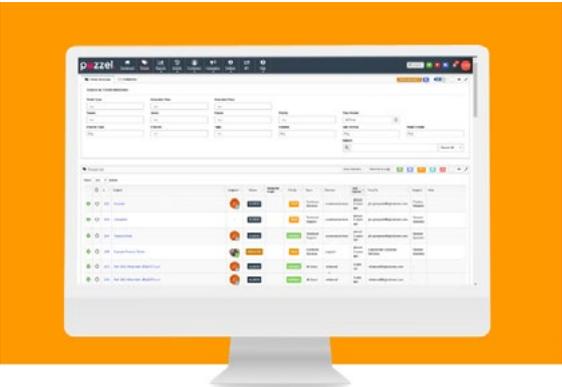
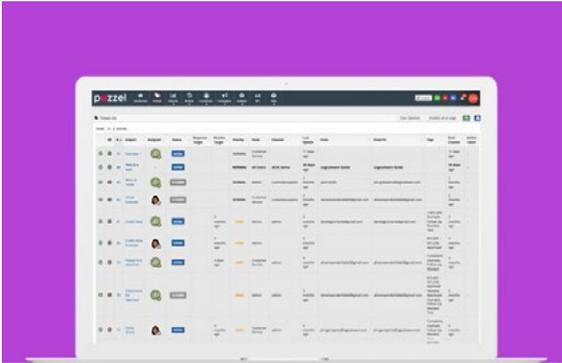
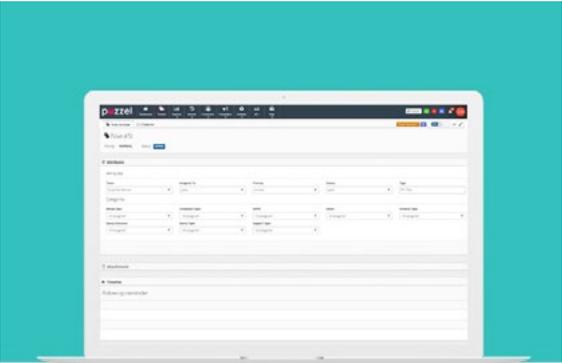
**Seamless integrations:** Our open software can integrate with CRM systems, speech recognition engines and dozens of other third-party applications to help businesses build an efficient, feature-rich solution for their contact centre. Customers can take advantage of our seamless integrations with Microsoft Dynamics, Microsoft Teams, Salesforce and more.





## Puzzel Ticketing is our advanced email and SMS management solution.

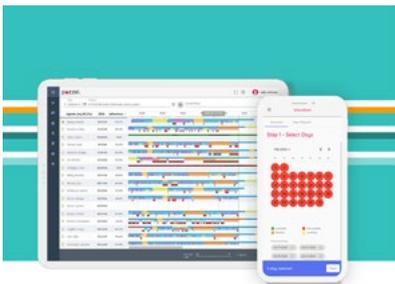
It is particularly catered to contact centres looking to manage high volumes of email and SMS enquiries more efficiently. Using keyword recognition and automated workflows, it swiftly prioritises, tags and directs messages to the most appropriate agent, ensuring customer communications are resolved quickly and effectively.



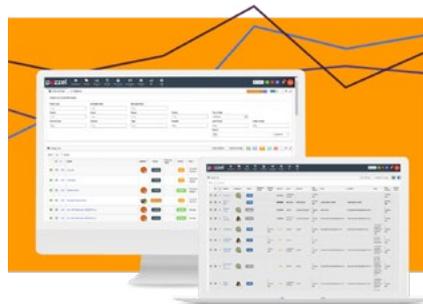


## Puzzel WFM is our powerful workforce management solution.

It is designed for contact centres looking to boost efficiency and improve service levels. Using data captured from the contact centre, it enables managers to forecast peaks and troughs in demand and build staff schedules that can be edited in real-time.



**Real-time adherence:** Each agent's real-time status is graphically displayed, showing what the agent is doing versus what they should be doing and highlighting any differences. Supervisors can easily see at a glance how their teams are performing and immediately identify good and poor agent behaviour. This allows any needed action to be taken real-time and ensures customer service levels continue to be met.



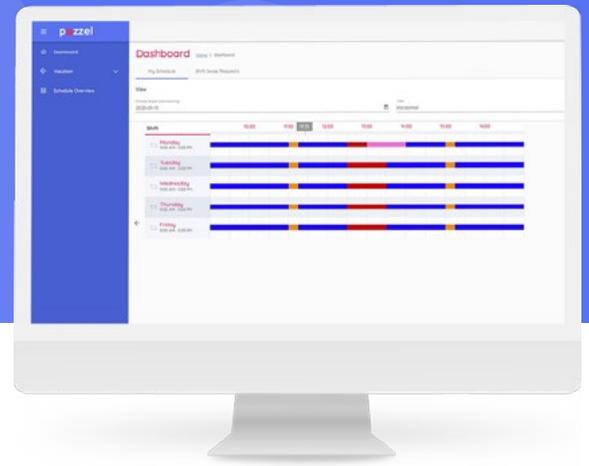
**Accurate forecasting:** Forecasting in contact centres can be a long and challenging task when working solely with Excel spreadsheets. Puzzel WFM's intuitive solution design makes this process straightforward for both first-time analysts and established resource professionals and ensures customer service levels continue to be met.



**Optimised scheduling:** Our super-fast scheduler not only produces instant optimised schedules, it also enables managers to make changes in real-time using easy drag and drop technology.

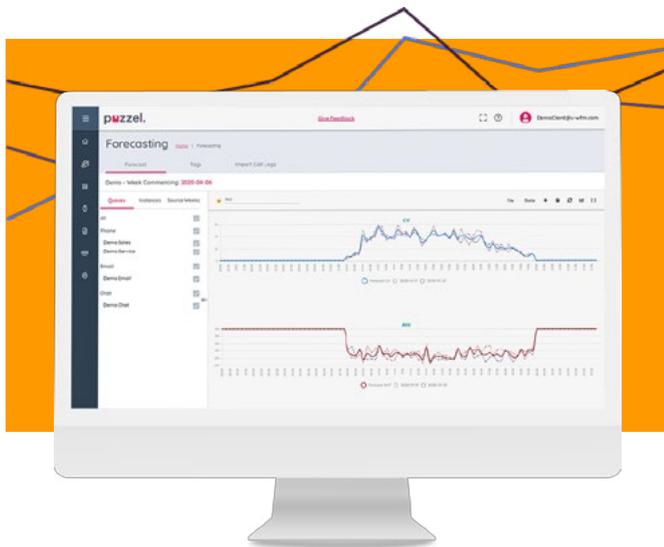
# Puzzel WFM

Part of the Puzzel Customer Service Platform



## Build a high-performance workforce

Puzzel WFM is our workforce management solution designed to help you build a more productive and efficient workforce. Our easy-to-use software enables you to accurately forecast demand, schedule staffing requirements and monitor team performance in real-time.

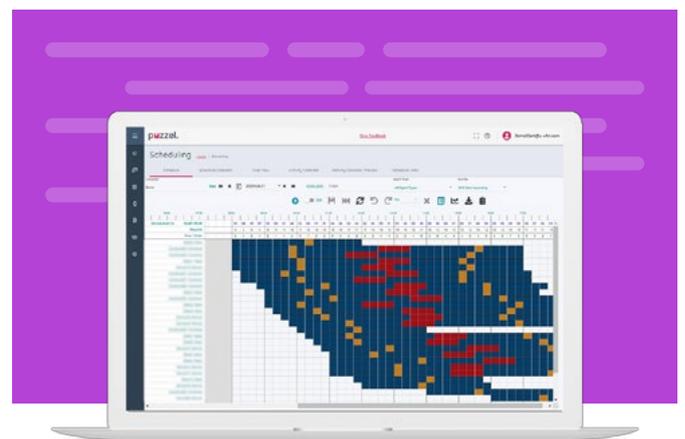


## Accurate Forecasting

Create forecasts on auto-captured historical trends direct from your omni-channel contact centre.

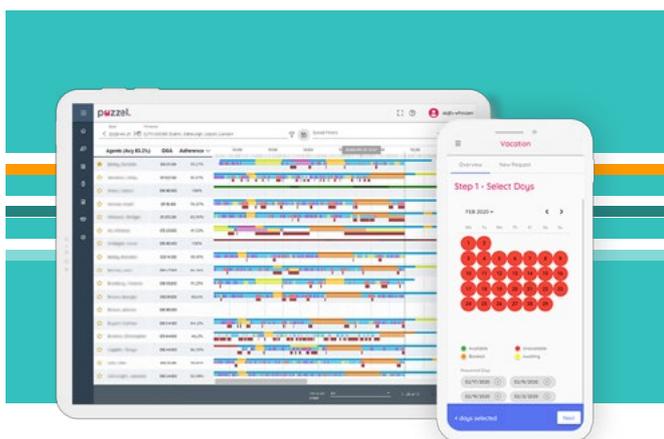
## Optimised Scheduling

Schedule your agents to be in the best place possible to achieve the highest service level for your customers.



