

Lokulus' Content Management System (CMS) makes response templates and appropriate content instantly available to agents so that they can respond to customers efficiently, consistently and effectively.

The Lokulus CMS empowers the people on the ground to keep your content relevant and up to date to support the pace of change for your business needs. It allows you to:

- Create Templates to drive standardised responses.
- Store standard, reusable, contextually-aware paragraphs in multiple languages.
- Create and surface knowledge to improve the quality of responses making your agents' lives easier.
- Create dynamic rules-based content to enhance personalisation.
- Centralise business knowledge to empower your workforce.
- Publish FAQs to drive self-service and optimise the customer experience.

Shared Content

All agents can use shared content held in the CMS. It is used in response creation, both manual and automated. You can use shared content:

- To create small reusable components within a response.
- To give more information to your agents to aid their responses, giving the customer more detail and empowering them to cross-sell another product with attachments.
- As FAQs, for use either by customers directly on your website or by agents.
- As Knowledgebase Articles, to offer help and guidance to customers or agents.

Additionally, for internal use, standard notes can be viewed by all agents.

Organise

Create and manage your content in hierarchies. These are organisational structures where you:

- Define multiple nodes and create new content at any level.
- Organise content in hierarchies to reflect the different ways the content can be found, for example, by department, product, or type of content.
- Also, attach keywords to content to support keyword searching.

Manual Response Options

Use templates to configure content that reflects the differing types of responses.

Multi-Language Support

Create different language versions of the same content, so the agent will only see the appropriate version. You can configure spell-checking and stop-word dictionaries and apply them to outbound communications to improve the quality of responses.

Multi-Channel Support

Configure content to reflect response media types. For example, a briefer version of an email response for use by SMS text message or a Tweet. You associate each response with a channel. The agent is only presented with content options applicable to the channel they are using.

Powerful Search

The CMS provides powerful indexing and search features, so your content is only ever a quick search away.

Dynamic Substitution

Use variables to write powerful dynamic substitution rules and apply them in real-time as responses are created. Markers called Template Variables allow you to embed any of the following within another piece of content:

- Another paragraph.
- An attachment.
- The value of a variable (e.g., order status).
- Data from your existing systems.

The following are just some possible examples:

- A salutation (Dear <?>) based on a value such as a customer's name,
- A sign off signature (Kind Regards <?>) using an image based on a parameter.
- The use of the order number to look up the order status from another system and based on the value returned include the relevant explanatory paragraph for that status.

Agent Help.

Define content that is for internal use only, containing procedural or guidance information for the agents to help them carry out the work task. This content is searchable in the usual way, and you can also configure it to appear automatically in a separate tab, so it is even easier to find.