

GET RID OF BUSINESS SILOS IMPEDING YOUR SERVICE DELIVERY

Infuse Unified Communications Within Your Contact Center

Contact center agents are the face of the company when customers need help. Agents must be able to easily find and use relevant information to address customer needs effectively. They must also be able to communicate and collaborate with peers across the business to ensure the consistency and personalization of customer experiences.

This is where unified communications (UC) comes into play. UC is a set of technologies that allow employees throughout the business to interact with one another through various modes of communications. These include phone, video, chat, email, presence, collaborative workspaces, mobility, desktop sharing, and directory services.



THE ROADBLOCKS IMPACTING AGENTS' **ABILITY TO DELIGHT CUSTOMERS**

The insights below reveal challenges companies must address to empower agents with timely and relevant insights to serve customers:



their jobs is lack of relevant tools to easily communicate





of agent time is wasted looking for information

15%



24% of companies report lack

of collaboration between the contact center and other parts of the business as a reason why they can't achieve their goals



20% of contact centers struggle

with complex and outdated communication and collaboration capabilities



struggling with communication and collaboration, savvy contact center leaders take action. Aberdeen research shows that 40% of contact centers empower agents by enriching their contact center platform with UC capabilities. Compared to their counterparts that don't enrich their contact center with UC, these businesses enjoy:

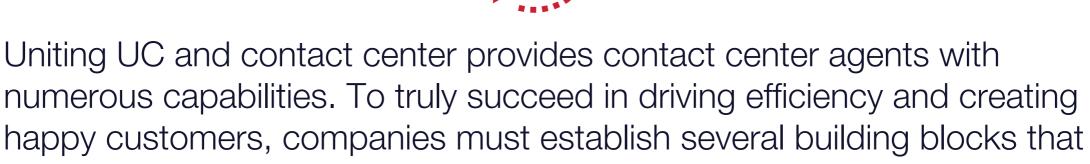
greater annual improvement (decrease) in customer complaints



\$ 23%

greater annual improvement (decrease) in average

greater likelihood to decrease service costs



handle times

enable agent success. Firms enriching their contact center with UC capabilities are more likely to implement to implement the following building blocks:

78% Companies with 51% **UC & contact** center integration All Others

Formalized organizational initiative to

synchronize activities of all customer

contact functions (contact centers, sales,

marketing, and commerce)

72% Companies with 44% **UC & contact** center integration All Others

Employee visibility into customer

interactions taking place at the same time

through multiple channels to ensure

consistency of these interactions

relevant customer data through a Models of customer journeys to make it easier for employees across the business to seamlessly manage these journeys

65% Companies with 39% **UC & contact** All Others center integration

Companies with UC & contact 60% center integration All Others

communicate and collaborate by using UC capabilities. By doing so, they

improve agent productivity, decrease service costs and create happy

customers. Are your agents empowered to achieve similar results?

76%

Employees enabled to access

single screen

70% Companies with 38% UC & contact center integration All Others

Contact center information

extended to non-contact center

employees

Driving efficiency and creating happy customers are the two top priorities of modern contact centers. However, many struggle in achieving these results due to challenges in boosting employee productivity and performance. Aberdeen's research shows that lack of effective technologies is the number one reason why agents struggle when helping customers. Savvy contact centers address this challenge by making it easier for agents to

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