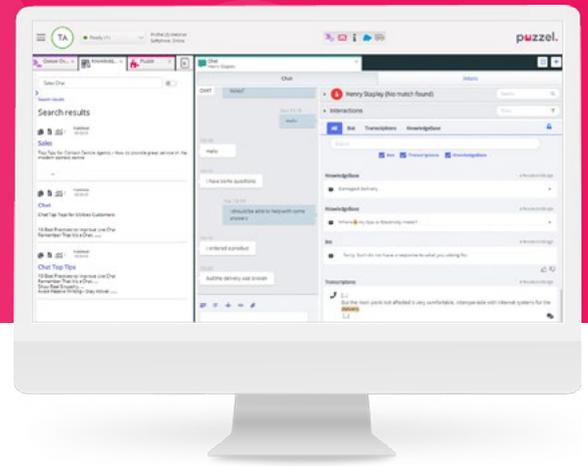
## Real-Time Adherence (RTA)

Gain immediate insight into agent performance to support real-time decision making.



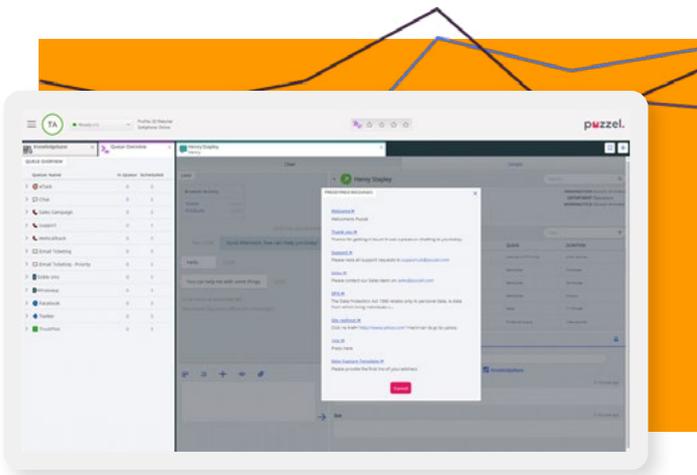
# Puzzel Agent Assist

Part of the Puzzel Contact Centre Solution



## An AI-powered assistant for agents

Agent Assist expertly guides contact centre agents through challenging interactions, offering helpful suggestions in real-time based on the customer's mood. It reduces agent effort and lowers handling time, driving up customer satisfaction.

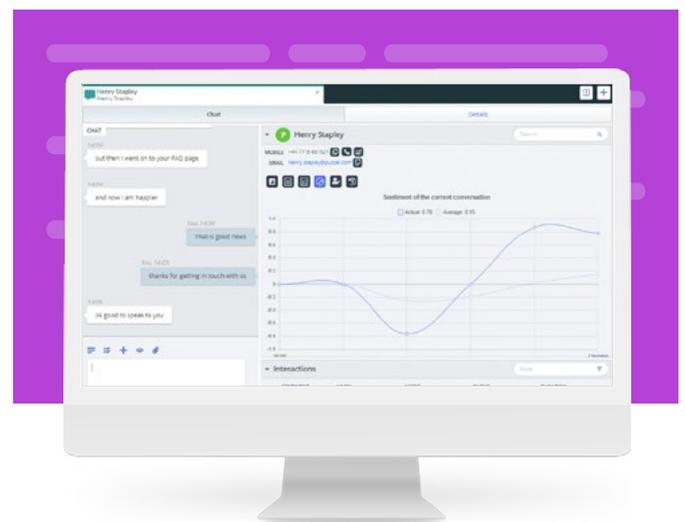


## Smart service

Listens for key words, identifies issues and points agents to relevant resources, helping them answer customer questions faster.

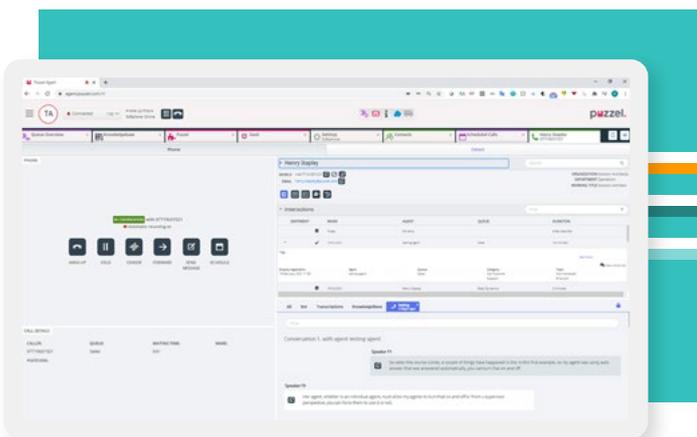
## Sentiment analysis

Identifies the customer's mood based on current and previous conversations.



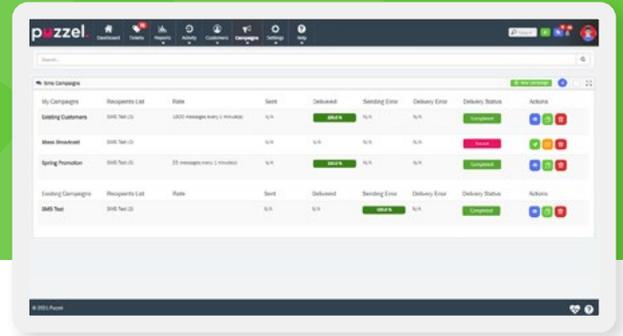
## Interaction history

Presents agents with a comprehensive interaction and service history to help contextualise requests.



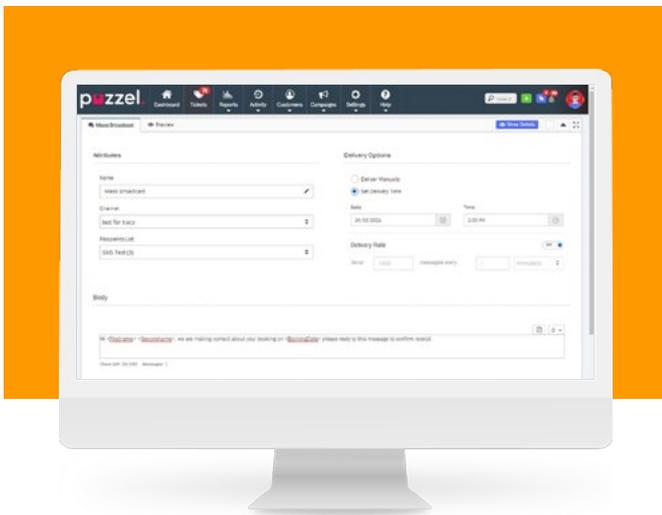
# Puzzel Campaigns

Part of the Puzzel Contact Centre Solution



## Amplify your communications

Puzzel Campaigns give your clients the power to connect and engage with their customers on a mass scale. They can create, schedule and deliver personalised email and SMS messages to thousands of customers at once to promote their company's products and spark two-way conversations.

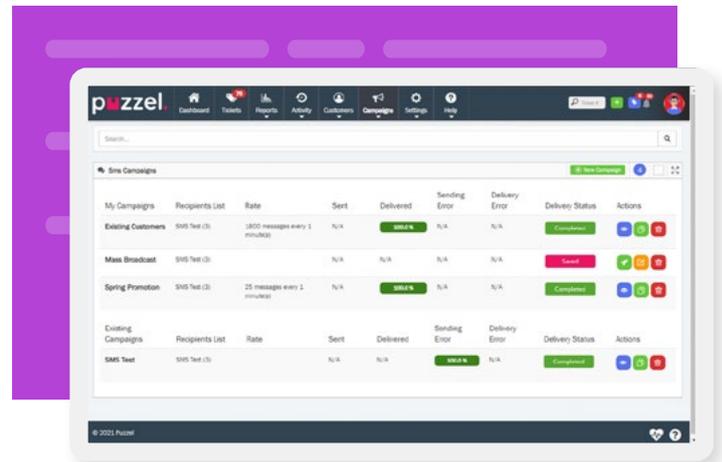


## Convenient scheduling

Your clients can schedule email and SMS messages to be delivered at a set time and date in the future, so they can get back to focusing on other tasks.

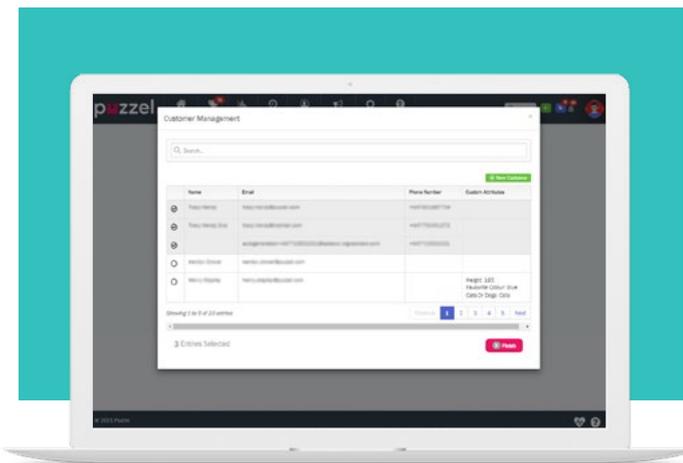
## Personalised messages

Create messages that speak directly to recipients, using their names and details from their customer records to boost opens and clickthroughs.



