

7 Reasons Why a Cloud-Based Contact Center is the Way to Deliver on Customer Experience

You recognize the undeniable connection between customer experience (CX) and your contact center. Your contact center agents are on the front lines with your customers. In some cases, they're the first impression someone has of your company. In other cases, they're the only interaction your customers have with your organization.

This is no time to leave anything to chance! While a stellar experience can drive customer loyalty and advocacy, a poor one can resonate far and wide, with impacts extending far beyond disappointing that single customer.

Cloud-based contact centers offer advantages when it comes to delivering on your CX vision. Here are seven ways they can equip you to succeed.

1. Built with omnichannel in mind

Your customers want the flexibility to connect with you via their channel of choice – and that preference can change from one interaction to the next. The best contact centers equip their agents to handle these interactions seamlessly and with ease. The worst ones don't make it easy for their agents to understand the customer's situation to date. Without context of the customer's past interactions, your contact center agents aren't able to serve up a good customer experience.

That's why the way you enable omnichannel interactions matters. Doing so via a traditional on-premises contact center solution designed for voice requires you to bolt on additional tools. Your agents are then forced to access these via individual, disconnected user interfaces. The result? Customer frustration as agents scramble to gather all necessary information about previous interactions in other channels. In fact, Aberdeen estimates agents waste about 14% of their time looking for information about the customer they're serving.¹

A cloud-based contact center supports omnichannel communications in a single solution. As your customers choose their preferred communication channel – and even switch between channels – your agents can also pivot channels seamlessly and respond with context based on insights from earlier interactions. This enables interactions that both your customers and agents will characterize as outstanding.

Don't confuse multichannel and omnichannel

Multichannel refers to different communication options, like voice, chat, email and self-service, often accessed separately. Omnichannel refers to seamlessly integrated communication options that share data about all interactions.

Source: 1. www.serenova.com/blog/2018/01/choosing-cloud-contact-center-solutions

2. Enabling a unified experience

Did you know contact center agents use between three and five different software solutions on average to support customer service requests during a typical working day?² When contact center tools are disconnected, your agents, customers and contact center managers suffer due to inefficiencies and lack of visibility.

Agents struggle to arrive at needed context to help the customers they're serving. Customers get frustrated waiting for agents to track down information about interactions to date and being asked to once again describe their issue. And your contact center managers find it challenging to figure out just how well each agent is serving your customers and pinpoint opportunities to improve.

The most modern cloud contact center solutions come with all critical tools integrated – including an automatic call distributor (ACD), computer telephony integration (CTI), and interactive voice response (IVR). They also natively connect to your CRM system, helpdesk tickets, call script generators and other key systems. This matters because – as the CFI Group says³ – contact center satisfaction scores will remain low until businesses call upon the technology that enables the right processes and empowers their agents to deal with contacts immediately.

A unified solution experience reduces the number of tools your agents need to manage, in turn alleviating their stress and enabling them to better serve your customers.

Approximately 14% of agent time with the customer is wasted by spending time looking for information on a customer, according to research from Aberdeen.

—www.serenova.com/blog/2018/01/choosing-cloud-contact-center-solutions

3. Delivering actionable analytics and reporting

Every day, your contact center collects massive amounts of data from each customer interaction. Quickly getting a unified view of what's happening in the data center is essential to delivering the best customer experiences. But it's tough to analyze and report on all interactions and agent performance if your contact center tools are disconnected.

When contact center managers can leverage and analyze all the data you're collecting about customer interactions and agent performance, you can decrease attrition rates, improve agent performance, influence business outcomes, and positively impact customers.



Because of seamless integration between tools and technologies in a cloud contact center, you get these benefits: near real-time data refresh, real-time reporting and historical data. Newer cloud platforms can even refresh data in less than one second, providing incredibly accurate information around real-time queue events and agent status.

