Mastering #CX *in the* Contact Center: *Tips to Follow*

7

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Mastering #CX in the Contact Center: 7 Tips to Follow

Picture this: Rows upon rows of cubicles, bright fluorescent lights flickering on the ceilings, a host of customer service agents answering calls robotically from frustrated customers. That's what we normally envision when we think of the contact center. We see it as a cost center rather than a service center.

Now, let's paint a different picture; one where the call center is used to harness the customer experience and build lasting relationships. **Seem impossible? It's not!** Using these seven tips, we can creatively transform your customer service vision and turn your contact center into a haven for great customer experiences.
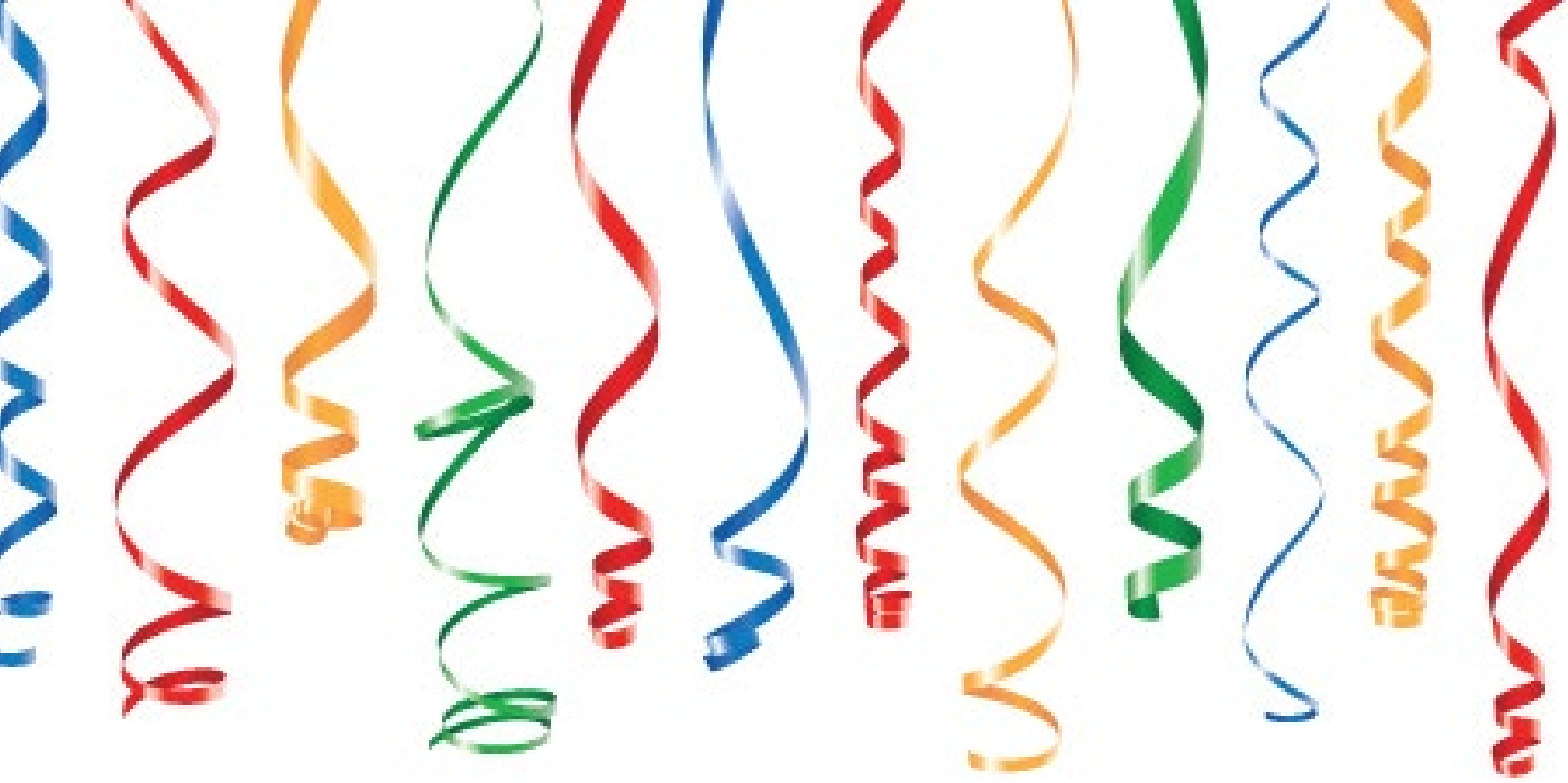
"We see our customers as invited guests to a party, and we are the hosts. It's our job to make the customer experience a little bit better."