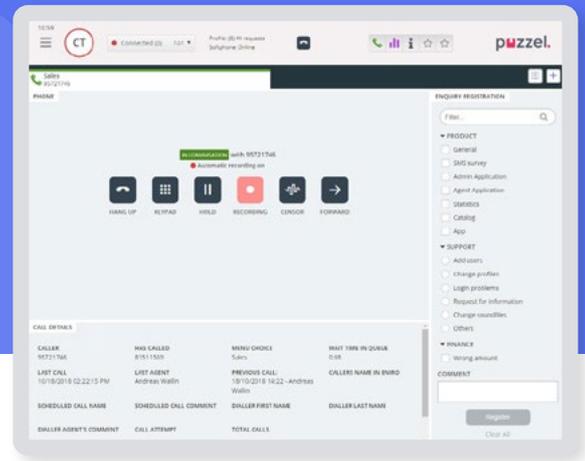
## Targeted lists

Create customised recipient lists for each campaign to reach the right people at the right time and maximise ROI.



# Puzzel Dialler

Part of the Puzzel Contact Centre Solution



## Efficient and productive outbound campaigns

Puzzel Dialler is a powerful tool that makes more efficient use of agents' time in contact centres and sales organisations. When active, Dialler will go through a given list of contacts and call them automatically, connecting calls to the best available agents to maximise reach and productivity.

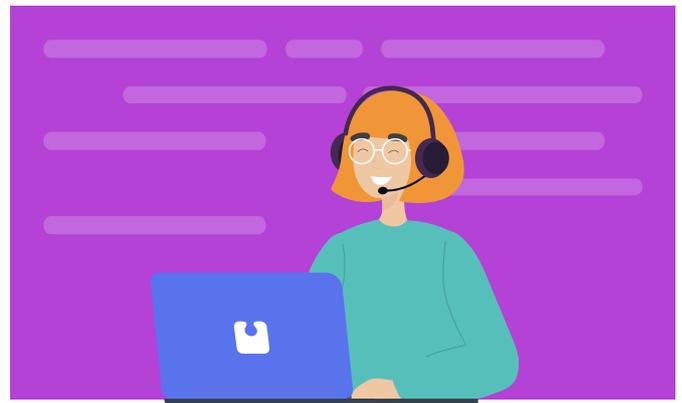


## Cost-effective campaigns

Dialler allows your clients to connect with far more people in a single day than a travelling sales team ever could.

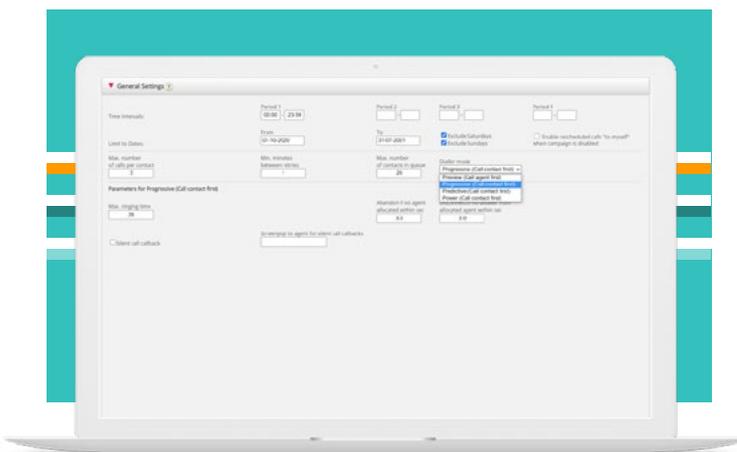
## Call blending

Boost efficiency by blending inbound and outbound calls. Outbound calls from the Dialler list can be given a lower priority than normal inbound calls.



## Highly configurable

Your clients can choose the right approach for their campaigns with our four different dialler modes: preview, progressive, power and predictive.



# Puzzel E-mail

Part of the Puzzel Contact Centre Solution

## Fast and efficient customer service

Puzzel E-mail allows your agents to deliver fast, efficient and cost-effective customer service. E-mails are received through the Puzzel Agent Application and can be queued and distributed alongside enquiries from all other channels.



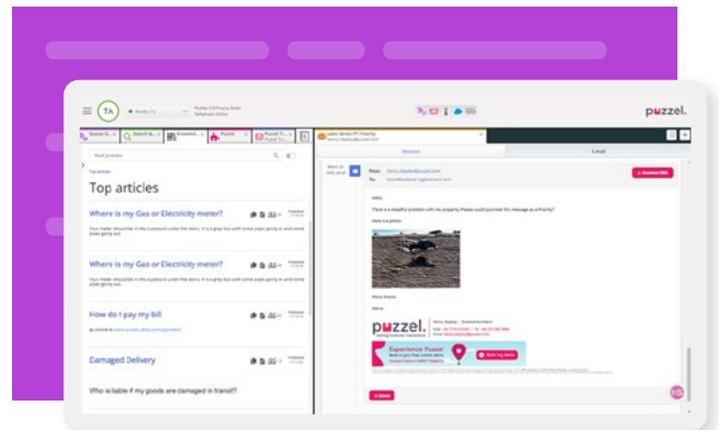
System Queue Name	Media type	Task	Skill	S.L.A (sec)	Alternative S.L.A (sec)	Overflow 1 (score)	Overflow 2 (score)	Wrap-up (sec)	Call registration	Enquiry registration categories
LW Returns	✉	<input type="checkbox"/>	Logikalware Email (Logikalware...)	0	0	0	0		No	[AI default]
LW Sales	✉	<input type="checkbox"/>	Logikalware Email (Logikalware...)	0	0	0	0		No	[AI default]
sales demo PT	✉	<input checked="" type="checkbox"/>	SalesUK (Sills)	0	0	0	0		No	[AI default]
sales demo PT Priority	✉	<input type="checkbox"/>	SalesUK P1 Priority (E-mail)	0	0	0	0		No	[AI default]
LW Technical Support	✉	<input type="checkbox"/>	Logikalware Email (Logikalware...)	0	0	0	0		No	[AI default]
LW Twitter CS	✉	<input type="checkbox"/>	Logikalware Email (Logikalware...)	0	0	0	0		No	[AI default]

## Skills-based routing

Puzzel's intelligent routing algorithm ensures every e-mail is answered by the highest skilled, first available agent.

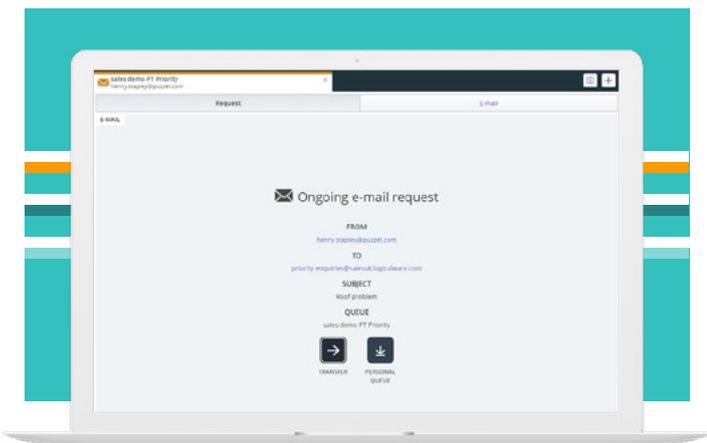
## Built-in knowledgebase

Agents can access built-in knowledgebase solutions to help them answer e-mail enquiries quickly, accurately and consistently.



## Keyword routing

Agents can transfer e-mails to another agent or queue, or place it on hold in their personal queue to answer at a later time.



# Microsoft Dynamics

A Puzzel Integration

puzzel.



## Twice the power in one solution

Take full advantage of your Microsoft Dynamics CRM by integrating it with Puzzel's Contact Centre Solution. Give your agents complete access to your customer data through our specially designed Microsoft Dynamics widget, saving them time and boosting productivity.

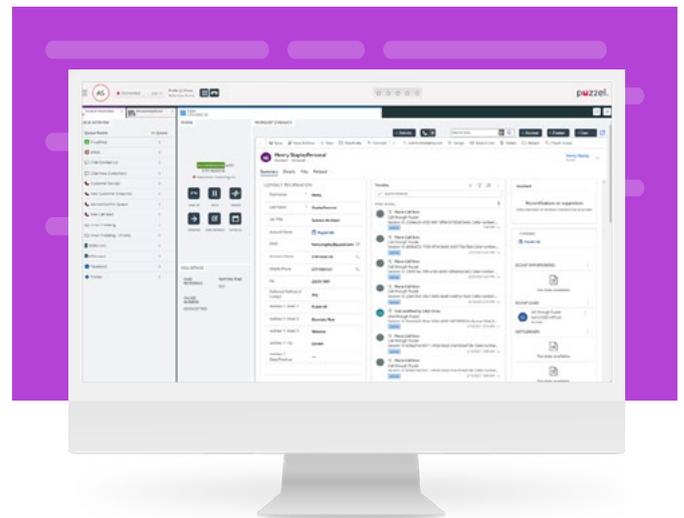


## Reduce agent effort

Eliminate the need for agents to switch between applications and manually transfer data from one application to the other.