A cloud contact center also makes it simple to share contact center data with other tools, like those you use to track case duration. In turn, you can more easily run reports showing your contact center data alongside other important data. Perhaps most importantly, with the right data and analytics, your supervisors can identify areas for agent growth and improvement, and ultimately, improve operational efficiency.

4. Improving quality management

Your customers' main point of contact with your organization is often through your contact center. It is the moment of truth for your brand and often the only interaction a customer may have with your company.

This makes it critical for you to monitor and improve agent performance. But documenting customer interactions and accurately evaluating agent activity is no small feat – particularly in a sizeable contact center with numerous agents addressing a myriad of customer inquiries. It's nearly impossible to do so using spreadsheets or legacy software.

The key is to capture the agent and customer experience across the contact center so your supervisors can monitor, evaluate, and improve the quality of the customer experience. An advanced cloud-based contact center provides your supervisors with a single platform for quality management. Specifically, it makes it possible to ensure agents adhere to internal policies and procedures and deliver the best customer experiences.

A contact center solution with integrated quality management (or workforce optimization, aka WFO) can deliver valuable insights into customer responses to automated support and into agent-assisted services. In turn, you can make informed process changes, train agents and provide real-time feedback to positively impact the customer experience. According to The Forrester Wave™: Cloud Contact Centers, Q3 2018 report, it's critical to have WFO native in your cloud contact center solution. Forrester believes natively integrated WFO technologies “provide immediate benefits and lay the groundwork for contact centers to evolve strategically.”

Source: 2. www.serenova.com/blog/2018/01/choosing-cloud-contact-center-solutions 3. www.serenova.com/blog/2018/01/choosing-cloud-contact-center-solutions



5. Calling upon automation

A hallmark of modern business is automating tedious processes whenever possible. Today's cloud contact centers incorporate automation with that in mind. The right contact center solution will provide this in spades. As examples:

For instance, an intelligent routing system sends customers to the right agents with the right resources. This improves first-call-resolution rates, reduces the number of times customers are transferred, and decreases the time both agents and customers spend on the phone to resolve an issue.

Automated chatbots make interactions efficient without burdening your agents. An automated bot could field an initial discussion with a customer in a web chat. During that session, the bot could collect and pass along information about the customer and the issue to a live agent. In other cases, the bot could perform simple tasks like resetting a password.

Further, incorporating AI allows the contact center solution to listen to conversations between agents and customers and “whisper” suggestions to agents based on keywords it noticed. This arms agents with real-time insights so they can make smarter and decisions.

By taking advantage of capabilities like these within a cloud contact center, your company can spend less time on routine tasks and more time delivering the best customer experience possible.

75% of contact center leaders say agents manage too many tools.

6. Providing a foundation for scaling

According to a report from Datamonitor, virtualized contact centers can achieve a 92% savings versus a premises-based model. One core reason is that all you need is a computer with internet access and a web browser to use cloud-based contact center tools.

This setup allows your workforce to work from anywhere, any time, and allows you to easily and cost-effectively offer 24/7/365 customer service. Because cloud solutions empower agents in different locations to work together effectively, you can also be confident about a top-notch customer experience.

At the same time that it supports distributed, virtual workforces, a cloud contact center enables a different type of scalability: scaling up or down based on need and in line with your growth. Whether you need to scale up for seasonality or down because you are driving customers toward self-service options, a cloud contact center supports your changing needs.



7. Delivering a great customer experience

Many contact center factors contribute to a standout customer experience. While your people and processes are an essential part of the formula, the technology you use to enable those is critical to delivering on your CX vision. Your most valuable resource in delivering a great customer experience is your contact center agents. By equipping them to provide the best solution possible, you keep your agents productive and efficient while improving the customer experience. The result is higher retention of both agents and customers and business growth.

About Serenova

Serenova simplifies every aspect of the customer experience to make life easier for contact center executives, their customers and employees. The world's most passionate, customer-focused brands achieve better interactions, deeper insights, and more meaningful outcomes with Serenova's contact center solutions.

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