- JEFF BEZOS, FOUNDER, AMAZON

Tip

1

Identify Pain Points Across the Customer Journey

McKinsey reports that maximizing satisfaction with customer journeys has the potential to not only **increase customer satisfaction by 20%**, but also to lift revenue by up to **15%**, while lowering the cost of serving customers by as much as **20%**.

To be successful, look for common issues and trends in customer feedback data. Also, ask customers open-ended questions; this is a true test of what they think of you. For example: "What problems, if any, have you encountered during a recent experience with customer service?" This allows room for details, rather than a simple **"yes"** or **"no"** response.

THANK YOU

> *"Thank your customer for complaining and mean it. Most will never bother to complain. They'll just walk away."*
>
> - MARILYN SUTTLE, SUCCESS COACH

Tip

2

Recognize and React to Patterns in Call Volume

Did you know that **85% of customer churn** – due to poor service – is preventable? By forecasting trends in call volume, contact center managers can determine when they need to staff up in order to meet customer demands. However, due to **agent absenteeism** (which can reach up to **15% on a Monday**) and unexpected spikes in volume, it's wise to have another plan in place.

In this success story, the **Credit Union of Colorado** deployed call-backs to help manage spikes in call volume and the result was a **40% reduction** in abandon rates, even during sudden surges in call volume.
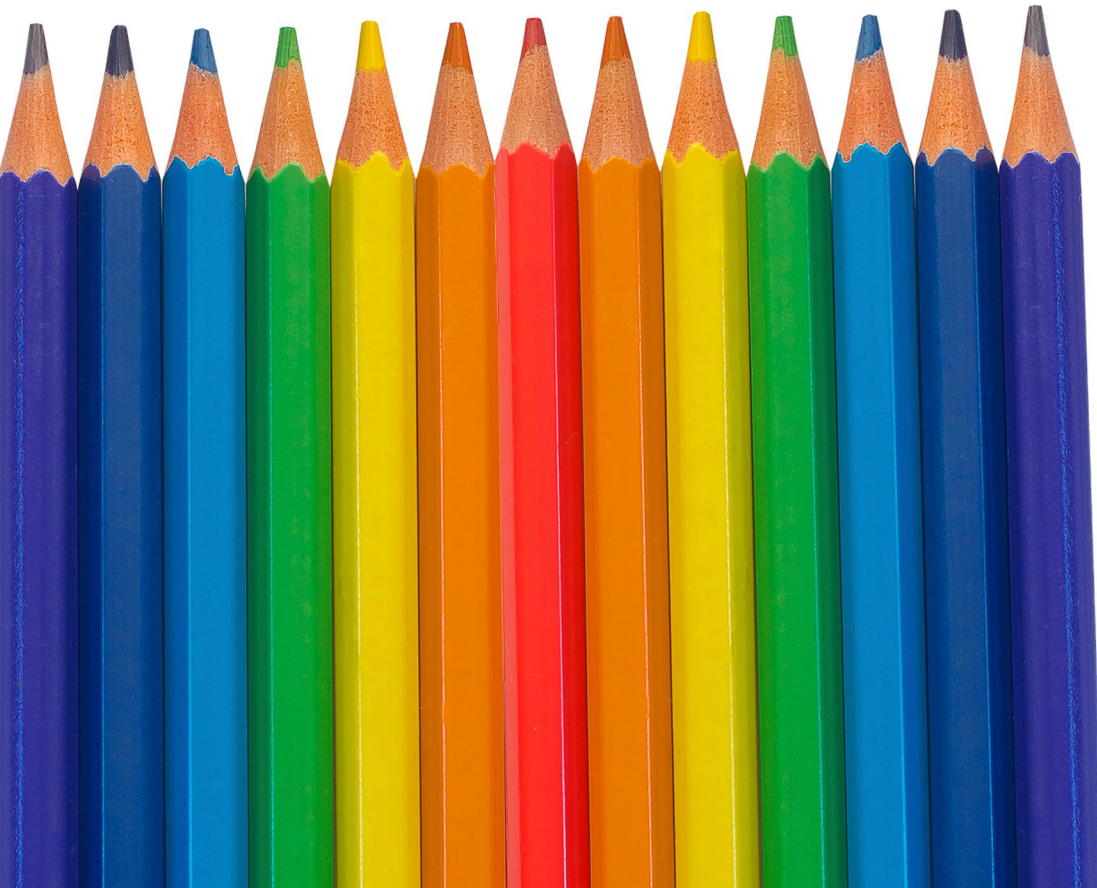
"Decision-making, if you don't purposefully guide its direction, can lead your company down a path and to a conclusion you didn't intend."