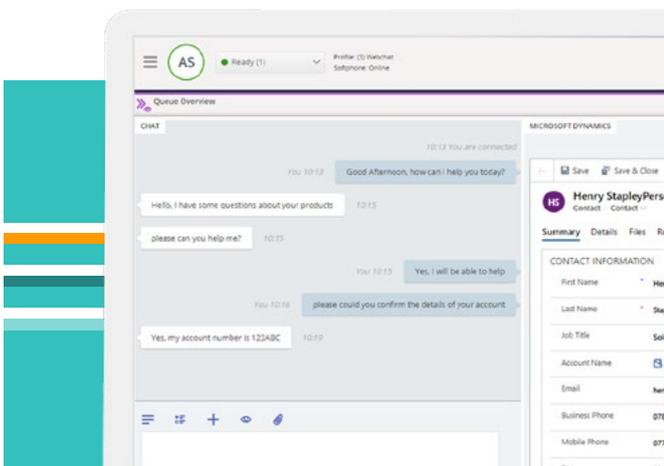
## Automatic lookup

Instantly finds customer data for each incoming call or chat request, presenting agents with the most up-to-date information.



## Multi-channel integration

Puzzel integrated with Microsoft Dynamics eliminates the need for agents to switch between applications and manually transfer data from one application to the other.



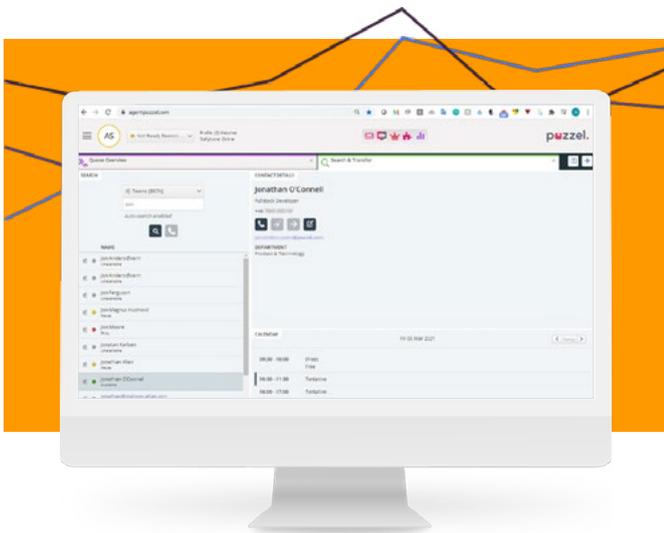
# Microsoft Teams

A Puzzel Integration



## Bring your team closer together

Puzzel's integration with Microsoft Teams brings your clients' agents closer together and makes collaboration easier. It's perfect for remote and agile workforces, where contact centre staff rely on instant messaging to share knowledge, conduct meetings, seek advice and socialise.

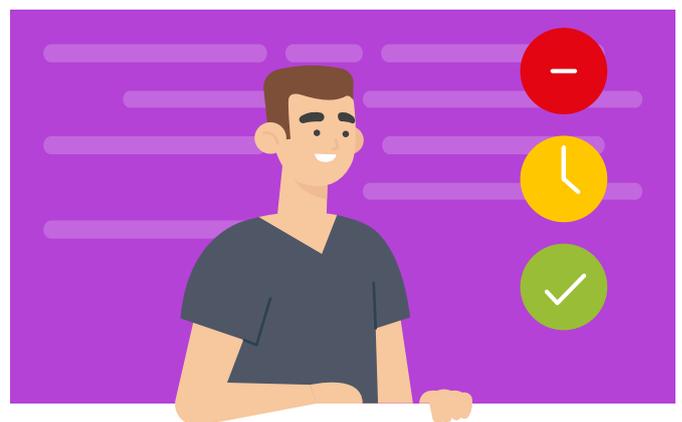


## Seamless integration

Agents can make Teams calls, send messages, search for and transfer contacts all without having to leave the Puzzel Agent Application.

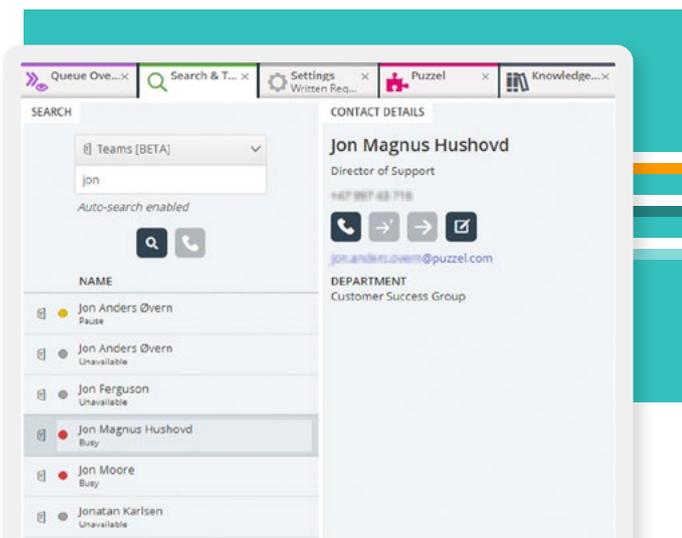
## Presence status

Users can see whether other agents are online, busy, away or in calls, as well as the presence statuses of all other colleagues across their organisation.



## Access calendars

Agents can view contacts' calendars and schedules in Teams to better align plans, meetings and calls.



# Salesforce

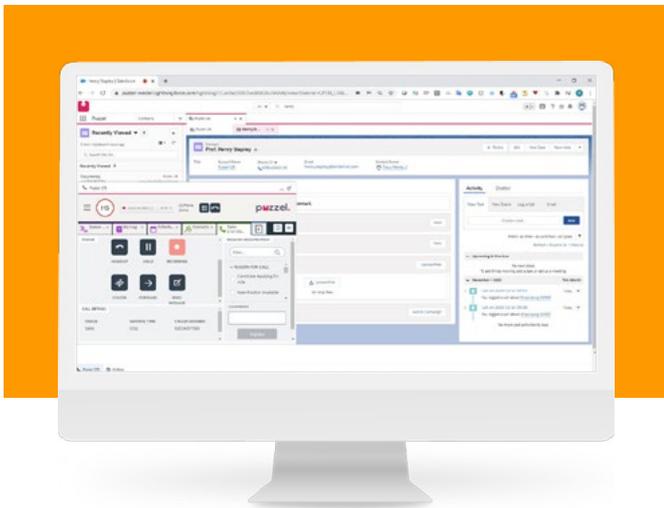
A Puzzel Integration

puzzel.

salesforce

## Feel the force with Salesforce and Puzzel

Your clients can take full advantage of their Salesforce CRM by integrating it with Puzzel's Contact Centre Solution. Puzzel provides agents with all the tools they need to connect with customers and deliver exceptional service all within the Salesforce interface, saving on time and boosting productivity.

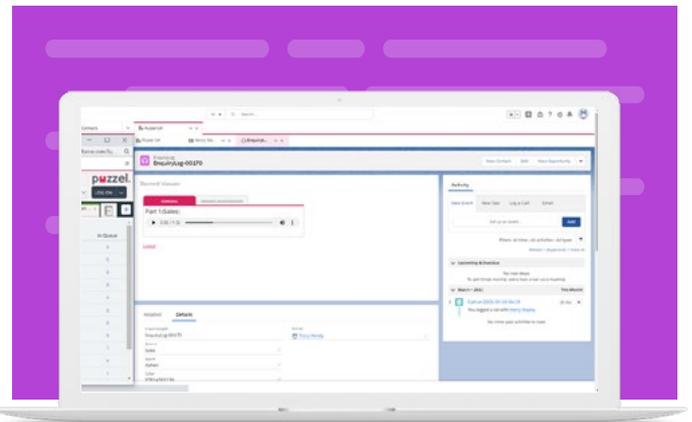


### Complete service solution

Take advantage of a complete contact centre solution with a powerful IVR system, skill-based routing, call blending and callback.

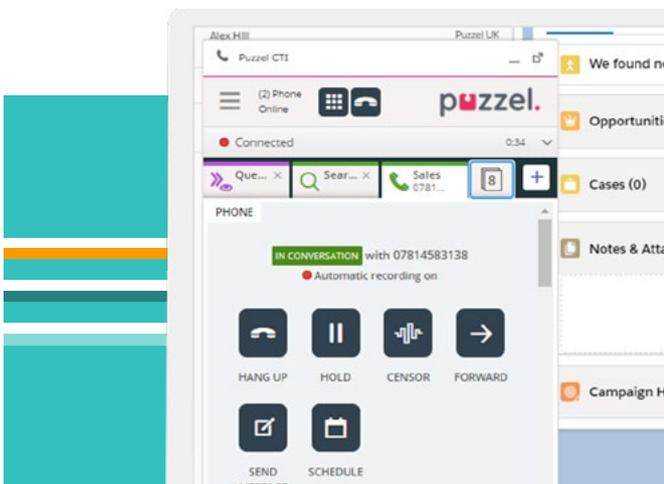
### Reduce agent effort

Eliminate the need for agents to switch between applications and manually transfer data from one application to the other.



