

A PRACTITIONER'S GUIDE TO SUSTAINABLE CUSTOMER EXPERIENCE IN THE CONTACT CENTRE



INTRODUCTION

Businesses everywhere are under pressure to digitally transform and differentiate on customer experience (CX). It is the only way to survive in today's customer-driven environment.

According to Gartner, within two years' time, 81% of companies expect to be competing mostly or completely on the basis of CX.

But, delivering a sustainable CX is no small task, especially when the experiences delivered by the best customer-focused companies set the bar for all the rest. Today's CX is multi-faceted, covering the customer journey from sales to service and spanning channels from the online and mobile to the contact centre. And while digital interactions are on the rise, the contact centre continues to play a significant role in building and maintaining a brand's reputation with an increasing number of customers calling the contact centre for high-touch, complex engagements or for remediation of digital failures. Succeed in the contact centre and your brand will thrive; fail in the contact centre and your brand will languish.

At NewVoiceMedia, we've given the subject of CX a lot of thought and we've developed this guide to help you with your CX initiatives in the contact centre. Designed for the practitioner, you'll find out what's critical to delivering a great experience and how you can deliver it by focusing on a few key elements. We've also included examples and videos highlighting how businesses have used the NewVoiceMedia platform to digitally transform and dramatically improve CX.



Read on to envision the possibilities and bring them to life in your contact centre.



WHAT CONSTITUTES GREAT CX IN THE CONTACT CENTRE

Customers call your contact centre to fix problems, navigate purchases, and arrive at positive outcomes.

Many contact centres focus on driving efficiencies around customer interactions and expect those efficiencies to translate into great CX. But delivering great CX is more than solving a customer problem efficiently. According to Forrester, how customers feel is a significant component that drives CX quality.

If you want to deliver great CX, resolve customers' issues, make it easy for them, but most importantly, make them feel great. Take the opportunity to impact how customers feel by having great conversations with them every time you interact with them in the contact centre. So, to make customers feel great, make every conversation great.

CX = Effectiveness (Goal achieved) + Ease (Effort expended) + **Emotion** (How did it make you feel?)

MAKE CUSTOMERS FEEL GREAT = MAKE EVERY CONVERSATION GREAT

ENABLING GREAT CONVERSATIONS IN YOUR CONTACT CENTRE

To make contact centre conversations great, you need to set-up the right environment for success. This involves your contact centre design, the data you use, and some critical customer-centric capabilities. Set-up the right environment and watch your contact centre transform from a necessary operation to a beacon of customer excellence for your company's brand. See below for the key areas of focus:

1. WORK WITH YOUR CRM

How you engage with your customers in your contact centre should be a natural extension of your CRM. Your CRM is the single source of customer truth. It holds your customer-centric view and includes all your customer contact information, sales opportunities, service issues, marketing campaigns, and customer history.

Treat your CRM as your contact centre foundation and design around it. It should work dynamically with your CRM for routing, agent operations, customer messaging, reporting, and analytics. Design an environment that will resonate with your brand and customers. And, ensure the contact centre solution you pick is designed for your CRM and doesn't merely consider it a point of integration after the solution is implemented.



2. MAKE CONVERSATIONS PERSONAL

Nothing delights customers more than conversations that are tailored to them. Wouldn't it be great if your contact centre knew who you were as soon as you called? And even more importantly, wouldn't you be ecstatic if the agent knew what you were calling about, and was able to resolve your issue instantly? **To personalise conversations, ensure you can:**

Access all relevant customer data

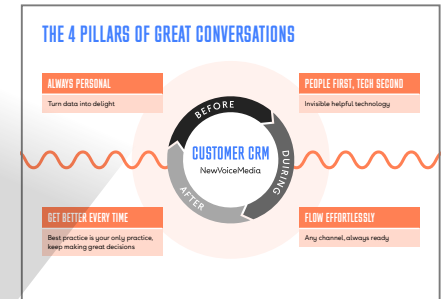
Your CRM is key, and your solution should be able to easily leverage data from your CRM to tailor the conversation. In addition, you should be able to view all call history from the prior contact centre interactions. Being able to easily access all these data sets gives you the ultimate ability to personalise conversations. You'll know what the customer has ordered, the status, service issues, what events they attended, or the last time they called. Look for a solution that gives you access to these powerful sets of data.

