

6 Ways to Improve the Customer Experience within your Contact Center



**Customer experience will
overtake price and
product by 2020
Are you prepared?**

By 2020, customer experience will overtake price and product as the key brand differentiator. But while 80% of companies believe they deliver a “superior” service experience, only 8% of consumers agree. And considering 86% of customers quit doing business with a company following a single bad customer experience, the challenge facing contact centers becomes quickly evident. However, with 9 out of 10 consumers willing to pay more for better service, huge opportunity looms as well.

So how can a contact center improve the customer service experience?

1 Don't Over-Rely on Self-Service: Sixty-seven percent of today's consumers state a preference for self-service over speaking to a live representative. In fact by 2020, the average customer is expected to manage 85% of any enterprise relationship without the need for human interaction. But despite the growing trend toward self-service, it is precisely when self-service tools lack the ability to deliver on customer expectations that the opportunity for differentiation exists. After all, it is when a customer has exhausted his or her self-service resources that a business needs to step-up to maintain the relationship, and in some cases salvage it – something self-service is poorly equipped to do on its own. In short, always offer self-service capabilities to your customers, but never treat it as a substitute for human interaction, but rather a complementing tool to any broader customer service initiative.

2 Monitor Agent Performance and Share Results: According to a recent study conducted by Salesforce and Forrester Research Group, 76% of companies express a lack of real-time analytics and unified reporting as one of the key hurdles facing customer service managers. To gain a clearer picture of where service improvements are needed within an organization at any given time, actively measure KPIs and metrics including service level, agent schedule adherence, wait time, call resolutions, call abandonment, and agent handle time. And for even greater visibility, consider integrating workforce optimization (WFO) and workforce management (WFM) applications to better assess, train, and manage your agents and help them consistently perform at a higher customer service level.

3 Cater to your Clients' Communication Preferences: Seventy-four percent of today's consumers use 3 or more channels (voice, email, text, chat, social media, and video) to communicate with businesses, up from 52% in 2013. As a result, the success of your business' communication strategy depends on its ability to offer multiple channel options to satisfy the needs of today's versatile consumer. But to fully leverage the power of multichannel communications, you must offer consistent levels of service across each channel, monitor and oversee each customer interaction from a single platform, and cater each interaction to a customer's unique communication preference(s).

4 Empower Agents to Quickly Resolve Customer Needs: 82% of customers state getting their issue resolved quickly as the number one factor defining great customer service, yet representatives still fail to adequately address customer inquiries 50% of the time. In many cases, however, it's a simple matter of allowing agents access to the various data points and client details needed to be successful, even if it resides within other departments. By integrating the various SaaS solutions used within your organization (CRM, Billing, Ticketing), facilitate your agents' ability to access information and effectively improve first call resolutions (FCR)– it's simply a matter of allowing the contact center to truly act as the frontlines to the organization with the proper resources available to each agent to meet the demands of today's consumer.

5 Gain Customer Feedback: On average, businesses are only aware of 4% of dissatisfied customers, with 91% of those who do not complain silently leaving without any plans of returning. Actively reach out to your customers, conduct surveys, and request feedback to uncover problematic trends or issues within your contact center before they take root.

6 Keep your Employees Happy: It is a known fact—happy employees breed happy customers. In fact, a 5% increase in employee satisfaction has shown to improve customer satisfaction by roughly 1.3%. Acknowledge and reward employees' successes, empower employees with the right guidance and technology, and offer greater workforce flexibility. Creating stronger customer relationships through happy employees can become a reality.

In summary:



Why 3CLogic?

Communication is at the heart of every business. And whether you're reaching out to customers, or they're reaching you, maintaining relevance and convenience is essential in order to stay ahead. At 3CLogic, we offer a full suite of inbound, outbound, and blended cloud contact center solutions based on an innovative distributed approach. Offering next-generation multichannel communications (voice, email, text, chat), reporting and analytics, call routing (ACD and IVR), quality management tools, and third-party integrations (CRM, WFM, Ticketing, WFO), we facilitate any business's ability to offer high-quality customer service and support to its customers. Fully customizable, scalable, secure, and reliable, 3CLogic provides the most adaptable approach to meet today's changing consumer trends. Strong customer relationships are just a click away.

Sources

Help Scout , ZenDesk, VPI Corp , Salesforce and Forrester, Fonolo "17 Important Customer Experience Statistics for the Call Center", Harvard Business Review