calltower

poly

HELPING CONTACT CENTERS TO ENHANCE THE CUSTOMER EXPERIENCE

THE POWER OF MANY

MANY CHALLENGES, ONE AIM

THE ROLE OF A CONTACT CENTER IS TO MAKE THE MANY FEEL LIKE THE ONE.

Many customers contacting you in many different ways. And talking to agents in—increasingly—many different places. But every time a customer interacts with you, they need to feel they have your complete attention. And that they're getting one, joined-up response.

But shifts in technology and the behaviour of both consumers and workers can make the job of meeting expectations hard. New engagement channels. Remote working. The move to cloud. They all pose challenges. And contact centers might have some concerns about the resources they need to invest in change. Yet the cost of doing nothing can be greater.

Conversely, putting in place the right digital endpoints (and management software) for your center can quickly give you an edge. How well your agents can serve customers affects satisfaction levels. And this in turn affects reputation and revenue.

Your choice of communications technology is critical to creating the right conditions for solving customer queries swiftly. From headsets to cloud management tools, the models you choose and how you deploy and manage them could be the difference between smooth calls or tricky conversations.

With one consistently high level of service, you can keep the brand promise that keeps customers and grows your business. In this eBook we look at some of the key trends that are creating challenges—but also opportunities—for the contact center. And how you can keep one step ahead.

SHIFTING TO CLOUD

RELIABILITY IS KEY.

That's been the mantra of the contact center for decades. The result? A tendency to wait and see, to stick to on-premise servers and agents at desks.

But the visibility, agility and scalability of cloud platforms are too much to ignore. With cloud-based tools and smart endpoints, contact centers have the chance to unify their communications devices. The effect is you connect disparate technology, data and people better. This is key if you're in the business of customer care.

It's little surprise that the cloud contact center market is soon expected to exceed the on-premise one.

Contact center partners today must demonstrate how they can help you to erase distance and complexity through their cloud-ready devices. So every interaction feels as natural as a face-to-face chat.

25% [1]

CLOUD CAGR ESTIMATED AT 25% P.A. THROUGH 2024

[1]Research and Markets, Cloud-Based Contact Center Market by Solution (ACD, APO, Dialers, IVR, CTI, Reporting and Analytics, and Security), Service (Professional and Managed), Application, Deployment Model, Organization Size, Vertical, and Region – Global Forecast to 2022, March 2018

MOVING FROM MULTI TO OMNI

WEB CHAT, EMAILS, SOCIAL CHANNELS.

They're all typical ways to speak to customers—alongside voice. But consumers now expect more than this straight choice. They want to flow between channels with nothing getting missed.

Contact centers need systems that are smart enough to bring everything together. So the backstory is always there. And the customer doesn't need to repeat him or herself.

At the same time, the sheer number of customer interactions is growing exponentially.

This means you need technology that can take advantage of AI and analytics to make you more efficient. Or put another way, a future-proof platform to help you make smarter decisions.

TOP 3 CHANNELS CONSUMERS PREFER TO USE: 2

EMAIL
96%

VOICE
95.6%

ONLINE CHAT
73.3%

THE RISE OF OMNICHANNEL HAS RAISED THE STATUS OF LIVE AGENT VOICE.

People tend to self-serve—through web and apps—at first. And only speak to an agent if they cannot answer their question. Voice has therefore become a priority line with strategic importance to your brand.

This creates the dual aim of:
• creating ideal conditions for your calls
• finding and retaining talented agents.

NEUTRALISING NOISE

Noise distracts. Noise irritates. Noise harms. So the headsets you choose and the way you manage them matter.

Whether it's the stress it could cause to staff (leading to absences) or the irritation it can cause in customers, failing to deal with noise damages your business.