Route intelligently and dynamically

Being able to immediately route to the most qualified agent based on the customer's unique need without delay and annoying transfers will deliver a personalised CX. So, ensure your contact centre solution can route flexibly based on any field in your CRM and not just by IVR-limited capabilities, so you can get to right product expert, case owner, or language-speaking agent as soon as the person calls in. By routing intelligently and dynamically on your CRM data, you'll delight your customers, increase First Call Resolutions, and increase your CSAT scores.

ALWAYS PERSONAL

Turn data into delight



Connect digital and contact centre journeys

With digital interactions on the rise, ensure you have visibility into the entire customer journey. This is a major source of frustration for customers when your contact centre agent has no visibility into online history. Your contact centre solution should be able to connect the dots between the online and contact centre journeys. Your agents and reps should be "journey aware" when customers call the contact centre.

Implement these capabilities and you'll improve your KPIs like handle times, CSAT scores, First Call Resolutions and dramatically improve CX.

KEY CAPABILITIES

Access to CRM and Call data

Intelligent routing using CRM data

Journey insights connecting online and contact centre



Customer Example:

Golfbreaks.com, one of the world's largest and longest established golf travel companies, chose NewVoiceMedia to benefit from a single platform for sales and service teams. Combining voice with all other interactions ensures a single view of the customer within the Salesforce profile. Advanced routing gives agents full visibility of when their customers are calling, so that they never miss an important call. The onus is on connecting customers with the best possible agent and ensuring human contact at all times.

WATCH THE VIDEO



Customer Example:

SHL, the world's leading objective assessment organisation, uses NewVoiceMedia to deliver great customer experience across five operations spanning fifty countries. Intelligent routing gets customers to the best possible agent in the shortest time, alleviating the need to transfer calls within teams. Screen-popping of customer information ensures calls are answered in the correct language and that the agent has the right information to keep the first-time resolution rate at an impressive 98%. Real-time dashboards ensure agents and supervisors are continuously kept aware of the contact centre performance.

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3. FOCUS ON PEOPLE NOT TECHNOLOGY

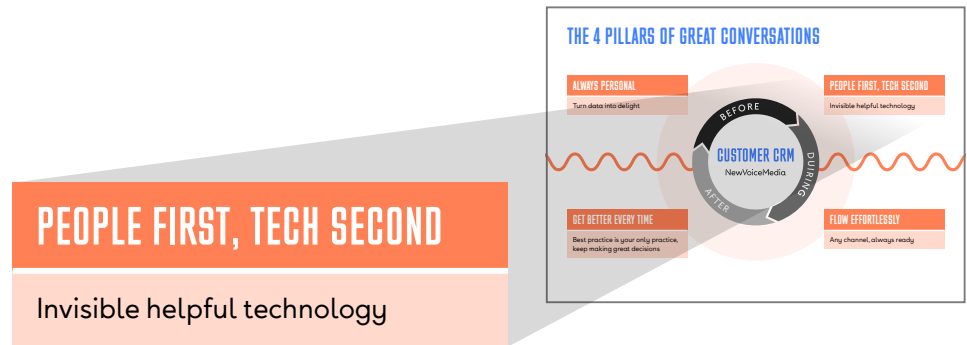
To make customers feel great, keep the focus on people and not technology. Use technology as an enabler and keep it invisible as customers and agents try to address issues. How many times have you been asked to hold while an agent is trying to toggle into other systems? When technology becomes the focus of the conversation, it is a bad experience for the customer and worse experience for the agent. **To use technology as an enabler:**

Minimise the numbers of systems – keep operations within the CRM

Allow agents and sales reps to keep the focus on customers by enabling them to operate using the fewest possible number of systems. The best-case scenario is for agents to operate solely within your CRM for all customer interactions. This will eliminate the delay associated with toggling back and forth and needless duplicative data entries. Agents need only learn how to operate in a single system, which will also drive the adoption of your CRM.

