

Future of Remote Work for Contact Centres



Expert advice on how to address challenges and future trends.

RingCentral

INTRO

In this white paper, learn about the future with exclusive insights from experts that can ensure **remote working** is **both productive** for the company and the employees.

In this guide, we aim to show you:

- The importance of going digital in customer service
- Help agents to be more productive from home
- Integrating various channels into a single interface
- How to keep control of activity remotely
- Finding a balance between remote work and the office





The future for customer service operations will undergo a dramatic rethink in every organisation and their respective departments. They will ask questions as to why developing remote working through the cloud can benefit their business model? How to empower agents remotely? And how to manage feedback while not being face-to-face?

Remote work policies themselves will see a rethink, to concentrate on areas of flexibility, agility, empowerment, and productivity to grow and unify the more comprehensive team effort.

Working from home can be inevitable for customer service agents for their protection and practicality. It means companies can continue as they were to ensure continuity without compromising on quality.

It can also develop staff retention by providing employees with an extra balance between their personal and professional life.

DISCOVER THEIR ADVICE





Without face-to-face opportunities to coordinate activities, the most important way to empower employees working remotely is through technology.

To continue to deliver outstanding customer experiences, it's time to invest in nimble and dependable hi-tech solutions that bridge silos and provide ready access to the metrics, resources, and tools teams need to communicate, collaborate, and evaluate.



– Jim Tincher

Customer Experience Expert, Journey Mapper, Author, and Speaker





Powered by AI, contact centre software is becoming more and more algorithmic, learning "on its own" and needs fewer and fewer explicit rules to function.

But let's be realistic — there is no singularity coming in the next few years. Nevertheless, software will get smarter, algorithms will improve, and usage will increase — and through this, we will gather more relevant data, which will in turn lead to better predictions and an improved service experience.



— Erik Pfannmöller

Founder and CEO of Solvemate



A hand holding a smartphone is visible in the lower-left portion of the image. The background is a warm, orange-toned photograph of a person's face, which is blurred. The overall aesthetic is clean and modern, with a focus on the statistic presented.

80%

**of routine questions
can be answered by
chatbots**



The key to empowering remote teams is understanding the points of friction not only in the customer's journey but in the team's journey as well. Finding the touchpoints where those two challenges intersect can be a goldmine for improving both customer and employee experience.

If you can identify the most impactful points of friction for customers and then remove the internal resistance that prevents real-time resolution, you can use empowerment to create frictionless, hassle-free customer experiences.



— Adam Toporek

Customer Experience Strategist and founder of CTS Service Solutions



The background of the slide features a blurred image of a person's hands using a laptop and a smartphone. The laptop screen displays a website with the word 'OPURPLE' at the top and a section titled 'HOME BROADBAND'. The smartphone screen shows a mobile application interface with various buttons and text. A cup of coffee is visible on the right side of the laptop. The entire image is covered with a semi-transparent blue overlay.

66%

**of companies are seeing
an increase in customer
service requests from
digital channels**



Contact centre and CX leaders should have one-on-one meetings with agents and say “What a great job you did”, give them exact examples of what they did right to reinforce what good looks like and to do it again.

Take conversations that are less customer-centric and use those as teachable, coachable moments. Coachable and teachable moments, that is how you keep employees engaged and motivated by celebrating the success and emphasising when something is not right.



– Stacy Sherman

CX Strategist, Practitioner, Mentor and founder at Doing
CX Right





Overcome bad habits of the past. No more teammates popping their head up and asking "lazy" questions, because knowledge management strategy is dialed in.

No more overlooking bad agent behaviors because of simple schedule adherence, metrics have evolved to depict true agent behaviors. No more "culture building" by simply ordering pizza. Invest deeply in people...grow them through an intentional performance management process.

A connected, high performing team is earned through great leadership and authenticity.



— Nate Brown

Chief Experience Officer at Officium Labs and co-founder
of CX Accelerator





88%

of customers said
they hated repeating
themselves when
interacting through
multiple channels



Nemertes' study of 500+ end-user organisations found 75% of contact centre agents now work from home. That's up 59% from before the pandemic began. To achieve success, IT leaders and customer engagement managers must now focus on improving internal and customer facing engagement.

Ensuring the right leadership is in place. Revamping agent compensation and work plans to reduce turnover, enable flexible schedules, and providing adequate training and career advancement opportunities.

Invest in emerging technology including AI, omnichannel, video, analytics, workforce optimisation, and unified communications to improve agent productivity and CX. Extend contact centre technologies to sales teams to improve sales close rates



— Irwin Lazar

Vice President and Service Director for Nemertes





Remote work is no longer taboo – there's no longer a need to delude customers into thinking otherwise. Allowing workers to be more natural in their interactions, and not so rigid to the script, will be a welcomed departure by customers and will create some amazing experiences.

I believe we will soon discover that the best remote contact centre teams aren't necessarily comprised of your all-star group of agents, but they do include a team leader that understands the difference between motivating an in-office group versus one that's remote.



– JD Fairweather

Vice President, South East US Operations at The Taylor Reach Group Inc. Founder of Primary Assets



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Key Takeaways

Technology is evolving and so too are the platforms that enable agents to collaborate, interact with customers through different channels, aiming to feed productive and efficient aspiring teams working remotely.

Thanks to the expert insights in this white paper, increasing customer satisfaction, improve agent productivity, and ultimately generating higher revenue is achievable with implementation of the following key points:

- Empowering teams by **reducing the internal friction points** that prevent agents from resolving customer issues
- Rewarding **successful resolutions** and **showing empathy** for the less-successful moments
- Allowing agents **to be natural** and avoid scripted answers
- Enabling a connected, high-performing team is **earned through great leadership** and authenticity
- Investing in **emerging technology** including AI, omnichannel, video, analytics, workforce optimisation, and unified communications **can improve** agent productivity

About RingCentral Engage Digital™

RingCentral Engage Digital facilitates digital transformation by helping businesses expand, direct, and nurture their digital customer relationships. The RingCentral Engage Digital platform tracks all interactions in a single system, redistributing enquiries automatically according to availabilities, customer profiles, or types of requests.

With a full history and precise account of each interaction, companies can now analyse and better manage customer activity while increasing overall satisfaction. Visit ringcentral.co.uk and reach out for a free demo.