

The keys to building a customer-centric contact center

How to make sure you can meet the expectations and needs of all your customers.



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Making customer-first a priority

More and more companies are putting customers first, recognizing if they use a customer lens in all their decision-making, it can pay huge dividends. A recent survey¹ found that 45.9% of businesses listed customer experience (CX) as their top priority, beating out product and pricing for the number one spot.

The reason CX matters can be found in the bottom line. Research by The Temkin Group shows companies earning \$1 billion annually can expect to add an additional \$700 million, on average, to their revenue, within three years of investing in their customer experience².

While 53.4% of companies believe their CX strategy is well advanced³, customers indicate a lot of organizations still have a way to go. 60% of customers disagree brands are providing a good customer experience⁴; and 49% of consumers admit to leaving a brand they were loyal to over the past six months due to a poor customer experience⁵. To improve, organizations must look at every touchpoint along their customer journey and ensure each is designed to best address the needs of customers.

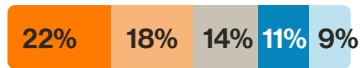
Your contact center plays a critical role in building trust and satisfaction by serving your customers in their time of need⁶. Customer service is vital to 96% of consumers when it comes to brand loyalty; customers are 2.4x⁷ more likely to remain loyal to brands that quickly solve customer service issues. This eBook looks at how you can build a customer-centric contact center that delivers superior levels of service across channels to satisfy customers and keep them coming back.

McKinsey found that when businesses increased customer satisfaction by at least 20 percent, they increased cross-sell rates by 15 to 25 percent, boosted share of wallet by 5 to 10 percent, and improved customer satisfaction and engagement by 20 to 30 percent⁸.

PWC found customers will pay up to a 16% price premium on products and services from companies who deliver good customer experiences, in addition, they are more likely to try additional offerings from those brands⁹.

What's most important to you when contacting an organization?

Long opening hours



Short call/web chat times



Issue handled by one employee



US-based employees



Choice of channels



Polite and friendly employees



Short wait time for response



Your question issue is solved first time



Deliver effortless customer experiences that satisfy

Being customer-centric means delivering what customers want, when they want it, in the way they want it. Leveraging a unified communications as a service (UCaaS) and contact center as a service (CCaaS) solution makes it easy for you to help customers, whether that's through self-service or with the aid of an agent to deliver exceptional experiences.

Personalize interactions

A recent study from McKinsey found 71% of consumers expect companies to deliver personalized interactions, with 76% getting frustrated when this doesn't happen¹⁰. Advanced contact center solutions can help you harness AI to improve your service delivery to create relevant, personalized interactions that exceed expectations. Predicting customer needs and behavior is the primary way brands plan to use AI to improve customer experiences (60%), followed by the ability to uncover frequent customer journeys (47%), improve omnichannel messaging (45%), personalize or hyper-personalize experiences (40%), and customize content (37%)¹¹. Look for solutions on the forefront of AI advancements, applying automation and intelligence to improve your performance and customer experiences.

Meet customers where they are

Customers like to interact in different ways, so it's important to provide service across channels in line with customer preferences. 60% of customers prefer email, 58% prefer phone, 48% prefer live chat, 24% choose SMS/text, and 18% prefer social media for simple service requests¹². Each additional channel adds complexity, so it's important to have a true omnichannel solution that enables you to deliver the same high level of service, regardless of the channel or the device the customer is using.

79% of customers expect consistent interactions across departments, yet 55% say it generally feels like they're communicating with separate departments rather than one company¹³. A single, unified application that can handle, monitor, and analyze all your communications across all your channels can allow you to create and deliver the seamless, consistent level of service that customers expect.

Help customers help themselves

Sometimes the best way to provide service is to let customers serve themselves. 72% of consumers are comfortable of talking to an AI-powered chatbot for their customer service needs, and 41% believe these bots can provide faster customer service than human representatives¹⁴.

To enable effective self-service, you need intelligent, AI-powered virtual agents and interactive, context-based voice response (IVR) trees that can surface the information a customer is looking for and solve relatively simple or common issues without needing to involve a human. For those problems that require human intervention, it should be easy for customers to escalate to an agent. Ideally, the full context of the self-service interaction will be included, so the agent can pick up right where the bot left off for a seamless experience.

Connect customers to the right people and resources

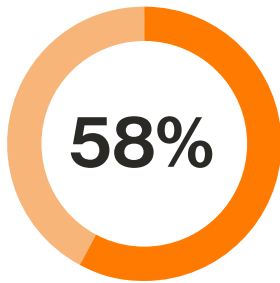
When your customers are looking for help, you want to ensure they are connected to the resources and people in the best position to offer that help instantly. Ideally, you can resolve on first contact (FCR), which is one of the most important goals for a contact center. One survey found a 1% improvement in FCR generates a 1% improvement in customer satisfaction¹⁵.

AI-powered analysis and recommendations can help agents quickly locate and deliver customers the most accurate, relevant information for their situations. Capabilities, like skills-based routing and intelligent routing, can ensure customers are quickly directed to the right expert with the appropriate skillset. Your agent's expertise could be based on geographical location, or it could center on technical know-how or specific product knowledge. Whatever the reason, customizable routing can ensure calls go to the right expert or agent in your organization who is best-matched to the specific needs of the customer.

