

5 WAYS TO TRANSFORM CONTACT CENTER RESULTS THROUGH UNIFIED COMMUNICATIONS

Efficiency and customer experience (CX) gains are the two most important objectives for most contact center leaders. Achieving both largely hinges on agents' ability to do their jobs well. Aberdeen's research shows that lack of effective technologies agents need to do their jobs is the number one factor influencing agent productivity and performance. This is important because, **on average, agents spend 15% of their time seeking information** they need to help customers. To mitigate this challenge, 40% of contact centers empower their agents with unified communications (UC) capabilities — a strategy that pays off.

If you haven't yet incorporated unified communications capabilities with your contact center, you're missing out on:

82%	greater annual increase in customer spend
2.9x	greater annual decrease in average handle times
23%	greater likelihood to reduce customer service costs
50%	greater annual improvement in agent productivity
80%	greater annual decrease in number of customer complaints