



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.

1

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:

(((The number one challenge impacting agents' ability to do their jobs is lack of relevant tools to easily communicate)))



15%

of agent time is wasted looking for information



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of contact centers struggle with complex and outdated communication and collaboration capabilities

2

Faced with poor efficiency and frustrated customers due to agents 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:



80% greater annual improvement (decrease) in customer complaints



50% greater annual improvement in agent productivity



23% greater likelihood to decrease service costs

2.9X

greater annual improvement (decrease) in average handle times

3

Uniting UC and contact center provides contact center agents with numerous capabilities. To truly succeed in driving efficiency and creating happy customers, companies must establish several building blocks that enable agent success.

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

Formalized organizational initiative to synchronize activities of all customer contact functions (contact centers, sales, marketing, and commerce)

78%

Companies with UC & contact center integration

51%

All Others

Employee visibility into customer interactions taking place at the same time through multiple channels to ensure consistency of these interactions

72%

Companies with UC & contact center integration

44%

All Others

Employees enabled to access relevant customer data through a single screen

76%

Companies with UC & contact center integration

60%

All Others

Contact center information extended to non-contact center employees

70%

Companies with UC & contact center integration

38%

All Others

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

65%

Companies with UC & contact center integration

39%

All Others

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 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?