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Five Steps to Exceptional Contact Center CX

Introduction

Businesses everywhere are under pressure to digitally transform and differentiate in customer experience (CX). It's the only way to survive in today's customer-driven environment.

According to a Forrester customer study, 92% of customers are more likely to engage and spend money with a brand that provides a good customer experience.*
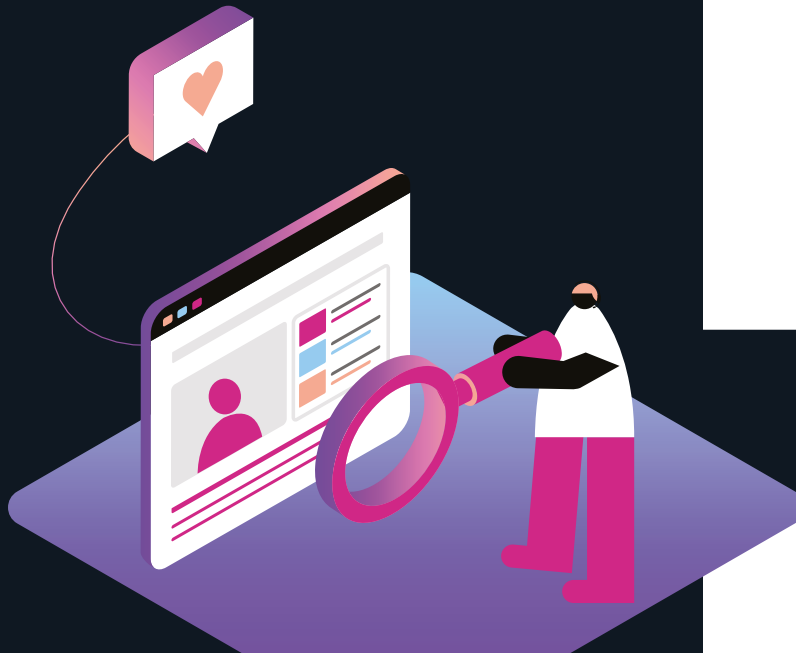
Delivering a sustainable CX is no small task, especially when the best customer-focused companies set the bar for all the rest.

Today's CX is multi-faceted, covering the customer journey from sales to service and spanning channels from online and mobile to the contact center. And while digital interactions are on the rise, the contact center continues to play a significant role in building and maintaining a brand's reputation. That's because an increasing number of customers are calling the contact center for high-touch, complex engagements or for remediation of digital failures. Succeed in the contact center, and your brand will thrive—fail in the contact center, and your brand will languish.

The Vonage team developed this guide for the practitioner— and it's designed to help you deliver on your CX initiatives in the contact center. You'll learn what's critical to a great experience and how you can deliver it by focusing on a few key elements. We've also included examples and videos highlighting how businesses have used the Vonage Contact Center to digitally transform and dramatically improve CX.

Read on to envision the possibilities and bring them to life in your contact center.

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What Constitutes Great CX in the Contact Center

Customers call your contact center to fix problems, navigate purchases, and arrive at positive outcomes.

Many contact centers focus on driving efficiencies around customer interactions and expect those efficiencies to translate into great CX. But it takes more than solving a customer problem efficiently. According to Forrester, how customers feel is a significant component that drives CX quality.

If you want to deliver great CX, you must resolve customers' issues and make it easy for them—and above all, make them feel great. Take the opportunity to impact how customers feel by having conversations every time you interact with them in the contact center. And make every conversation exceptional.

CX = **Effectiveness** (Goal achieved) + **Ease** (Effort expended) + **Emotion** (How did it make you feel?)

Make Customers Feel Great = Make Every Conversation Exceptional

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Enabling Exceptional Conversations in Your Contact Center

You must set up the right environment for success. This involves your contact center design, the data you use, and some critical customer-centric capabilities. Set up the right environment and watch your contact center transform from a necessary operation to a beacon of customer excellence for your company's brand. Read on for the key areas of focus:

01.
Work with your CRM

How you engage with customers in your contact center should be a natural extension of your CRM. After all, your CRM is the single source of customer truth—it holds your customer-centric view and includes all your customer contact information, sales opportunities, service issues, marketing campaigns, and customer history.

