



IMPROVE CUSTOMER EXPERIENCE WHILE INCREASING EMPLOYEE PRODUCTIVITY

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

01

Offer Cohesive Customer Service with Shared Resources Across Locations

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 effective use of shared resources.

02

Serve Customers Efficiently with Better 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.

03

Respond Faster to Customer Questions with Access to Expert Resources

Answer your customer's questions immediately with contact center features that allow your agents to instantly locate, message, or conference in subject matter experts at your business, to speak with customers when needed.

04

Communicate Effectively by Managing All Customer Interactions

Your agents can interact with customers in the queue quickly and easily with a drag-and-drop graphical user interface. Agents can manage all types of customer interaction in their queues and smoothly move between voice, email, and chat to communicate with customers.

05

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.

06

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 make adjustments on the fly.

07

Provide the Interactive Options Your Customers Want

Your customers can choose how they want to communicate with your business whether it be using chat, email and texting or calling. By incorporating a multi-media 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.