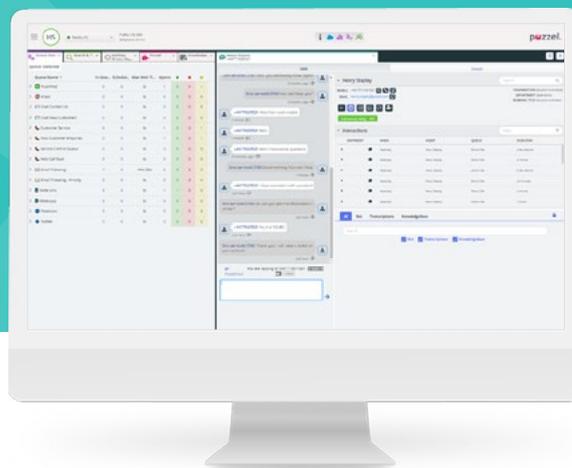
### Click-to-Call

Enable agents to launch an outbound call directly from Salesforce, reducing input errors and increasing productivity.



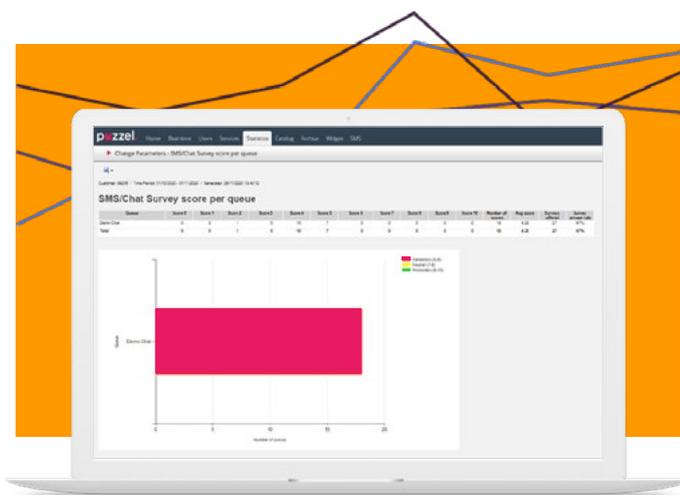
# Puzzel SMS

Part of the Puzzel Contact Centre Solution



## Impress busy customers on the go

With Puzzel SMS, you can deliver fast service straight to your customers' phones. More personal than e-mail and more convenient and cost effective than voice, you can save on time and money while building closer, more resilient relationships.

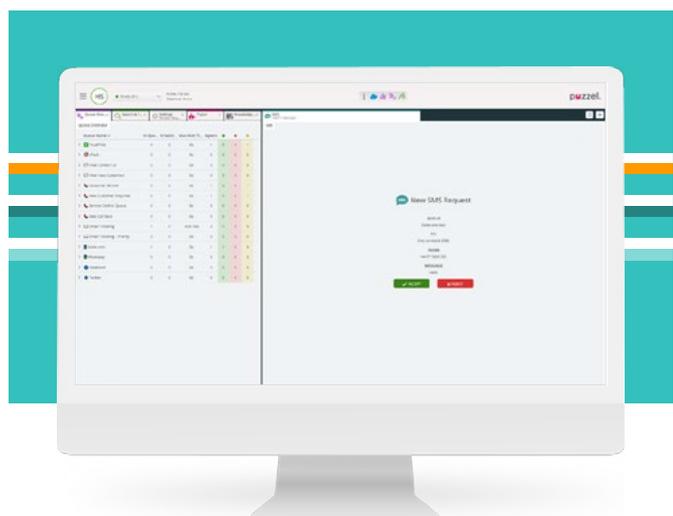
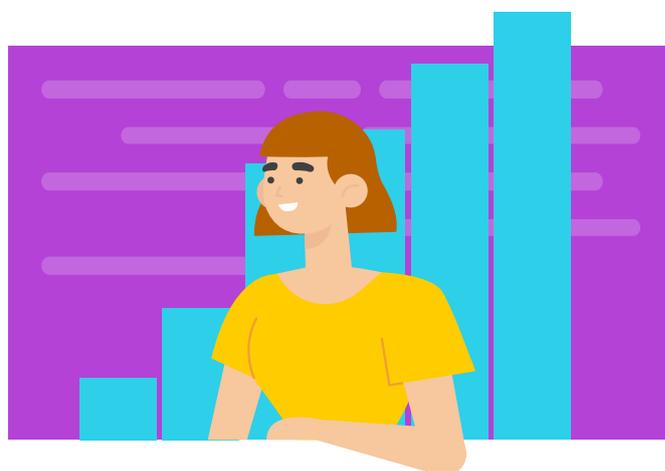


## SMS surveys

Follow-up customer service calls with automated SMS messages prompting callers to rate their service and provide feedback for agents.

## Engaging campaigns

Design and deliver SMS campaigns to proactively reach out to customers and start two way interactions.

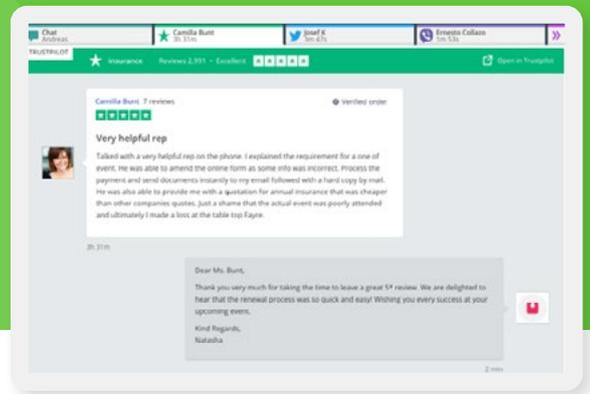


## Channel shift

Take advantage of shortcode SMS numbers to help customers reach out and to track mobile conversations.

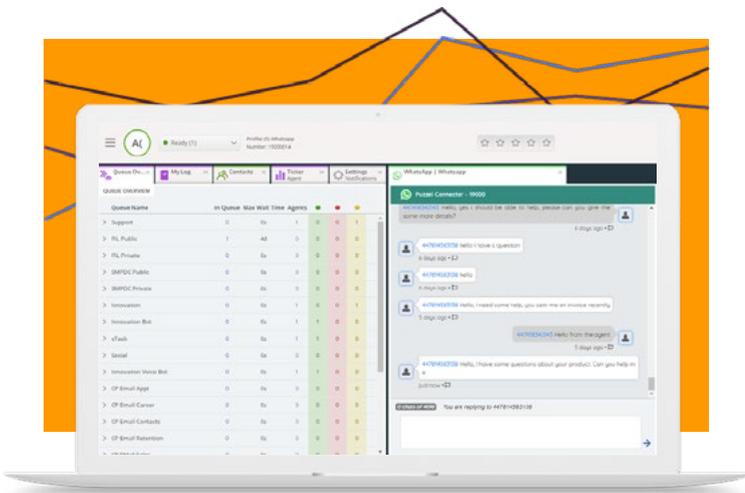
# Puzzel Social Media

Part of the Puzzel Contact Centre Solution



## Service for hyper-connected customers

Puzzel Social Media allows your clients to meet their hyper-connected customers on the platforms relevant to them. Agents can instantly respond to queries on Facebook, Twitter, WhatsApp and Trustpilot, helping businesses to build communities of loyal consumers who can amplify their brand.

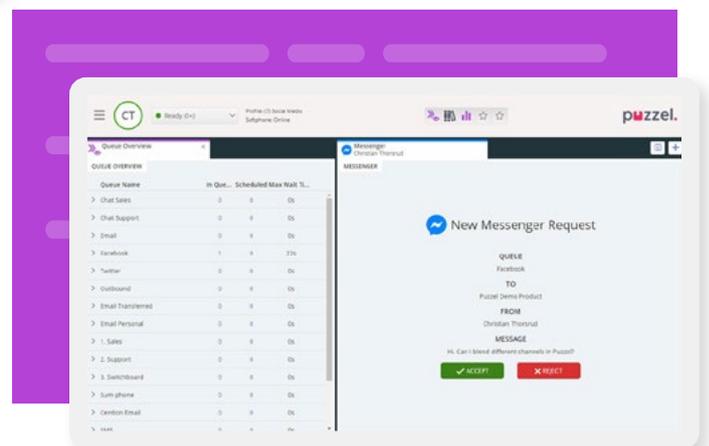


## All-in-one platform

Manage all social media channels from within Puzzel's omni-channel contact centre agent application.

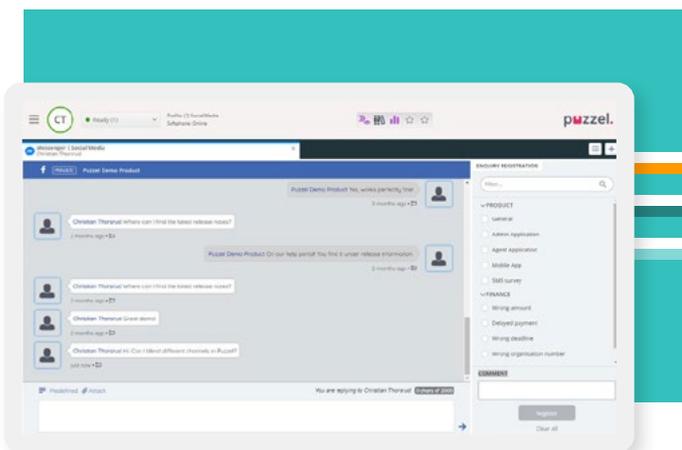
## Filtered queues

Create filtered queues for specially trained agents who can speed up replies and avoid negative social media noise caused by slow response times.