Treat your CRM as your contact center foundation, and design around it. Your contact center should work dynamically with your CRM for routing, agent operations, customer messaging, reporting, and analytics. Design an environment that will resonate with your brand and customers. What's more, ensure the contact center solution you select is designed for your CRM and doesn't merely consider it a point of integration after the solution is implemented.

Customer CRM

Make conversations personal

Nothing delights customers more than conversations tailored to them. Wouldn't it be great if your contact center knew who you were as soon as you called? And wouldn't you feel delighted if the agent knew what you were calling about and could resolve your issue instantly?

Key Capabilities

- Access to CRM and call data

- Intelligent routing using CRM data

- Journey insights connecting online activity and contact center

To personalize conversations, be sure you can:

Access all relevant customer data

Your CRM is key, and your solution should easily leverage CRM data to tailor the conversation. In addition, you should be able to view all call history from prior contact center interactions. Being able to access these data sets gives you the ultimate ability to personalize conversations. You'll know what the customer has ordered, the order status, service issues, what events they attended, or the last time they called. Look for a solution that gives you access to this powerful data.

Route intelligently and dynamically

Being able to immediately route to the most qualified agent based on the customer's unique need, without delay and annoying transfers, will enable you to deliver a personalized CX. So, be sure your contact center solution can route flexibly based on any field in your CRM—not just by IVR-limited capabilities. Then you can quickly get the customer to the right product expert, case owner, or language-speaking agent as soon as they call. By routing intelligently and dynamically using your CRM data, you'll delight your customers, increase first-call resolutions, and increase your CSAT score.

Connect digital and contact center journeys

With digital and artificial intelligence (AI) interactions on the rise, it's important to have visibility into the entire customer journey. It's a major source of frustration for customers when your contact center agent has no visibility into their online history. Your contact center solution should be able to connect the dots between the online, AI, and contact center journeys. Your agents and reps should be "journey aware" when customers call the contact center.

Implement these capabilities, and you'll improve KPIs like average handle time, CSAT score, and first-call resolution—and dramatically improve CX.

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Customer Example:

Wowcher is the UK's second-largest online vouchering website, with customers conducting transactions online, over mobile apps, and by phone call. The company sought an integrated solution that could improve advisor management and the quality of business information—and ultimately deliver a better customer service experience. Wowcher implemented Vonage Contact Center, which provides custom, real-time reporting to help improve processes, IVR menus, and advisor performance. Vonage also works seamlessly with Salesforce to simplify the advisor workflow through "whispers" to provide call information, a screen pop of customer details from the CRM, and click-to-dial calling.

Read the customer story ▶

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Customer Example:

Earlens, an innovative hearing aid manufacturer, offers a high-touch concierge program to directly support customers on their hearing aid devices. They wanted to provide their concierge customers with a very responsive and tailored service. They use the Vonage Contact Center intelligent routing capability, with cases set up in Salesforce. Now, when concierge customers call with questions, they're routed to an agent familiar with their case without delay or transfer—and the customers can get right to the heart of the issue. The Vonage CRM-centric design makes delivery of this high-level, personalized CX a breeze.

Watch video ▶

Customer Example:

SHL, the world's leading objective assessment organization, uses Vonage to deliver great customer experience across five operations spanning 50 countries. Intelligent routing gets customers to the best possible agent in the shortest time, which alleviates the need to transfer calls within teams. Dynamic routing based on the CRM record ensures that calls are answered in the correct language. Also, a screen pop gives the agent the right customer information to keep the first-contact resolution rate at an impressive 98%. And thanks to real-time dashboards, agents and supervisors are continuously aware of contact center performance.