- TONY HSIEH, ZAPPOS, CEO

ROAD TO ANSWERS

Tip

3

Make the Experience Consistent Across Channels

eConsultancy found that consumers prefer assistance over the following channels: **Phone (61%), email (60%), live chat (57%), online knowledge base (51%), "click-to-call" support automation (34%).** This goes to show that although there is a preference for phone support, customers are connecting to businesses through multiple communication channels.

In fact, **57%** of customers end up switching from **web to phone** for support, so the ability to seamlessly transition from one channel to another – without having to start over – is integral to maintaining the customer experience.
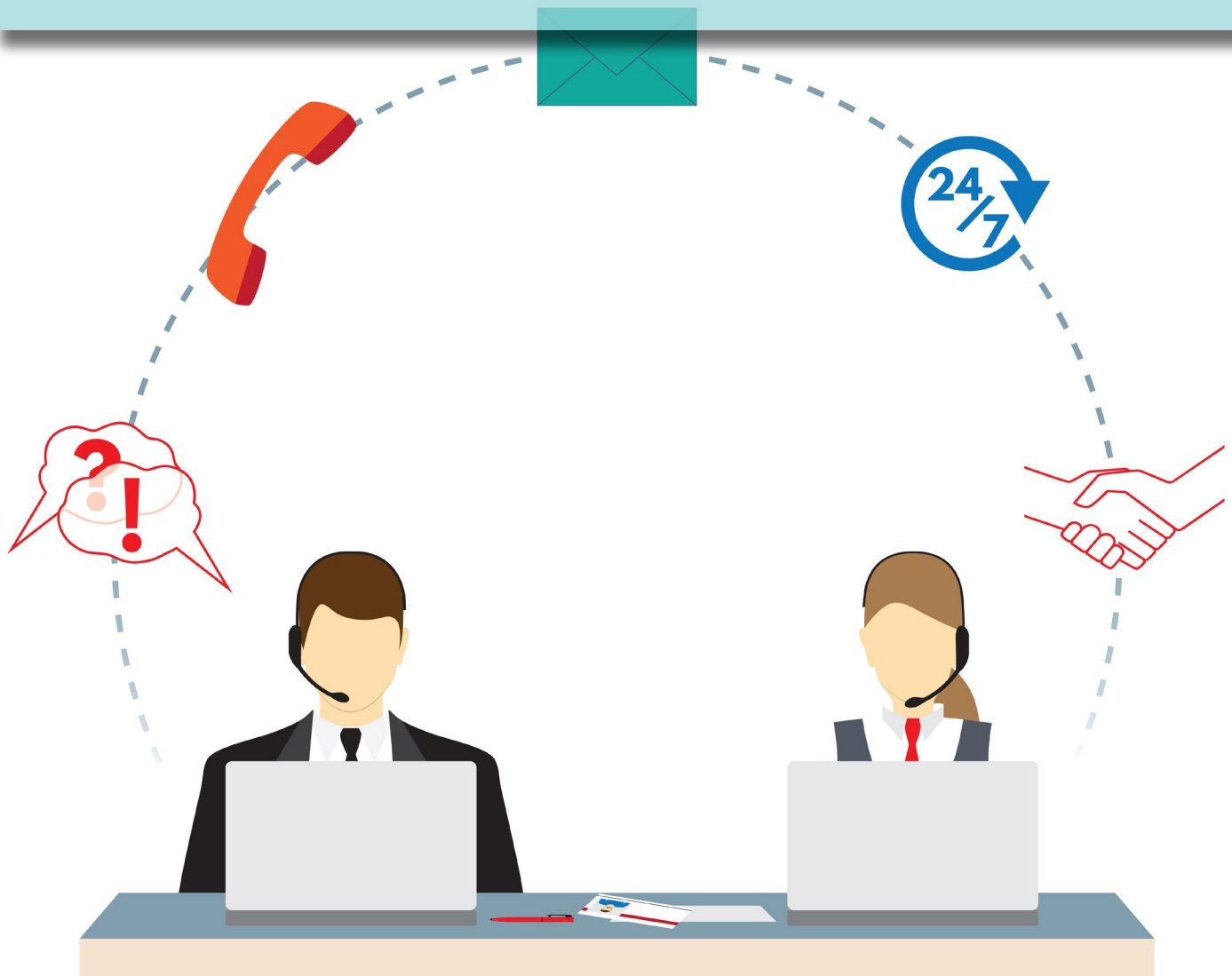
"Don't dwell on what went wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answer."