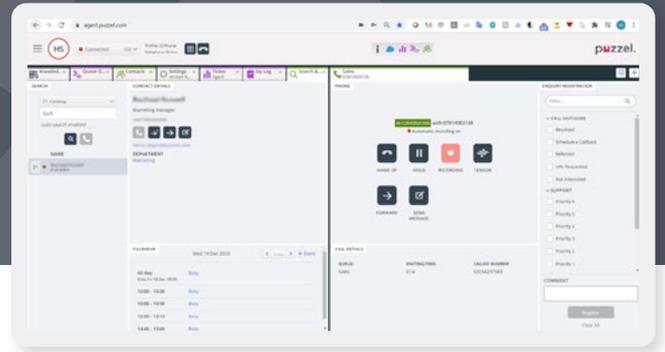
## Impress influencers

Prioritize conversations with VIP customers and key influencers relevant to your clients' brands and target audiences.



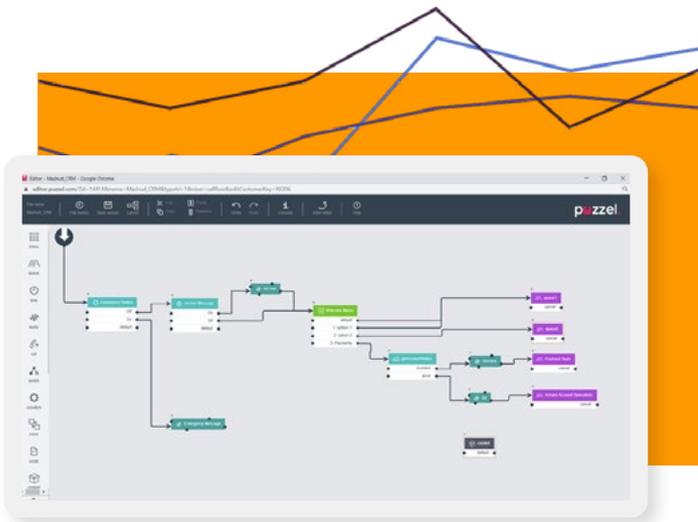
# Puzzel Switchboard

Part of the Puzzel Contact Centre Solution



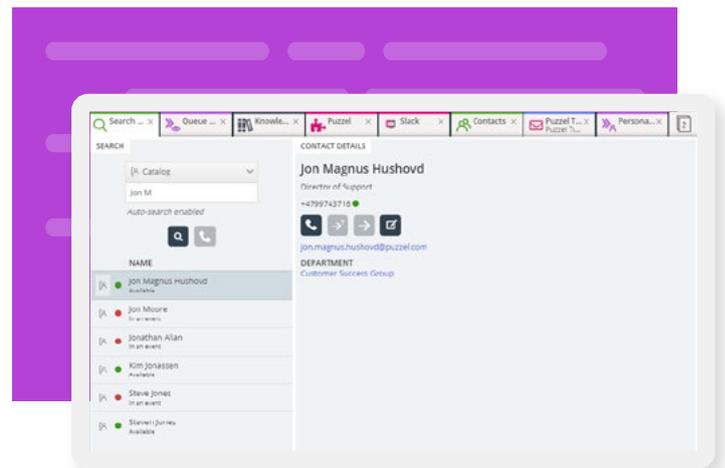
## Route calls to the right people, every time

With Puzzel Switchboard, your clients can connect calls to the right people in their organisations quickly and efficiently, every time. Operators can easily search and find contacts, view their calendars and presence status, and transfer calls with just a few clicks.



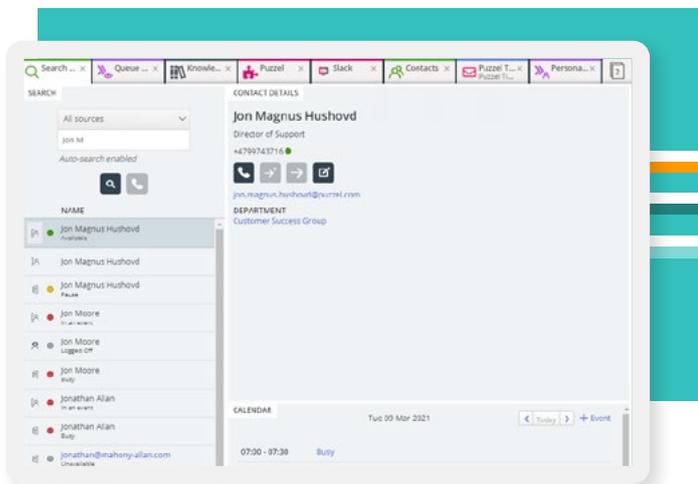
## Quick search

Operators can quickly search and find directory information for all employees across their organisations, including their phone numbers, addresses and office hours.



## Presence status

See the presence status of all employees in real-time, even when they are not part of the contact centre.



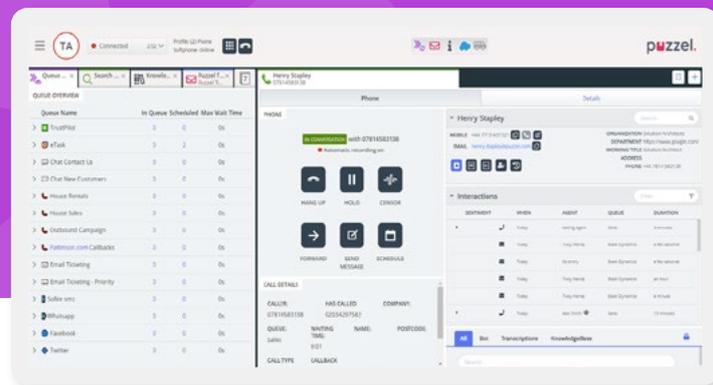
## Convenient voicemail

Enable customers to leave voice messages when calling outside normal office hours or during very busy periods when queues may be long.



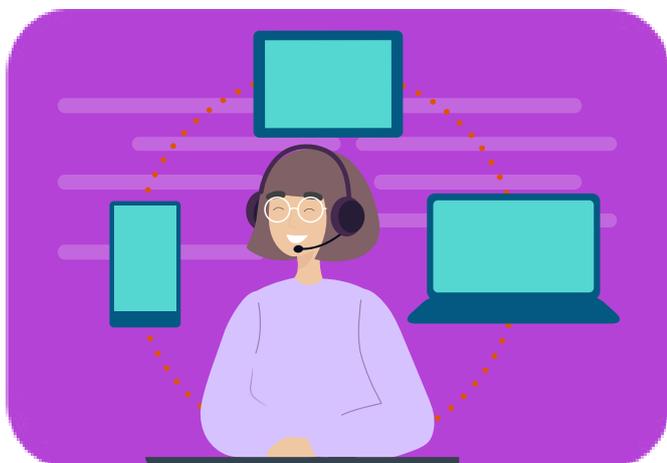
# Puzzel Voice

Part of the Puzzel Contact Centre Solution



## Exceptional service with a human touch

Puzzel Voice provides agents with all the tools they need to handle telephone enquiries effectively. Our intuitive software makes inbound and outbound calling simple, while skills-based routing ensures customers receive the best possible service every time.

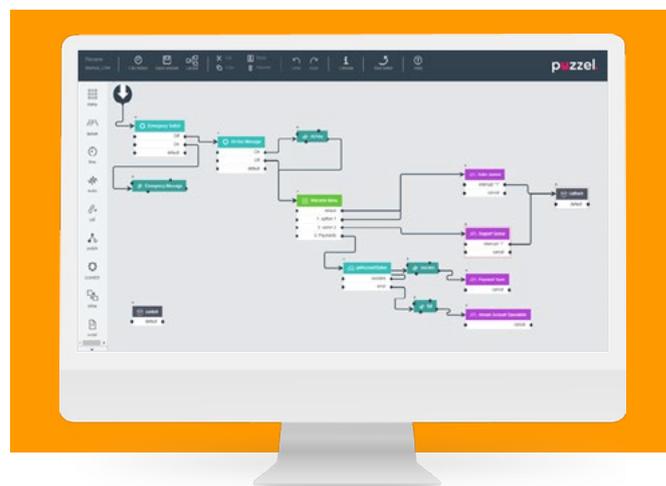


## Flexible communications

Puzzel Softphone enables agents to answer calls directly from their computer, tablet or mobile device, removing the need for landlines and clunky infrastructure.

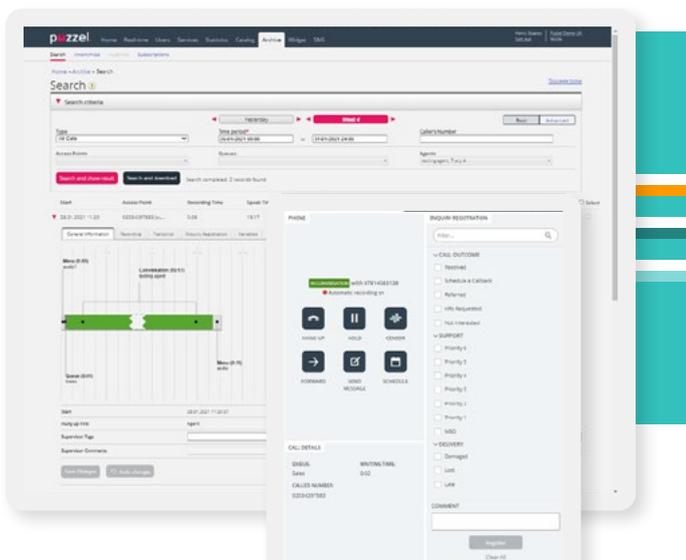
## Powerful automation

Interactive Voice Response (IVR) automates routine tasks and allows customers to complete simple self-service transactions 24/7 without the need for extra staff.