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Focus on people not technology

To make customers feel great, maintain the focus on people and not technology. Use technology as an enabler and keep it invisible as customers and agents try to address issues. How many times have you been asked to hold while an agent tries to toggle into other systems? When technology becomes the focus of the conversation, it's a bad experience for the customer and worse experience for the agent.

Key Capabilities

- CRM serves as the interface for agent contact center operations

- Auto-logging and call and video chat recordings within CRM

- Seamless integration of chatbot, voicebot, and self-serve options with live agents

To use technology as an enabler:

Minimize the number of systems, and keep operations within the CRM

By enabling agents and sales reps to use the fewest possible number of systems, you allow them to focus on customers. The best-case scenario is for agents to operate solely within your CRM for all customer interactions. This will eliminate the delay associated with toggling back and forth and needless duplicative data entries. Agents need only learn how to operate in a single system, which will also drive the adoption of your CRM.

Enable teams with the right information and auto-logging capabilities

Equip agents to quickly resolve issues with automatic and timely screen pops of all relevant data— including case, interaction, and journey history—prior to engaging on calls. For example, a screen pop of relevant information can empower agents prior to calls. Additionally, enable as much auto-logging of data into the CRM as possible. You'll reduce unnecessary errors and the tedium associated with duplicative data entry. And populate the CRM with interaction data like call and video chat recordings so you can provide easy access for training and quality management purposes.

Focus holistically on the customer

It's important to strike the right balance between automation, AI, self-serve options, and live agents. Know when to transition a chatbot or voicebot conversation to a live agent, and do it seamlessly and gracefully by sending all chatbot and voicebot history to the agent. Ensure that your contact center solution can smoothly integrate with any "best-of-breed" bot you've selected.

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Customer Example:

Morrison Water Services is the leading service provider in the water and wastewater infrastructure sectors in the UK. The organization did not have its own contact center and needed a solution that could integrate seamlessly with Salesforce. By selecting Vonage Contact Center, the organization could empower its agents to deliver a first-class customer experience. Vonage offers key features to support a customer-first focus, such as tools to incentivize agents, WebRTC to support remote work on demand, dashboards, self-service, and more.

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Customer Example:

Cradlepoint, an industry leader in cloud-delivered 4G LTE network solutions with more than 23,000 customers worldwide, uses the Vonage Contact Center solution to enable agents to work within Salesforce for all its operations. Agents are also equipped with timely screen pops populated with relevant data from Salesforce and call history from contact center interactions—and these are vital for a complete customer view and quick call resolution. Supervisors simply access call recordings from the case records within Salesforce and can easily coach and correct agents. The Vonage solution design enables a great agent and supervisor experience with the right Salesforce-centric technology.

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Customer Example:

Sure Petcare, a manufacturer of intelligent pet products, has dramatically improved its customer and agent experience with Vonage. Faced with bringing its multilingual contact center in-house, Sure Petcare now precisely routes calls to agents who speak the right language and who handled the case previously. The Vonage cloud solution, tightly integrated with Salesforce, also keeps Sure Petcare agents happy with remote and flexible working—resulting in great CX and NPS scores of up to 97.

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04.

Make conversations flow effortlessly

In today's digital age, customers expect to reach you through multiple channels, so it's important to support a true omnichannel experience. This allows customers to connect through the channel of their choice—email, SMS, chat, video, or voice—and keeps conversations connected across channels.

Key Capabilities

- Single-brain omnichannel routing for digital and voice channels

- Omnichannel reporting and dashboards

- Seamless support for CRM provided digital channels

To make a conversation flow effortlessly:

Enable omnichannel routing

You can enjoy better efficiency when you leverage your CRM. So be sure that your solution can route and distribute load to digital, AI, or voice agents and can use the same set of rules to route based on skills, case ownership, or other CRM fields. This way, no matter how customers reach you, they'll receive a consistent experience. And, if you pool your agents, you can automatically route digital and voice traffic across the pool.

