



# TOP 5 STEPS

## to a World-Class Contact Center

*Changes in customer behavior and expectations are causing organizations to make dramatic shifts in how they engage with customers. The requirements for a world-class contact center in this new environment have also shifted. Here are five key steps to keep in mind when building an outstanding contact center in today's rapidly changing customer landscape.*

Back when they were referred to as “call centers,” contact centers had a simple mission: Agents had to answer customer calls fast and end them as quickly as possible so they could move on to the next calls. But times have changed dramatically. Contact centers are now a critical touch point for customer interactions, playing a key role in improving the customer experience and turning detractors into loyal customers. However, independent research shows that organizations feel that they must do more to not only create positive customer service relationships, but also embrace the new ways customers prefer to interact. A recent study of more than 2,000 consumers indicates that only one in three companies are delivering a positive customer experience.

As such, organizations are upping their investments in new technologies and improving processes to transform what has traditionally been a cost center into a strategic asset that drives not only customer satisfaction but also loyalty. This obsession with good service is even extending beyond the contact center into the broader enterprise. But it's a move that has taken a long time to come to fruition, unfortunately: According to Forrester Research, only 37% of organizations have a dedicated budget for customer experience improvement initiatives.

Despite all the talk over the past several decades about the customer-centric organization, many executives ruefully acknowledge that goal has yet to be accomplished in a meaningful way. However, enhancing every facet of the customer experience has become the mantra of businesses today, and the traditional call center has given way to the 21st century contact center in efforts to make the customer-centric organization a reality.



# TOP 5 STEPS

How can organizations transform their contact centers into the front line for rich, one-to-one customer experiences? Here are five key steps you should take to create a world-class contact center for the customer of today and tomorrow:



#1

## Be sure you are measuring and acting on the right things.

The first step is to identify the proper key performance indicators (KPI) because executing on the wrong things won't improve the customer experience. Most organizations are quickly moving past the tried-and-true method of answering and dispatching incoming calls as quickly as possible because managers now realize that getting callers off the line fast does little to enhance the customer relationship or improve perception of the brand. Instead, the most successful companies are focusing on business outcomes, such as positive resolution to the customer's problem, being able to up-sell and cross-sell customers on incremental products and services, and getting customers to refer the company to their family and friends. One metric that has gained considerable currency in customer satisfaction circles is the Net Promoter Score (NPS), which projects the likelihood of a customer recommending your product or service to someone else. Such recommendations are powerful, as they carry a huge multiplier effect in driving customer satisfaction.



#2

## Understand, embrace and take advantage of multi-channel engagement.

Gone are the days when the vast majority of interactions with customers and prospects happened over analog phone lines. Instead, people are interacting with organizations through website, email, web chat, social media, mobile applications and a number of other digital channels. Customers and prospects are playing a mix-and-match game when it comes to interacting with your company, perhaps using smartphone browsers to do initial fact finding, calling to get price quotes and service details, and checking the company website for delivery and fulfillment updates after a purchase has been made. It's also increasingly typical for interactions to take place in multiple channels, where customers and prospects are moved seamlessly from social media to web chat to live agents, depending upon what kind and depth of information they need. Be sure to understand the kinds of technologies, processes and staff skills you'll need to support such multi-channel customer engagement.

# TOP 5 STEPS

Success

NEXT EXIT 

#3

## Put the right systems and infrastructure in place.

Forward-thinking organizations already have begun moving beyond traditional PBX/ACD infrastructure to technologies such as Session Initiation Protocol (SIP), supporting voice, video and other media formats over IP networks. Leading organizations are utilizing all-in-one customer engagement platforms not only in the contact center but also across the entire enterprise, managing customer interactions across all channels and touch points — and increasingly across multiple departments, including marketing, sales, and customer service and support. Your contact center must also easily scale and support sophisticated, advanced analytics, particularly as the data sets it handles become bigger, more complex and increasingly tied to other parts of the business.