- Denis Waitley, Author and Motivational Speaker

Tip

4

Take Advantage of Cloud
Technologies to Create Better Experiences

Enterprises struggle with giving up control. They have a history of wanting to own and operate their own infrastructure, at any and all costs, but evidence against this is beginning to stack up.

Cloud-based software solutions have started to gain traction; **82% of enterprises have a hybrid cloud strategy, which is up from 74%** in 2014. Meanwhile, **55% of enterprises** report that a significant portion of their existing portfolio is not actually in the cloud, but is built with cloud-friendly architectures.

Why not consider deploying a feature-rich and affordable solution by a trusted cloud-based vendor? This will help your contact center operate more smoothly and ensure that better customer experiences are delivered (rather than wasting precious time and money on a second-rate, in-house solution).

SERVICE

"A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."

- MAHATMA GANDHI, CIVIL RIGHTS LEADER

Tip

5

Match Contact Center KPIs to Customer Experience Objectives

According to **Temkin Group**, **73% of companies** with the most positive CX impact understand the link between customer experience and business results, and only **35% of companies** with the least positive CX impact claim the same. Thus, companies that want to retain customers and increase Net Promoter Scores should have contact center KPIs that benchmark the process.

In a webinar hosted by Fonolo, the **The American Bar Association** discussed how they identified that long hold times caused a **10% caller abandonment rate.** By measuring this, they proved the in-call experience needed improvement, and implemented Fonolo call-backs to aid the issue; soon after they saw abandonment **rates drop by 78%.**

An improved customer experience depends on a company's ability to **measure it.**

"…customer service organizations will make self-service easier for customers to use by shoring up its foundations and solidifying their knowledge-management strategy. They will start to explore virtual agents and communities to extend the reach of curated content. They will start embedding knowledge into devices – like Xerox does with its printers – or delivering it via wearables to a remote service technician."