Empower agents to build customer trust

To make customers happy, you need to ensure your employees are happy. Contact center agents are the ones on the front line, interacting with customers on a regular basis. If they're engaged and satisfied, customers are more likely to be satisfied, too.

Provide a single view of the customer



of organizations say they lack the functionality or information required to help even their most capable and empathetic agent from reaching their potential¹⁷.

92% of executives agree engaged employees lead to happier customers¹⁶. When agents are empowered to help customers and solve their issues on first contact, overall satisfaction goes up. Ultimately, it creates a virtuous cycle of happier agents delivering better service, resulting in greater engagement and loyalty. To empower your agents, your contact center must make it easy for them to communicate with one another, as well as your customers. This takes an intuitive, omnichannel communications solution that can improve the quality of every interaction.

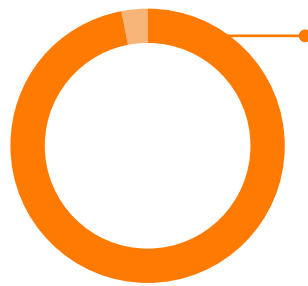
Ensure agents can quickly see everything they need to know about the customer they are trying to help, including their history and profile, to deliver a better, more personalized customer experience. Giving your agents the ability to see everything, without having to toggle between screens or apps, makes it easier for them to provide a fully connected service and better prepare for customer interactions.

A single view allows the agent to create a more seamless experience. For instance, when a customer reaches out, the agent can see what they've purchased, past interactions, or any ongoing issues that have yet to be resolved. Look for solutions that integrate all communication channels (ideally out of the box) with your customer relationship management (CRM) and other systems to ensure agents have all the vital information they need at their fingertips.

Quickly connect agents to the people and resources they need

A single communications application with a unified directory can make it easy for agents to access the experts across their organization through messaging, video, or phone to get answers or take actions in real time. In addition, the application should offer easy access, via integrations, to knowledgebases or AI-powered bots to help agents find the relevant information they need to quickly resolve customer issues.

When an agent needs to send the customer to another team member, you want a way to transfer the call with no inconvenience to the customer. It doesn't matter your location, or the device you use, the most efficient contact center communications solution will allow you to transfer a call to the appropriate person in a matter of seconds, whether they're inside or outside the contact center itself.



97%

of respondents to a recent survey said their environment requires agents to navigate multiple screens and applications within a call, with 40% needing agents to handle four or more screens¹⁸.

Gain insights for continual improvement

The best analytics tools enable you to monitor overall contact center performance and quickly identify trends or opportunities for improvement that can be implemented to enhance service levels. This starts with the ability to record all calls, which not only meets many quality assurance and regulatory guidelines, but also gives you a wealth of information that can be mined with AI-powered analytics to identify ways to enhance your customer experiences. The insights go beyond performance metrics, such as average handling time (AHT), first contact resolution (FCR), and net promoter scores (NPS), to provide call scores, keyword tracking, post-call speech analytics,

Support agents with coaching and guidance

Automated transcripts that ensure there is a real-time record of each interaction across channels help you stay on top of agent performance. It's also good to have a suite of coaching and support tools that can provide guidance and recommendations to uplevel the skills of your agents or step in when they encounter trouble. If an agent needs assistance, you need a tool with a whisper option that allows supervisors to talk to and guide agents in real time without the customer hearing. If the agent is really struggling, a barge-in option lets the supervisor join the conversation or take over when necessary to keep everyone from getting frustrated.

Optimize workforce management

Look for workforce engagement tools to help you with everything from agent scheduling and timeline management to empowering your agents to be more productive. Optimize agent schedules to maximize coverage and minimize idle time, so customers are not left in the cold during peak times and agents are not idle during quiet times. Leverage automation to monitor and alert supervisors (or agents directly) when there is a customer issue that needs to be dealt with quickly or when there are gaps or delays in response times. AI quality management (QM) can also automate scoring and deliver insights on 100% of customer interactions to uncover opportunities for training and improvement.



Unify contact center and business communications to streamline operations

Delivering a highly positive customer-centric experience can't break the bank. It has to be good for the business as well as the customer, which is why you need a unified UCaaS and CCaaS solution that is going to offer you a good return on investment (ROI) as well as operational savings.

Ease deployment and ongoing operations with a solution from a single vendor

An integrated UCaaS and CCaaS solution can keep your business connected across all communication channels and deliver an unbeatable customer experience. A single vendor makes these advanced capabilities easier to purchase, deploy, manage, and support. You get a single platform that significantly simplifies onboarding, collaboration, and training. It also gives you a single directory with presence that enables you to connect users outside the contact center to help customers.

Optimize the value of your communications solution

A cloud-based communications solution helps you avoid all the lengthy complexities of installing new hardware, setting the system up, and onboarding staff onto the new setup. This means less costs and time spent on IT consultants, since you can do it all yourself with easy management controls.

Improve operational scale and agility

A key element of customer-centricity is serving customers regardless of how busy you are. A unified communications solution helps you meet the varying needs of your customers at any given time, while controlling costs. Not only can you scale to meet demand, but also you gain real-time analytics on agents, customers, and operations that can help you adapt, plan, and make better business decisions. Whether it's insights into your contact center's performance or a root cause analysis into a particular problem, you have the information you need to understand how you are performing and what your customers are experiencing, so you can take action to fix, change, or enhance it.

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About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions. More flexible and cost effective than legacy on premises systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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