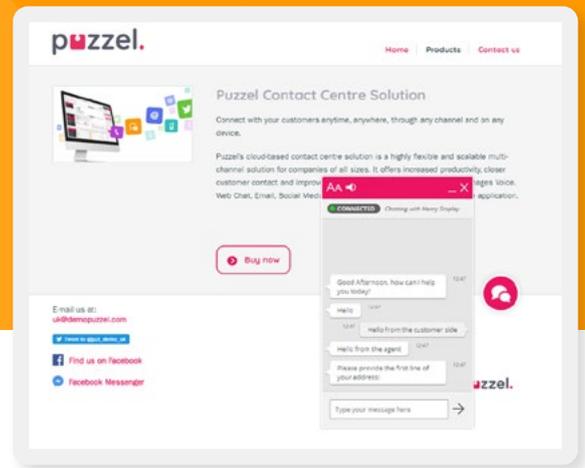
## In-depth quality control

With Voice Recording and Silent Monitoring, managers can record and listen to agent calls, track compliance, identify skills gaps and improve service quality.



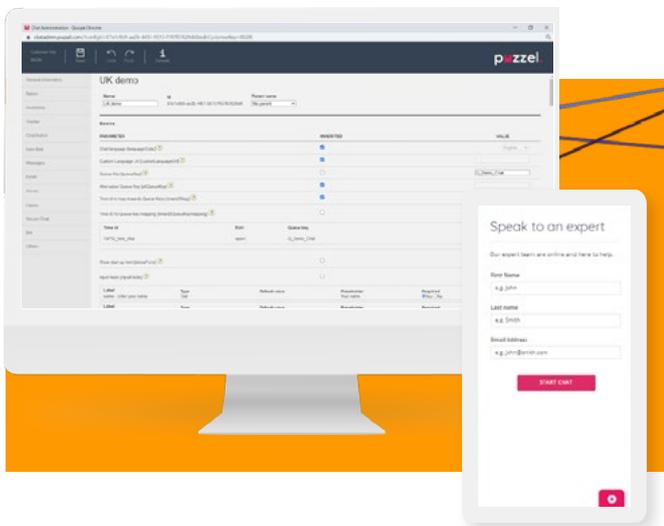
# Puzzel Web Chat

Part of the Puzzel Contact Centre Solution



## Smart service for the digital age

Puzzel Web Chat provides your clients' customers with a convenient way to get in touch via their website. It can be easily configured to switch on and off depending on agent availability, skills or other business conditions, and help reduce costs and boost productivity.

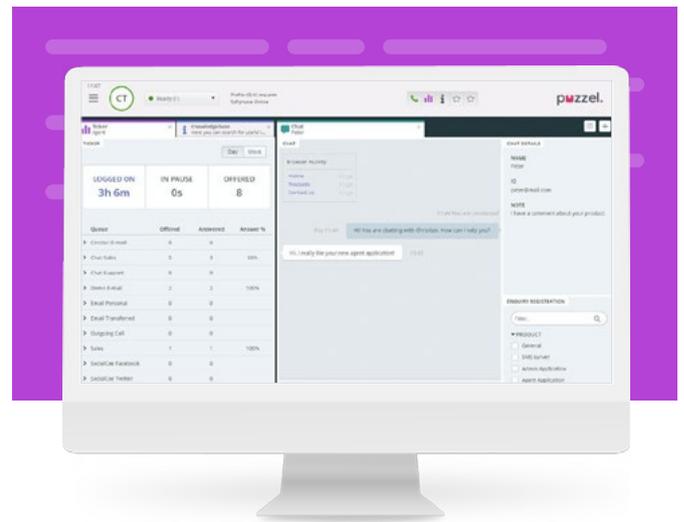


## Easy customisation

Puzzel's Web Chat interface is completely customisable, allowing your clients to choose the right font, colour, shape and size for their brand.

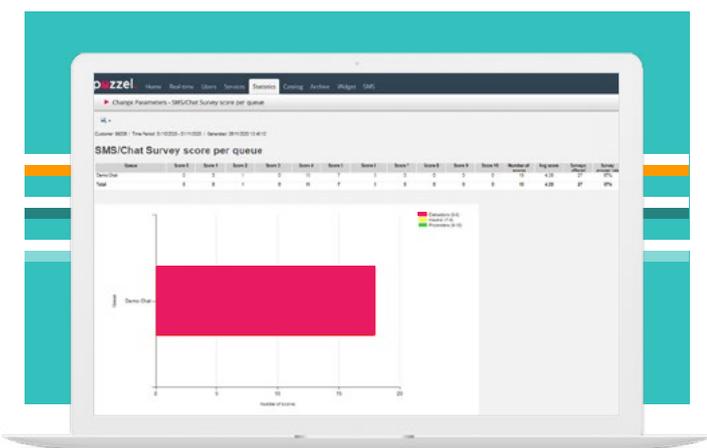
## Flexible configurations

Clients can create unique web chats for each section of their website, tailoring their welcome messages to suit the content on each page.



## Chat surveys

Never miss the opportunity to capture the 'voice of the customer' by including a survey at the end of every Web Chat conversation.



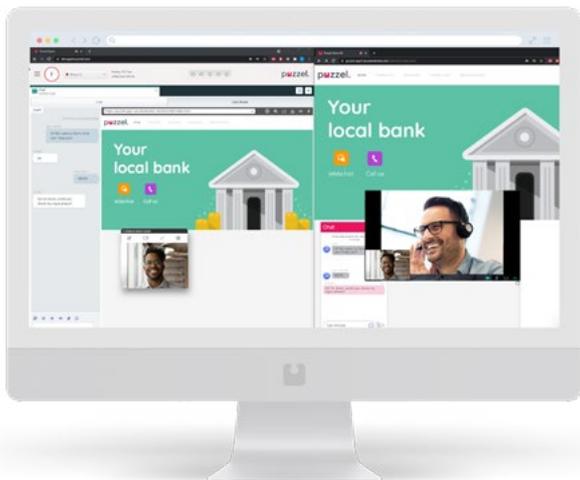
# Puzzel Live Share



## Recreate the thrill of the in-store experience, online

Customers today expect fast, seamless service across all customer service channels. But most importantly, they expect to receive the same level of attention, empathy and care via your clients' digital channels as they would in-store.

For consumer brands, this can be difficult to achieve when digital channels designed for speed and convenience aren't equipped to deliver the immersive experiences customers now crave.



## That's why Puzzel offers Live Share.

Live Share enables your clients' customer service agents to video chat with customers and share their screens to deliver greater empathy and a human touch in the micro-moments that matter.

[▶ Refer now](#)

## With Live Share your customer service team can:



Build closer relationships with customers through more natural, personalised interactions



Help customers make purchases via visual demonstrations and/or consultancy



Establish trust with greater transparency and visual verification



Reduce churn by diffusing tension and providing a personal touch when loyalty hangs in the balance



# Packages

Engage - Delight - Inspire

**Puzzle Engage**  
The essential customer service package

**Engage your customers and your team with the essential tools for your contact centre.**

Combine voice handling with ONE other digital channel of your choice for a truly omnichannel experience supported with an array of must-have features.

- High-quality voice communications**  
Provide agents and managers with everything they need to handle calls effectively, including softphone, IVR, call out, audio management and voice recording.
- Skills-based routing**  
Easily design conversations based on experience, knowledge and capacity, ensuring customers get the right support every time.
- Integrations and customisation**  
Customise your solution with basic CRM integration and access to Puzzle's APIs.
- First-class reporting and analytics**  
Quickly measure customer satisfaction, agent and team efficiency and maximise their return on investment.