Ensure omnichannel visibility

Your reporting and analytics tools should provide visibility across all your channels. Look for real-time and historic omnichannel dashboards. Your solution should enable you to manage and optimize resources across channels.

Support your selected digital and voice channel platforms

If your operation uses "best-of-breed" digital channels from your CRM vendor, be certain that your contact center can support them. You shouldn't be required to switch all channels to the contact center platform in the interest of providing consistency.

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Vertafore

Customer Example:

Vertafore, a leading provider of cloud-based software and services to the insurance industry, uses the Vonage Contact Center omnichannel capability to route and manage Salesforce digital chats (LiveChat) and voice traffic. They route voice calls and chats using a single set of rules to a pooled group of agents to provide customers with great response times. And they make sure to balance workloads to improve the agent experience. Vertafore was able to reduce average speed to answer, increase chat volume, and boost their CSAT score with the Vonage Contact Center omnichannel solution.

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Leverage data to get better over time

The more you know about your customers, the better you'll be able to meet their needs and build loyalty. To accomplish that, use data to improve and fine-tune agent performance, drive compliance, develop best practices, and identify customer trends.

Key Capabilities

- Integrate speech analytics to automatically analyze all customer conversations

- Automatically push data into your CRM

- Assess analytics across contact center call and CRM data sets

To get better over time:

Tap into your customer conversations with speech analytics

Your customer conversations are a rich source of data. Look for speech-to-text transcription capability integrated with your core contact center solution, so you can immediately tap into that unstructured data. Preferably, your solution should transcribe all conversations—both voice and video chat—and provide you with analytics. This helps optimize agent behavior, enforce compliance, and implement best practices.

Automate data pushes into the CRM

To maintain your CRM as your single source of customer truth, push customer call data from the contact center into your CRM automatically. This maintains your CRM as the repository and provides you with the complete customer view. And automating the process eliminates the need for CSV-based imports and uploads.

Analyze CC+CRM data

Once your contact center data is in your CRM, you should be able to easily analyze across both data sets using your CRM BI tools. This will let you unearth insights to truly drive your business. With this data, you'll be able to identify call attributes associated with top-selling reps and agents and replicate those approaches across the team to make them best practices.

glassdoor

Customer Example:

Glassdoor, a global job finding platform, turned to Vonage Contact Center for CRM integration that provides expansive visibility and reliable data. Glassdoor can now predict and manage call volume, access and analyze critical data, and empower call agents with the best information and tools.

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Customer Example:

MTD Products is a worldwide leader of outdoor power equipment sold through home improvement stores, hardware stores, mass retailers, and independent dealers across the globe. The company uses the Vonage Contact Center solution to push call data into Salesforce. MTD Products also leverages Tableau CRM dashboards to analyze call data with orders to accurately track sales conversion rates and improve agent performance.

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Customer Example:

Golfbreaks.com, one of the world's largest and longest established golf travel companies, chose Vonage to benefit from a single platform for sales and service teams. Combining voice with all other interactions provides a single view of the customer within the Salesforce profile. Advanced routing gives agents full visibility of when customers are calling, so they never miss an important call. The focus is on connecting customers with the best possible agent and ensuring human contact at all times.

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Conclusion

Operational efficiencies do not translate into great CX. If you're serious about improving CX in your contact center, make customers feel great by having exceptional conversations. Make conversations personal, focus on the caller during the conversations, let them flow effortlessly across channels, and ensure that conversations get better over time. The only way to enable these high-quality conversations is by deploying a contact center solution designed to work in concert with your CRM.

Implement these changes, and instantly improve the CX in your contact center.

For more information and a consultation on how to transform your contact center, please contact us at:

Vonage.com

About Vonage

Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation. The Vonage Communications Platform is fully programmable and allows for the integration of video, voice, chat, messaging, and verification into existing products, workflows, and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or anywhere, providing enormous flexibility and ensuring business continuity.