

## AUTO ESCALATING WITH SAINAPSE

Tiered support or sales is a pyramid of staffing levels and costs. Tier 1 support is the base of the pyramid, and experts are the top of the pyramid. Every company on the planet wants to do more in the lower cost tier but that nut is hard to crack for so many reasons. For a subset of issues, Tier 1 is not equipped to solve the issue; it could be lack to adequate technical skills, not enough rights to solve the issue, or any of several reasons.

Identifying these issues accurately is a challenge. If you interview Tier 2 or 3 agents, they will likely tell you getting these issue to them sooner allows them to do a better job and will create less friction from customers. However, escalating issues that could have been solved at the lower tiers increases support costs exponentially. Additionally, studies establish that most customers would like to use self-help rather than reach assisted support (67% of customers prefer self-service over speaking to a company representative. 91% of customers would use an online knowledge base if it were available and tailored to their needs – Source Help Desk Study 2021). Again, taking a customer seamlessly from self-help to assisted support without her feeling she wasted time on self-help is critical for superior customer experience.

What is the common thread across all these situations? It's the ability to quickly identify which level is a customer best served at – self help, tier-1 or escalated support. You have brainstormed and thought about what would solve this problem. It looks like a catch-22 situation, but it doesn't need to be.

Sainapse has solved this for you. Our patented technology accomplishes automated escalation of cases directly to appropriate 'level's and groups without waiting for either the customer struggling with self-help where assisted support is merited, or Level 1's agreement when escalated support levels are required. When you know that the problem cannot nor will not be resolved within the standard process; Sainapse will automate the movement to the appropriate team or person!

Consumers are more demanding than ever before and failure to answer their questions quickly, particularly when they are researching purchases.

One of the primary reasons agents can't solve a problem is that they don't have access to the right information at their fingertips. Provide agents with access to a single, centralized knowledge base, whatever channel they are working on, and you'll speed up response times, and they will be able to deliver answers with confidence. Different agents have different levels of experience and could well be good at different things.

Analyze incoming interactions using Sainapse to identify the topic and tone of the query and use this information to send it straight to the best available agent. That way they can use their skills to provide the perfect answer, first time, while engaging with the customer and deepening relationships.

Auto-escalation leveraging Sainapse will delight customers and staff alike because the issue is delivered to the best team or person to provide the resolution for the situation