

7 Reasons for Using a Contact Center



Each contact your customer has with your business is crucial and can make a difference in your ability to retain their loyalty.

Making customer experience a priority is often difficult because of limited resources in your business. A contact center can be an effective option to centralize customer interactions and manage important touch points.

In today's digital age, the definition of customer experience has changed. Expectations of what it should be are higher than they have ever been. Consumers are no longer content with the nine-to-five regiment. They expect to connect any time, day or night. They expect the freedom to choose which channels to interact through. They expect to receive instant answers through seamless digital interactions. And with a cloud-based contact center, they will.

Below are seven reasons why you should consider using a cloud contact center.

1. Provide the interactive options your customers want

Your customers can choose how they want to communicate with your business whether it be using web chat, email and texting or calling. By incorporating a omni-channel blended contact center, you broaden your customer reach, provide the superior service experience they desire and enable your agents to easily manage all customer interactions.

2. Improve assistance to customers with enhanced agent management

Your customers get the response they need because your supervisors can use the Contact Center to improve the customer experience in real time. Supervisors can see agents available, monitor queues, view current call volumes and adjust on the fly. Agents collaborate instantaneously with experts to resolve customer inquiries on first contact resulting in fewer interaction transfers and customer call backs. And if you can't measure it- you can't manage it. By providing reporting on items like agent interactions time and queue service levels, your business will have the insight and analysis it needs to enhance how customers are been treated, staffing levels and employee productivity.

3. Serve customers efficiently with better real-time information

Customer calls are processed more effectively because your agents and supervisors see real time queue information from their desktop dashboard. Agents can efficiently handle customers with fewer steps and reduce errors in call processing for an optimized customer experience. By utilizing the omni-channel features, agents can view historical customer contact interactions information across all channels - voice, web chat, email, digital media and open media interactions, providing a unified view from a single agent dashboard interface.

4. Offer cohesive customer service with shared resources across location

Customers experience personalized, cohesive communications with your business regardless of the location of your agents when using a contact center. Whether your agents are working from home or dispersed sites, the agent dashboard and call routing options enable the effective use of shared resources. By running contact center software from the cloud, customer care managers have the flexibility to find and retain top talent, regardless of location.

5. Seamless integration

Integrate seamlessly with existing CRM such as Salesforce and Microsoft Dynamics and ERP systems using REST APIs. This enables your customers' to be routed the proper way, answered correctly and have the customers information at the agent fingertips.

6. Be ready for customer contact by matching resources to expected volumes

Avoid frustrating your customers because of your staffing issues. Workforce management, agent forecasting and scheduling tools allow your managers to accurately match resources to expected and unexpected contact volumes due to seasonal changes, vacations or illnesses.

7. Cut costs and be efficient

Whether it's time or money, you can be doing better things with your budget than spending it on a server or additional software. With everything you need integrated into a single solution that's hosted in the cloud, you can deliver an exceptional customer experience while aligning costs with usage.

Visit allstream.com to learn more.

About Allstream

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