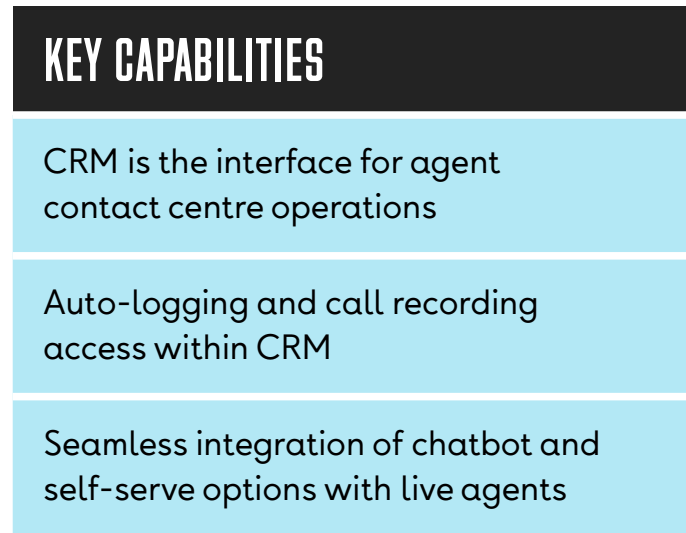
Enable teams with the right information and auto-logging capabilities

Equip agents to quickly resolve issues with automatic and timely screen pops of all the relevant data including case, interaction, and journey history prior to engaging on calls. Agents will feel empowered to deal with the most daunting issues if they are well prepared. Pick a solution that screen pops prior to calls. Additionally, enable as much auto-logging of data into the CRM as possible. You'll reduce unnecessary errors and the tedium associated with duplicative data entry. And, populate the CRM with call data like call recordings for easy access for training and quality management purposes.



Focus holistically on the customer

Finally, strike the right balance between automation, self-serve options, and live agents. Know when to transition a chatbot conversation to a live agent and do it seamlessly and gracefully by sending all chatbot history to the agent. Ensure that your contact centre solution can integrate seamlessly with any “best-of-breed” bot you have selected.





Customer Example:

Sure Petcare, a manufacturer of intelligent pet products, have dramatically improved their customer and agent experience with NewVoiceMedia. Faced with bringing their multi-lingual contact centre in-house, Sure Petcare now precisely routes calls to agents who speak the right language and who handled the case previously. The NewVoiceMedia cloud solution, tightly integrated with Salesforce, also ensures Sure Petcare keeps their agents happy with remote and flexible working, resulting in great CX and NPS scores of up to 97.

WATCH THE VIDEO



4. MAKE CONVERSATIONS FLOW EFFORTLESSLY

In today's digital age, customers expect to reach you via multiple channels, so it is important to support a true Omni-Channel experience. Providing an Omni-Channel experience allows customers to connect through the channel of their choice i.e. email, SMS, chat, or voice and ensures that conversations stay connected across channels. This capability gets a lot of focus in the contact centre environment, and it's important to get this right. **To make a conversation flow effortlessly:**

Enable Omni-Channel routing

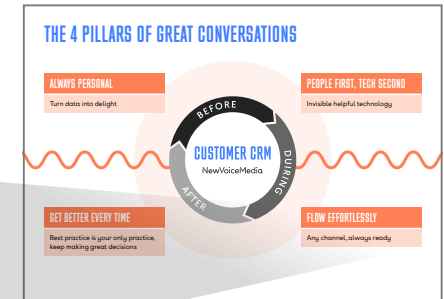
Ensure that your solution can route and distribute load to digital or voice agents and can use the same set of rules to route based on skills, case ownership, or other fields leveraged from the CRM. This way, irrespective of how a customer reaches you, they'll receive a consistent experience. And, if you pool your agents, you can automatically route digital and voice traffic across the pool.

Ensure Omni-Channel visibility

Your reporting and analytics tools should provide visibility across all your channels. Look for real-time and historic Omni-Channel dashboards. Your solution should enable you to manage and optimise resources across channels.

FLOW EFFORTLESSLY

Any channel, always ready



Support your selected digital and voice channel platforms

If your operation utilises "best-of-breed" digital channels from your CRM vendor, ensure that your contact centre can support your CRM channels. You should not be required to switch all channels to the contact centre platform in the interest of providing consistency.

KEY CAPABILITIES

Single brain Omni-Channel routing for digital and voice channels

Omni-Channel reporting

Seamless support for CRM-provided digital channels



Vertafore

Vertafore, a leading provider of cloud-based software and services to the insurance industry, uses the NewVoiceMedia Omni-Channel capability to route and manage Salesforce digital chats (LiveChat) and voice traffic. They route voice calls and chats using a single set of rules to a pooled group of agents to provide customers with great response times, and they've improved the agent experience by ensuring agents receive a balanced workload. Vertafore was able to reduce average speed to answer, increase chat volume, and drive up their CSAT score with the NewVoiceMedia Omni-Channel solution.

