

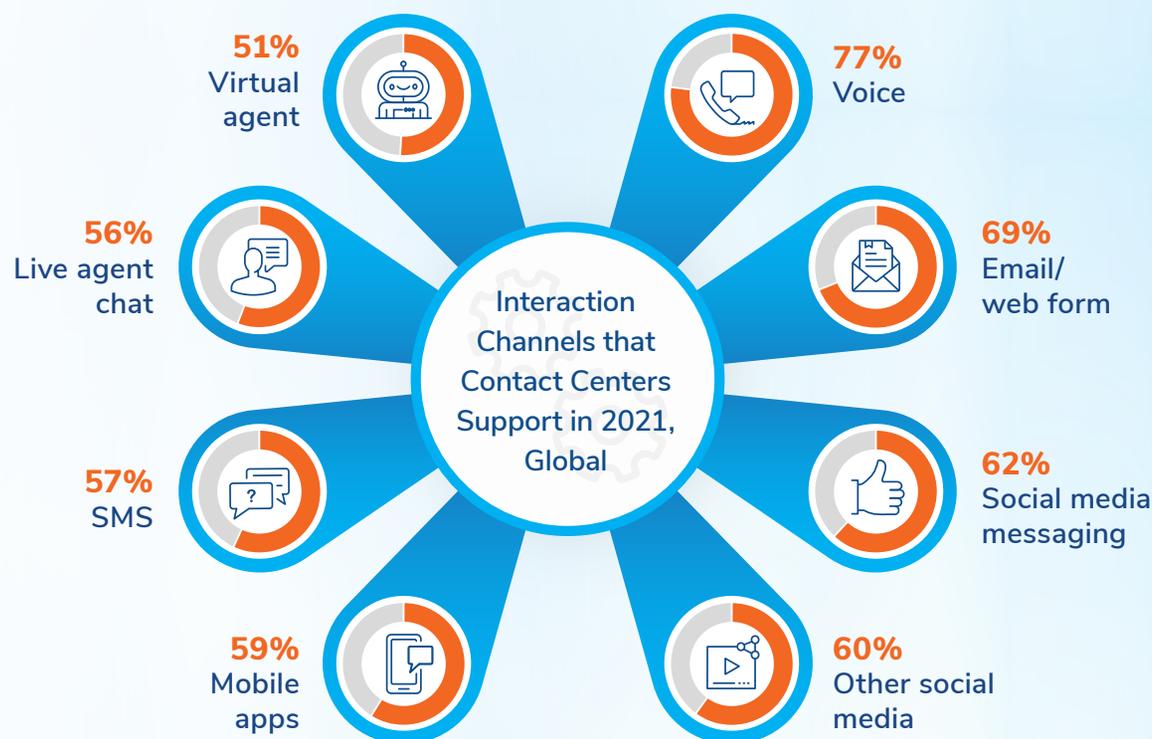
Addressing Technical Challenges in the Modern Contact Center

Effective, well-equipped contact center agents are vital for industry-leading CX. New technologies improve CX by addressing the increasing challenges of an evolving contact center space.

Evolving contact centers need advanced solutions that can:

- ▶ Provide remote workers high-quality access, security, and bandwidth to company systems
- ▶ Enable agents to connect with customers seamlessly across new and varied interaction channels and ensure that relevant data follows the customer's journey
- ▶ Ensure the right information is accessible to the right people and increase security and privacy compliance measures
- ▶ Create responsive systems that improve employee performance and reduce frustration, such as advanced call routing, automated scheduling, and data-driven performance metrics

CUSTOMER CHANNELS CHANGING AND EXPANDING



EVERY COMPANY MUST BE BOTH CUSTOMER- AND EMPLOYEE-CENTRIC TO POSITIVELY IMPACT SATISFACTION, LOYALTY, AND BUSINESS OUTCOMES.

Advancements in technology offer new capabilities for refreshing the way companies deliver on the promise to improve CX, drive agent productivity, and provide employees with the tools they need, regardless of location or specialization.

Tools and Technologies that Create More Competitive Contact Centers

Technologies, such as artificial intelligence (AI), machine learning (ML), and automation, power advanced tools that enable contact centers to more effectively train and equip agents to excel in their roles, provide a better service, and derive more job satisfaction, leading to higher CX and EX.



Time Optimization

EXAMPLES:

Automation, guided assistance, extensive knowledge management, and robotic process automation

RESULTS:

Reduce data entry, keystrokes, toggling between applications, and information searches; use AI- and ML-based tools to provide recommendations and pre-empt solutions; and use self-service options to manage simple and frequent questions

BENEFITS:

Reduces average handle time, increases agent productivity, lowers hold times, and minimizes unnecessary interactions



Coaching and Performance

EXAMPLES:

Smart desktop tracking and analytics, including speech and text data, and cloud-based solutions with data communication services to provide office-quality voice, system access, security, and data speeds from anywhere

RESULTS:

Develop data-driven productivity measurements, identify and propagate best practices, and equip remote workers with the same high-quality technology experience as in-office counterparts

BENEFITS:

Enables managers to better train and equip agents to excel in their roles and provide an excellent service



Enabling Agent Specialization

EXAMPLES:

Sophisticated routing and analytics, AI-/ML-driven agent availability forecasting, and responsive and automated scheduling

RESULTS:

Optimize agent availability; create responsive, automated scheduling; and ensure agents receive the right product or customer types

BENEFITS:

Enables agents to provide better customer service by providing them with more fulfilling agent roles; makes routing and handling more complex; and reduces complexity, increases routing accuracy, and generates better CX and EX using intelligent and automated tools