**Puzzle Engage**  
Includes Voice + 1 Channel

- Omnichannel routing
- 360° view of all customer interactions and call recording
- Voice standard, including softphone, IVR
- Email case management (only available if email is selected as a channel)
- Basic CRM integration
- Call Flow Tool (Flexi-Call)
- API access
- Basic support

**Puzzle Inspire**  
Includes Voice + All Other Channels

- Omnichannel routing
- 360° view of all customer interactions
- Voice standard, including softphone, IVR, call out, audio management and voice recording
- Email case management
- Event and SMS campaigns
- AI-powered knowledgebase
- Advanced Agent Assist
- Call Flow Tool
- Survey
- API access
- Puzzle WFM
- Basic support

**Puzzle Delight**  
Includes Voice + 2 Channels

- Omnichannel routing
- 360° view of all customer interactions
- Voice standard, including softphone, IVR, call out, audio management and voice recording
- Email case management (only available if email is selected as a channel)
- Event and SMS campaigns
- AI-powered knowledgebase
- Advanced Agent Assist
- Call Flow Tool
- Survey
- API access
- Basic support

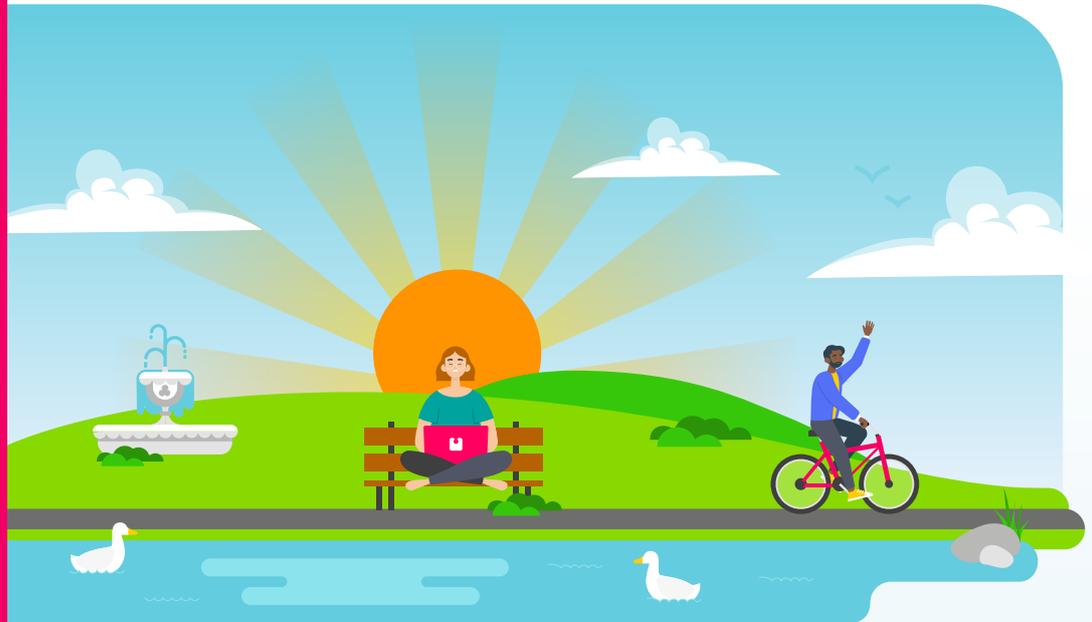
**Customer recording storage**  
Store call recordings for up to 6 months, giving managers more time to track performance and identify skills gaps.

**puzzle.**



## Puzzel Engage

The essential customer service package



## Engage your customers and your team with the essential tools for your contact centre.

Combine voice handling with ONE other digital channel of your choice for a truly omnichannel experience supported with an array of must-have features.

-  **High-quality voice communications**  
Provide agents and managers with everything they need to handle calls effectively, including softphone, IVR, call out, audio management
-  **Skills-based routing**  
Easily assign conversations based on experience, knowledge and capacity, ensuring customers get the right support every time
-  **Integrations and customisation**  
Customise your solution with basic CRM integration and access to Puzzel's APIs
-  **First-class reporting and analytics**  
Quickly measure customer satisfaction, agent and team efficiency and maximise their return on investment

### Puzzel Engage

Includes Voice + 1 Channel



Omnichannel routing

360° view of all customer interactions

Voice standard, including softphone and IVR

Basic CRM integration

Call Flow Tool [Read-Only]

API access

Basic support



## Puzzel Delight

The advanced  
customer service  
package



## Delight your customers and your team with advanced tools for your contact centre.

Combine voice handling with TWO other digital channels of your choice for an impressive omnichannel experience enhanced with automation features.

- ✓ **Convenient customer callback**  
Give customers a quick and easy way to make contact without having to wait in a queue
- ✓ **Create efficiency by leveraging automation**  
E-mail enquiries are automatically categorised and assigned to agents based on their skills
- ✓ **First-class reporting and analytics**  
Store call recordings for up to 6 months, giving managers more time to track performance and identify skills gaps

### Puzzel Delight

Includes Voice + 2 Channels



Omnichannel routing

360° view of all customer interactions

Voice advanced including standard features + silent monitoring, callback and recording

E-mail case management  
Only applicable if e-mail is selected as a channel

Basic CRM integration

E-mail and SMS campaigns

Call Flow Tool

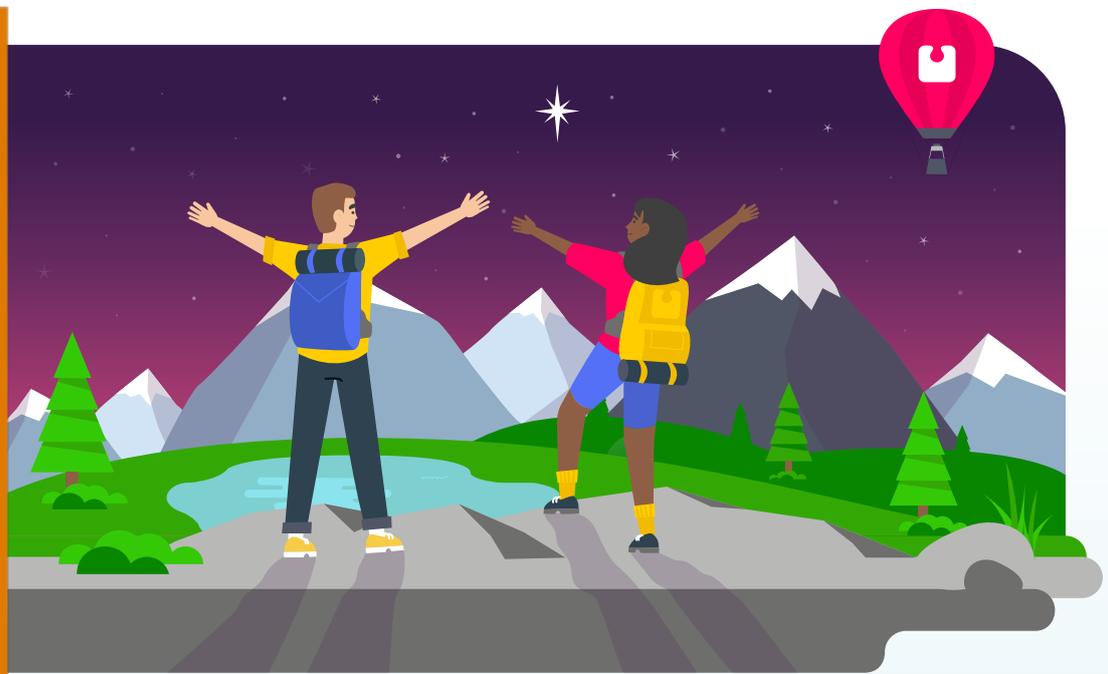
API access

Basic support



## Puzzle Inspire

The ultimate customer service package



## Inspire your customers and your team with the ultimate tools for your contact centre.

Combine voice handling with all other digital channels for a standout omnichannel experience enhanced with AI for greater productivity, efficiency and quality control.

- ✓ **Maximum recording storage**  
Store call recordings for up to 12 months, giving managers maximum time to track performance and identify skills gaps
- ✓ **Omnichannel experiences**  
Connect with your customers anytime, anywhere, across voice, e-mail, web chat, social media, SMS and video
- ✓ **Single customer view**  
Provide your agents with a single, unified view of all customer interactions across all channels
- ✓ **Advanced Agent Assist**  
Guide agents through challenging interactions with automated suggestions based on the customer's mood

### Puzzle Inspire

Includes Voice + All Other Channels



Omnichannel routing

360° view of all customer interactions

Voice advanced including standard features + silent monitoring, callback and up to 12 months' recording

E-mail case management

Basic CRM integration

E-mail and SMS campaigns

AI powered knowledgebase

Advanced Agent Assist

Call Flow Tool

API access

Basic support

Seamless integration

## Puzzel supports customer choice.

Whether you want to bring your own bot or choose from our selection of add-ons, the Puzzel Marketplace offers out-of-the-box integrations and upgrades to expand and enhance your customer service system.

Explore the Puzzel Marketplace:  
<https://marketplace.puzzel.com>



# Useful links

**Puzzel Help Centre:** <https://help.puzzel.com/>

If a customer needs help with their Puzzel solution, they can visit our Help Centre. There, they can submit a service ticket or live chat with our friendly support team. They can also browse our latest release notes, user guides, product sheets, API documentation and FAQs.

**Puzzel Academy:** <https://academy.puzzel.com/login/index.php>

The Puzzel Academy is our online Learning Management System (LMS). It is where customers can find a range of interactive short courses on our Puzzel Contact Centre, WFM and Ticketing solutions, as well as extra downloadable resources designed to help onboard and upskill users. The activities take between 15 and 40 minutes to complete and can be accessed anywhere, at any time and on any device. Managers can also track agents' progress with insights into which courses they've completed and where any knowledge gaps may lie.

**Puzzel Marketplace:** <https://marketplace.puzzel.com/>

The Puzzel Marketplace is where customers can discover the latest third-party apps and integrations available to expand and enrich their Puzzel contact centre solution. They can browse dozens of add-ons, including CRM solutions, Microsoft Teams, AI tools, insights and services.

**Puzzel Media & Insights:** <https://www.puzzel.com/uk/neighbourhood/media-insights/>

Customers can stay up-to-date with the latest news, blogs, press releases, events, webinars and white papers via our Puzzel Media & Insights webpage.