It's best to take a comprehensive approach to noise mitigation. This includes active noise-canceling technology and born-in-the-cloud management platforms—
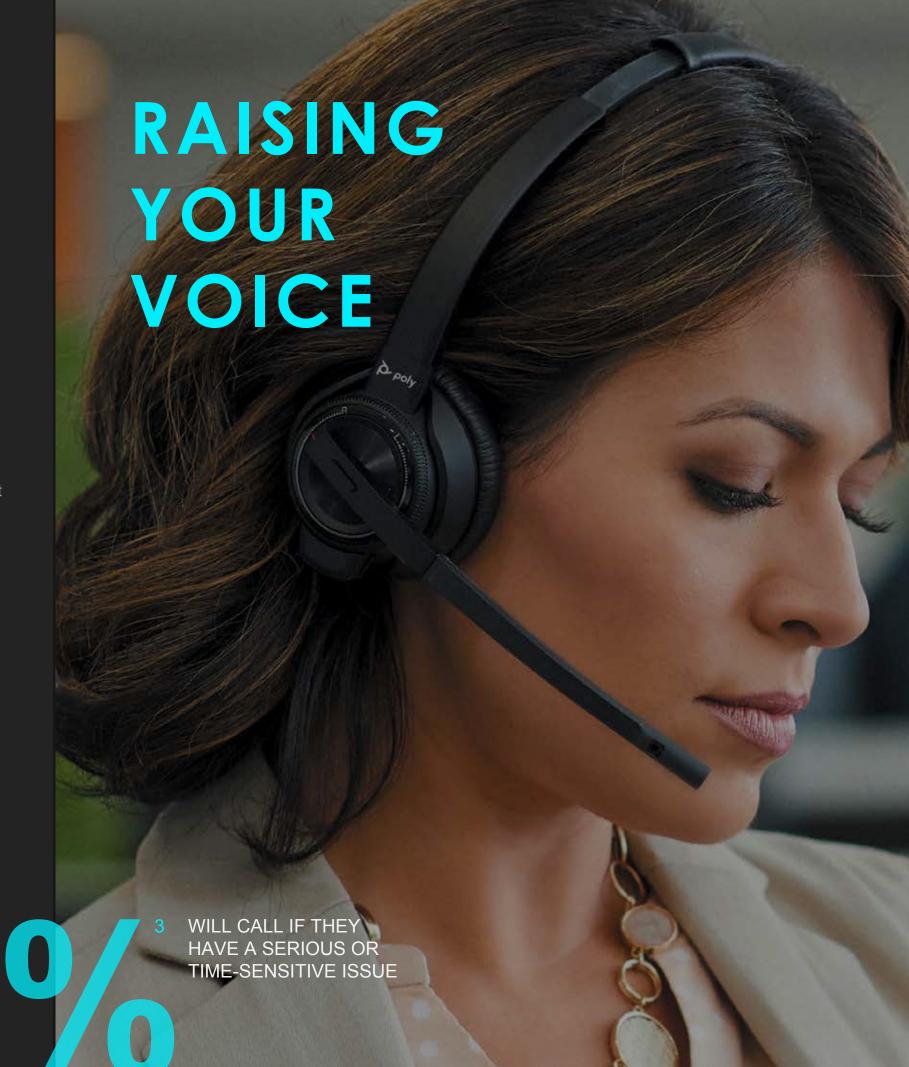to spot issues before they're problems.

REMOTE CONTROL

Working remotely can work out well for both agents and contact centers. Agents don't have to be in a busy office or commute. Contact centers can save on office space.

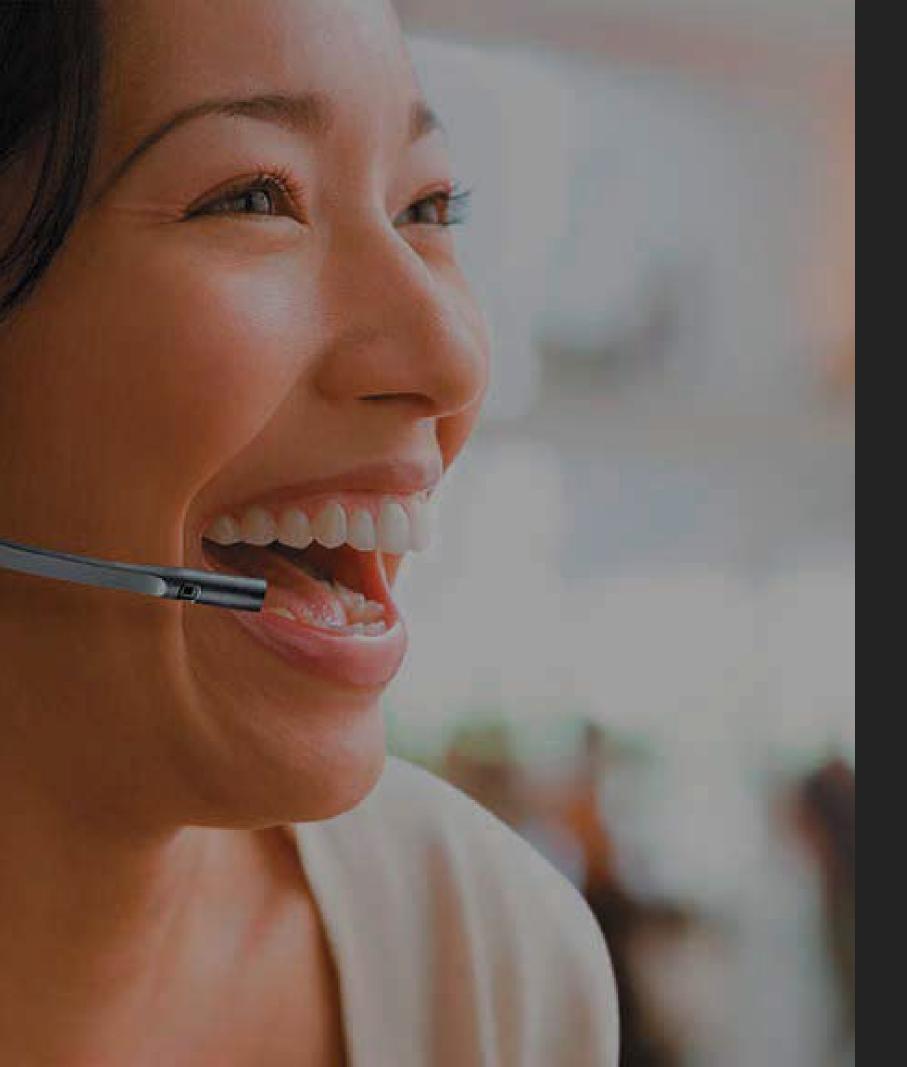It's a good way to cut costs and keep talented agents happy in their jobs.