- KATE LEGGETT, FORRESTER

DO IT YOURSELF

SELF SERVICE

Tip

6

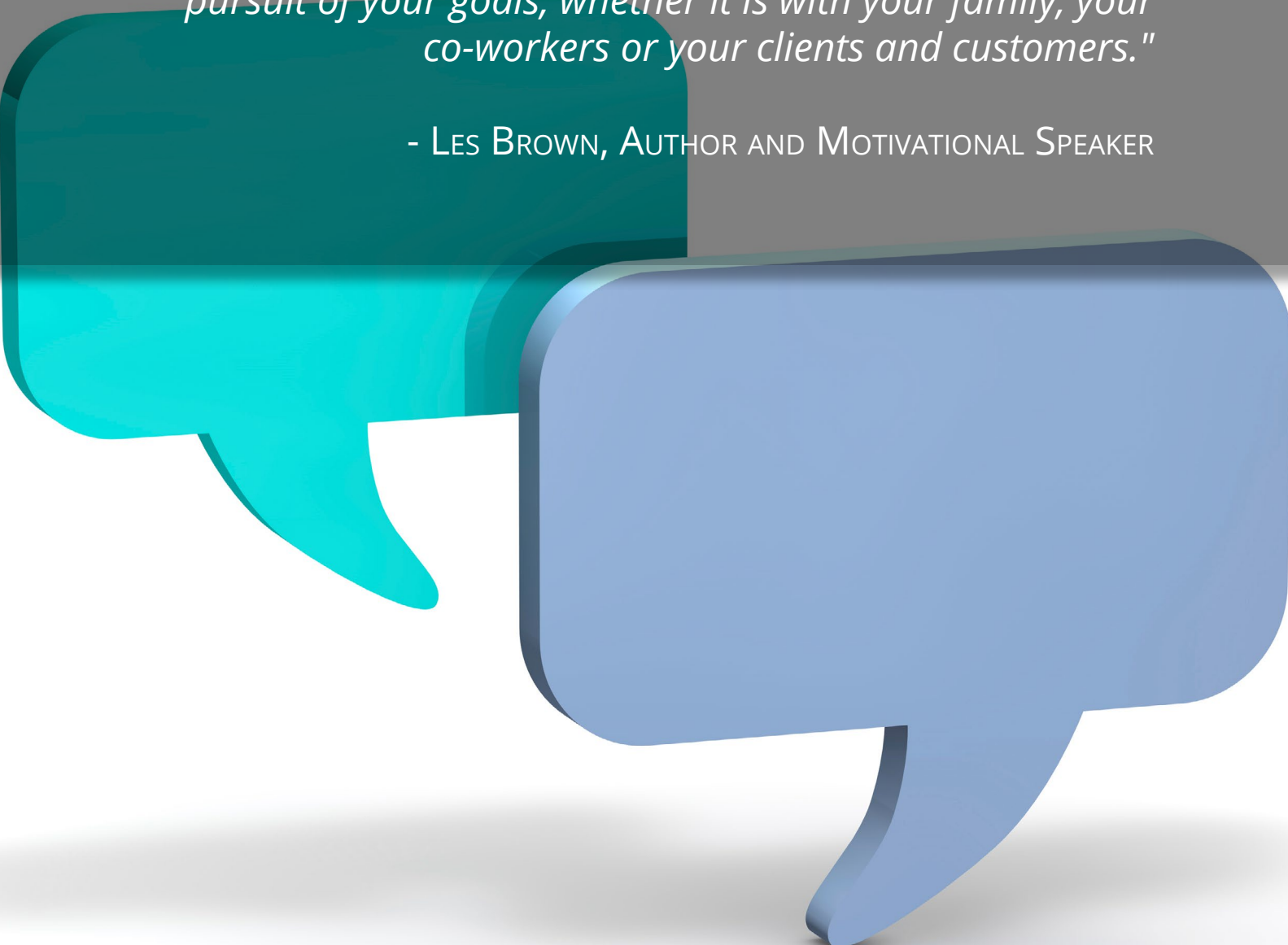## Don't Skimp on Self-Service Support

It should come as no surprise that customers want to feel special. By creating personalized self-service portals, you not only improve the customer experience, but you also prove to the customer that **you care.**

[CRM Magazine](#) found that **45%** of companies offering web or mobile self-service reported **an increase in site traffic** and **reduced phone inquiries**. This is because self-service helps to reduce unnecessary support tickets for agents, and allows them to focus on more complex issues that require one-to-one customer care. Self-service also reduces wait times and improves first call resolution. **It's a win-win!**

"Your ability to communicate is an important tool in your pursuit of your goals, whether it is with your family, your co-workers or your clients and customers."

- LES BROWN, AUTHOR AND MOTIVATIONAL SPEAKER

Tip

7

## Motivate Agents by Implementing a Workforce Management Portal

Aberdeen Group reported that companies using Workforce Optimization are **60%** more likely to empower agents with customer insights that are captured across multiple communication channels. The report also found that the **#1 goal** influencing contact center workforce optimization programs is the "pursuit to delight customers."

The top benefits enjoyed by Workforce Optimization leaders include: improved first contact resolution rate **(84%);** year-over-year **increase in customer satisfaction (5.8%);** year-over-year **increase in agent productivity (7.9%);** and year-over-year **improvement in average handle time (3.2%).**

"There are many who subscribe to the convention that service is a business cost, but our data demonstrates that superior service is an investment that can help drive business growth. Investing in quality talent, and ensuring they have the skills, training and tools that enable them to empathize and actively listen to customers are central to providing consistently excellent service experiences."