#5

## Leverage customer insights from across the enterprise.

The best contact centers are becoming tightly integrated with customer relationship management (CRM), enterprise resource planning (ERP) and other back-office applications to get a 360-degree real-time view of the customer, whereby contact center staff can not only determine who is calling, but also quickly pull up an accurate and relevant snapshot of the organization's relationship with the customer. Whether the interaction is through the company's website, social media or a traditional phone call, contact centers must have access to all information about customers, including their interaction history, value, previous purchases, potential future needs or relevant offers. This kind of insight and intelligence requires an open platform that delivers seamless integration with CRM applications, as well as other back-office enterprise applications.

#4

## Continuously optimize your workforce, from the contact center to the back office.

The scope of the contact center is changing dramatically, and that change is accelerating as customer interactions become increasingly multi-channel and require more coordination with departments beyond the contact center, including the back office. That means companies must ensure that agents and employees are properly trained with the right skills at the right time to meet the scheduling demands. To provide this kind of training, analytics for all customer interactions — inbound and outbound, from contact center to back office — are critical. Today technology enables organizations to identify skills gaps and take the necessary actions to continuously improve the skills and knowledge of the workforce. With speech and text analytics, 100% of all interactions can be evaluated so that immediate corrective action can be taken as issues arise. Accurate and comprehensive skills assessments completed in real time enable companies to continuously improve and automate workflow to ensure the right training is completed with the right agents and employees at the right time, eliminating manual processes and delays in training and coaching. This move toward automating workforce optimization (WFO) isn't just some new management fixation; it represents the way successful companies get and stay ahead.

## Seven Critical Capabilities to Look for in a Modern Contact Center Solution

To meet the needs and realize the potential of a modernized contact center, look for a solution with an all-in-one platform that offers comprehensive functionality, is affordable and can be deployed in the cloud, on-premises or as a hybrid solution. When evaluating suppliers and their solutions, you'll want to keep in mind some key issues and ask some pointed questions, including:

- ✓ Can the system monitor and analyze the availability of key personnel and relevant skills and work in progress across multiple channels?
- ✓ Does the system enable engaging and personalized customer experiences through business rules-driven routing using customer data and context, and allow the business to make changes on its own?
- ✓ Does the system dynamically and automatically provide dashboard-based analytics that show progress in meeting relevant KPIs, including service-level agreements?
- ✓ Does it optimize and centralize the distribution of all interactions across all communications channels?

# TOP 5 STEPS



- ✓ Is the platform easily customizable to your unique industry requirements?
- ✓ Does it easily integrate with existing systems and applications, such as the organization's CRM, ERP, inventory management and order fulfillment solutions?
- ✓ Is workforce optimization powered by speech analytics and integrated with routing and the overall contact center infrastructure to ensure that skills are continually up to date at all times, with the ability to connect customers to the best skilled resources?

## Genesys: Helping Contact Centers Succeed

To accomplish your most important business goals, your contact center must be designed, operated and measured in alignment with those goals. That means you need the right customer engagement platform to deliver integrated, intelligent and insightful customer interactions.

One solution to consider is the Genesys Customer Engagement Platform, built for contact centers, departments, companies and government organizations. The Genesys Customer Engagement Platform brings together workforce optimization and centralized routing of all interactions, cases and work items to help organizations achieve their customer experience goals across self-service, agent-assisted service and proactive communications.

The platform uses business rules-based routing across all channels to deliver dynamic personalization, whether for self-service, agent-assisted service or proactive communications. The platform not only tracks the status of each customer interaction, but also identifies patterns of activity to help organizations determine if they are making progress toward their KPIs and ensuring a positive customer experience.

## Conclusion

Today's contact center is undergoing dramatic changes in priorities, technologies, processes and metrics — and certainly the contact center of tomorrow will continue this transformation. Successful organizations are quickly grasping the importance of not only commitment to the right KPIs but to relentless execution on those KPIs to achieve strategic outcomes.

The new contact center and customer engagement model requires a common platform with common administration, routing and reporting with integrated WFO that empowers agents to resolve customer inquiries quickly and enhance the customer experience.

The Genesys Customer Engagement Platform combines context-aware customer routing, cross-channel interaction management and continuous workforce optimization to create engaging, one-to-one customer experiences that deliver positive business outcomes. This repositions the contact center from a costly, inefficient operation to a strategic asset that drives superior customer engagement and increased loyalty and profits over the long term.

