

"To improve the first contact resolution, average handling time, customer satisfaction metrics, as well as agent and employee satisfaction scores, we make sure that our automation always serves the interests of our customers first and is beneficial for the business and employees as well."



Eccentex is shaping the market with disruptive cloud technology

"Eccentex HyperAutomation Cloud is a low-code platform that orchestrates multiple business automation capabilities around customer engagement, case & task management with the help of AI, that shapes the future of the process automation industry."

- Alex Stein, CEO of Eccentex

Eccentex Corporation is a leading low-code development and process automation platform vendor that enables businesses to rapidly develop powerful digital applications. Eccentex application-as-a-service platform supports rapid delivery, cost-efficient deployment and maintenance, and enables organizations to create and run enterprise business processes on cloud without heavy IT involvement. The company serves customers worldwide.

Eccentex is headquartered in Culver City, CA and has global offices around the world.

The Silicon Review reached out to Alex Stein, founder and CEO of Eccentex Corporation, this is what he said about his vision.

Interview Highlights

Why was Eccentex Corporation born? What pain points did you set out to solve?

Eccentex Corporation was established to provide mid- and large-sized

companies with the capability that enables them to create end-to-end process automation solutions or automate business processes, very quickly with the least possible IT effort. Eccentex solutions are natively built for cloud and are consumable through flexible subscription packages. Our new recently announced offer supports businesses of any size to leverage all the benefits of our powerful application development platform that now features 20+ new AI capabilities.

We have more than a decade of experience in building verticalized solutions for companies with different use cases and process types. One of our core capabilities is to support dynamic/ad hoc processes, that require a non-sequential design and agile workflows. These processes require elastic workflows where the previous step's outcomes define what will be the next steps in the procedure. With most cases it brings some difficulties, but not for Eccentex, because our product is designed to be dynamic and agile. In addition, we developed a lot of intuitive visual

builders that help our clients to make the solution development easy and flexible, and it can be done in a matter of weeks as opposed to lengthy IT projects.

As a leading low-code platform for case management and customer service, what are Eccentex Corporation's key focus areas?

Our main area of focus is to automate core business processes that involve both human and hybrid workforce engagements. Today many businesses use bots and conversational AI services on the forefront of their customer service, but eventually most of the work is still done by humans in the back-office. For example, when someone files an insurance claim, it is usually processed and resolved by the back office. Every time someone needs to be on-boarded to obtain a new service from a service provider, extra setups, paperwork, and sequential human activities are required. That said, our focus is to automate these processes to improve the experiences of human agents with meaningful

“We can make the entire customer engagement process faster, more efficient, and less effort-consuming.”

automation that makes the entire process effortless and quicker.

What is your HyperAutomation Cloud platform all about? How does it empower your clients and help them meet their strategic business needs?

Imagine using our HyperAutomation Cloud platform, such as a Cloud-Native Automation Toolkit, to build, develop and optimize your business applications and processes easily. You can leverage the power of our visual builders to drag and drop your processes and data models into a canvas and allow the system to automatically create the necessary IT code which will run the entire process automation. You can use our pre-built vertical use case libraries to jump start your process automation, so you don't need to have extensive IT skills to create your processes from scratch. And if you need to, you can add some mid-level or even deep-level programming elements. Our solution enables you to create 80% ready for use processes without writing a single IT code. Then, if you would like to further sophisticate or automate your processes, you can always insert the missing codes because our platform is enabled to support both. In this way, building a simple case management process may take only 5 to 10 minutes rather than weeks of development. You also can create alternative variations of your processes to test their

effectiveness based on simple A/B testing principles to figure out which one works best for your clients and employees.

What extra steps does Eccentex Corporation take to benefit its customers?

The primary and most significant benefit is that we can make the entire customer engagement process faster, more efficient, and less effort-consuming and we can support multiple, even conflicting, KPIs simultaneously. Our solution can support customers to complete the same number of tasks with fewer resources in a shorter time. It means that when a process is automated in a way that makes sense and is proven to be useful for customers, the system diverts significant traffic from the already occupied human resources to automation, which can speed up processes, lower costs, lessen agent and customer frustration, and also eliminate human error.

Most importantly, these kinds of integrations and automations need to be meaningful. Automation that does not satisfy customer needs can only be counterproductive. If the customers do not like your automated processes or do not use them, you may incur additional costs because they will switch to a different channel

and may call your human agents for support. To improve the first contact resolution, average handling time, customer satisfaction metrics, as well as agent and employee satisfaction scores, we make sure that our automation always serves the interests of customers first and is beneficial for the businesses and employees as well.

What new endeavors is Eccentex Corporation currently undertaking?

On June 15th, we introduced our new product line called HyperAutomation Cloud that should create a new category in our market. This solution combines all the existing features and functionalities of our AppBase platform while adding new AI features and integrations. We are continuously developing this platform by adding new capabilities frequently according to our strategic roadmap.

What's the one thing you want Eccentex to be known for?

Eccentex should be recognized for its cloud-native, mission-critical, agile, simple-to-deploy, and quick process automation solutions that are available for businesses of all sizes and across the globe. SR

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 **HyperAutomation Cloud**



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