- Jim Bush, EVP, American Express
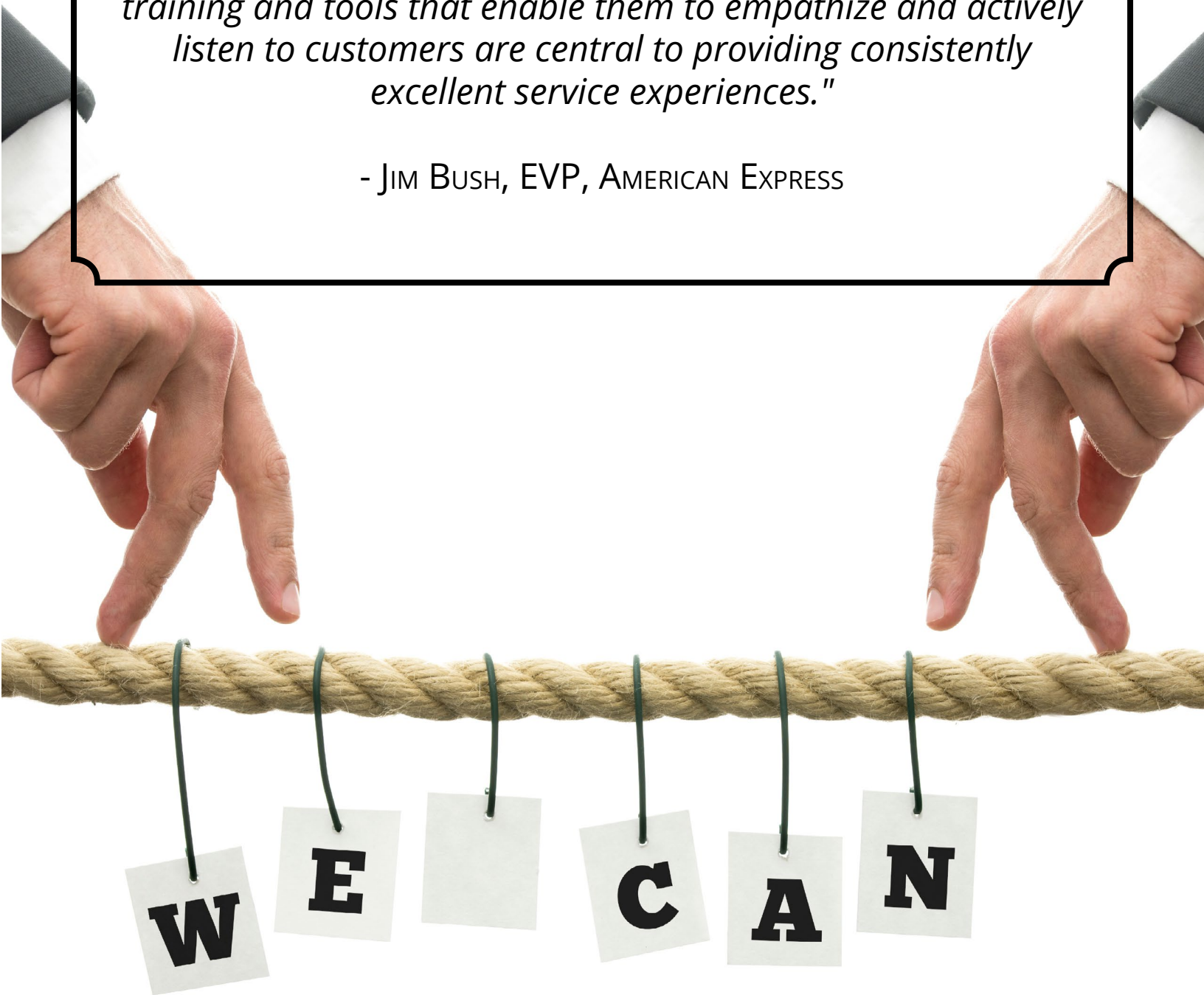
Fonolo: Call-Back Solutions for the Call Center

With Fonolo, your customers will never wait on hold again, regardless of where the conversation begins – web, mobile or inbound call. Our cloud-based technology easily hooks into your existing call center infrastructure, with minimal impact to your business processes.

Join Us for a LIVE Demo

Learn how Fonolo can help you lower abandon rates, reduce costs and improve the customer experience.

REGISTER NOW!

Why Call-Backs?

- Happier Customers
- Lower Telco Costs
- Less Abandonment
- Shorter Handle Times
- Smoother Call Volume

75% say the option for a call-back is "highly appealing".

32% average reduction in abandon rate with call-backs.

Mark Edelman, VP Digital Member Services, Stanford Federal Credit Union

"With Fonolo's call-back solution we saw a reduction in our abandon rate, an increase in member satisfaction and an upsurge in agent morale!"

Losing customers to hold time? Learn more at **fonolo.com**