But a disparate workforce risks creating disparate experiences for customers. Again, the noise-canceling features of an agent's headset and the visibility that comes with a cloud management tool can offset this, letting you accommodate the many needs of a diverse workforce. Yet keep one high standard of customer service.

Video could prove an important tool here, too. Not necessarily for customer-agent conversations (unless this is a channel you want to open), but more for training or team building. Seeing each other—and using body language—can help to offset the fact that people are working in different places.

A move to more remote workers can go hand in hand with a shift to softphones. For this reason, it's a good idea to ask your provider if their solution supports leading CX softphones and CRM systems. So agents have the detail they need wherever they are.

RAISING YOUR VOICE

98.5%

3 WILL CALL IF THEY HAVE A SERIOUS OR TIME-SENSITIVE ISSUE

HEARING THE DIFFERENCE

A contact center device partner can help you make sure you've got the right combination of technology to stay at the forefront of customer service. And that you keep a single view of it all.

To make sure a provider has the right mix of experience, knowhow and partnerships, here are five questions you can ask.

FIVE THINGS TO ASK AN ENDPOINT PROVIDER

01 Do you have a track record of supporting contact centers?

02 Is your technology compatible with leading industry platforms?

03 Can you support us at every stage, from set up to servicing?

04 Are your devices and endpoints cloud-ready?

05 Do you offer a cloud management tool that gives insights based on data and analytics —with a single view?

MAKING MEANINGFUL CONNECTIONS

THE TECHNOLOGY YOU CHOOSE FOR YOUR CONTACT CENTER CAN BE THE DIFFERENCE BETWEEN PRODUCTIVE CALLS AND CHALLENGING CONVERSATIONS.

It's key to adopt a joined-up solution. One that combines headsets built specifically for voice agents, a cloud management tool to get the most out of them, and the support services that free you to focus on your customers.

With the right cloud-ready devices, there's the chance to turn the many moving parts of your contact center into a more cohesive whole. That's more efficient, more flexible and more responsive.

The many benefits add up to one thing: a better experience, for you, your people and your customers.

ABOUT CALLTOWER.

CALLTOWER EXISTS TO ENABLE PEOPLE TO EASILY CONNECT TO TRANSACT BUSINESS COMMUNICATIONS

Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) solutions for growing organizations worldwide. CallTower provides, integrates and supports industry-leading, cloud-based, UCaaS and CCaaS solutions, including Cisco® HCS, Cisco® Webex, Native Microsoft® Teams Direct Routing, Microsoft® Office 365, Enterprise Hosted Skype for Business, CT Cloud Voice, CT Cloud Boost, CT Cloud Meeting powered by Zoom and Cloud Contact Center for business customers.

CallTower enhances our clients' strategic and operational capabilities by integrating VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one reliable platform.

ABOUT POLY.

PLANTRONICS AND POLYCOM ARE NOW POLY.

Plantronics and Polycom are now Poly. Our expanded portfolio of smart headsets, desk phones, conferencing tools, management software and services are ready to take you to the cloud. And to help you make intelligent decisions when you get there. We combine leading products and partnerships to help you connect your people and your customers.