[WATCH THE VIDEO](#)



5. LEVERAGE DATA TO GET BETTER OVER TIME

And, finally, the capability that will enable you to seal the enabling of great customer conversations has to do with getting better over time. The more you know about your customers, the better you'll be able to meet their needs and build loyalty. To accomplish that objective, use data to improve and fine tune agent performance, drive compliance, develop best practices, and identify customer trends. **To get better over time:**

Tap into your customer conversations with speech analytics

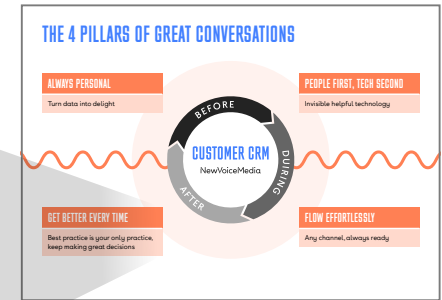
Your customer conversations are a rich source of data. Look for speech-to-text transcription capability integrated with your core contact centre solution, so you can immediately tap into that rich source of unstructured data. Preferably, your solution should transcribe all conversations and provide you with analytics at your fingertips. You'll immediately be able to improve agent behaviour, enforce compliance, and implement best practices.

Automate data pushes into the CRM

To maintain your CRM as your single source of customer truth, push customer call data from the contact centre into your CRM automatically so it remains the repository and provides you with the complete customer view. Your solution should automatically push this data into your CRM without the need for CSV-based imports and uploads.

GET BETTER EVERY TIME

Best practice is your only practice, keep making great decisions



Analyse CC+CRM data

Once your contact centre data is in your CRM, you should be able to easily analyse across both data sets using your CRM BI tools like Einstein. This will enable you to unearth insights to truly drive your business. With this data at your fingertips, you'll be able to identify call attributes associated with top-selling reps and agents and replicate those approaches to make them best practices.

KEY CAPABILITIES

Integrated speech analytics to automatically analyse all customer conversations

Automatic data pushes into CRM

Analytics across Contact Centre Call data and CRM data sets



Customer Example:

Rank Group, a leading gaming and entertainment business, decided to radically change its contact centre focus from cost to customer experience. Using Conversation Analyzer, call recordings are taken to a new level, developing a deeper understanding of agent behaviour. The structured data from Conversation Analyzer is used to produce a scorecard that gives a far more accurate rating of conversations. The data can also be used to auto-log calls, freeing up agent time to have more customer conversations.

[WATCH THE VIDEO](#)



Customer Example:

In this second video, **Golfbreaks.com** uses real-time dashboards for both agents and management, to give full visibility of performance. The teams become self-managing as everyone can see where anomalies are occurring and take corrective action to drive up results. All calls are recorded, primarily for training purposes, with every interaction logged against the single customer record, highlighting both successes and areas for improvement.

[WATCH THE VIDEO](#)



CONCLUSION

Operational efficiencies do not translate into great CX. If you're serious about improving CX in your contact centre, make customers feel great by having great conversations. Make conversations personal, focus on people during the conversations, let them flow effortlessly across channels, and ensure that conversations get better over time. And, the only way to enable these high quality conversations is by deploying a contact centre solution designed to work in concert with your CRM.

Implement these changes and instantly improve the CX in your contact centre.

For more information and a consultation on how to transform your contact centre, please contact us at:

WWW.NEWVOICEMEDIA.COM



About NewVoiceMedia

NewVoiceMedia is a leading global provider of cloud contact centre and inside sales solutions that enable businesses to create exceptional, emotive customer experiences to serve better and sell more.

Its award-winning platform joins up all communications channels without expensive, disruptive hardware changes and plugs straight into your CRM for full access to hard-won data. With a true cloud environment and proven 99.999% platform availability, NewVoiceMedia ensures complete flexibility, scalability and reliability.

NewVoiceMedia's 700+ customers include Canadian Cancer Society, Ebury, FCR Media, FlixBus, JustGiving, Kingston University, Lumesse, Paysafe and Vax. For more information, visit www.newvoicemedia.com or follow NewVoiceMedia on Twitter @NewVoiceMedia.