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MOST CRITICAL CONTACT CENTER TRENDS FOR 2020

Great contact center leaders know reacting in the moment isn't enough to create customer experiences that help brands rise above the competition. It requires staying ahead of change and leveraging innovation.

We used industry research, plus interviews with leading analysts, customers, partners and prospects, to identify the six most critical contact center trends for 2020.

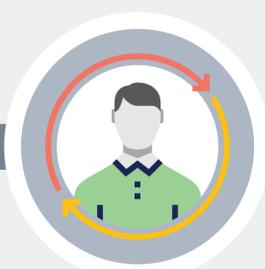


THE CLOUD IS HERE TO STAY

Cloud is the default choice for seamless, omnichannel customer experience. And customer experience will continue to be the great competitive differentiator.

Research shows there are also measurable operational benefits to the cloud, including reliability, flexibility and easier integration, solidifying its staying power long-term.

TREND 1

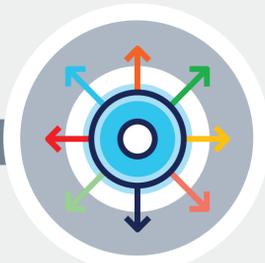


ADAPTING TO GENERATIONAL WORKFORCES IS CRITICAL

Struggling with employee recruitment and retention?

Spend time understanding Gen Z and Millennials. Both have unique characteristics, needs and motivations. Understanding them will help you keep these fastest-growing groups of agents happy—and your contact center humming.

TREND 2



NATIVE WORKFORCE OPTIMIZATION SOLUTIONS

Analysts tell us workforce optimization (WFO) that is native, or built into your contact center platform, is a requirement for long-term success. Among the benefits is that it makes it easier for agents to learn and use the platform, which increases efficiencies and improves customer experience.

TREND 3



GOODBYE CHANNEL DIVIDE, HELLO CHANNEL UNIFICATION

When your channels aren't unified, customer experience suffers. According to Forrester, the path to optimal customer experience is multichannel to omnichannel and eventually to "channel-less." With channel-less, the customer touchpoint won't matter, you'll respond consistently and seamlessly every time.

Forrester says channel-less contact centers will be widespread by 2028.

TREND 4



A NEW ERA OF METRICS FOCUSES ON CUSTOMER EXPERIENCE, NOT JUST AGENT BEHAVIOR

Historically, contact centers have focused on agent behavior metrics, hoping to positively influence service. But contact centers are finding high agent performance scores don't always correlate to great customer experience.

In 2020, superior brands will design metrics that drive customer loyalty and service over agent behavior.

TREND 5



RE-IMAGINED CUSTOMER EXPERIENCE: AI WILL AUGMENT AGENTS, NOT REPLACE THEM

Beyond all the hype, the true value of AI isn't about replacing human agents.

Its greatest value is twofold: AI can automate simple interactions and help agents address complicated issues that can only be handled by humans.

TREND 6



LEARN MORE BY DOWNLOADING SERENOVA'S ANNUAL TRENDS REPORT [HERE](#).

