



Contact Center
Changes You Should Expect

Introduction

Customer preferences are constantly changing and this makes the personnel managing the contact centers to be always on their toes. There are a lot of issues influencing contact centers and customer experiences thanks to the increased complexity of the whole process.

It is very important to provide a uniform customer experience regardless of the contact center channels used. Many brands have evolved from providing just phone, chat and email support to novel ways of reaching out to customers like using social media, Whatsapp, Skype and even mobile apps.

The contact center space is going through a host of changes due to exigencies in delivering and meeting the rising expectations of the customers. To keep the customers happy two years from today you need to do the groundwork now.

So while orchestrating a customer experience transformation strategy just keep the following ideas about contact centers in the mind:

Contact centers will be customer hubs

Enterprises have come to realize the hidden potential of contact centers as a source of revenue generation. This means enterprises will have to change the tack and invest in creating customer delight. Contact centers will have to go through a step-by-step process of bringing the workforce in alignment with the goal of moving towards a revenue generation channel.

Customers are getting demanding with each passing day. They are rightly expecting you to provide a contextual and personalized experience. This makes the contact centers a hub for customers giving enterprises enough quality time to interact with them making it a truly win-win proposition.

Conventional Metrics will be reinvented

Contact centers have long been swearing by the AHT (Average Handling Time) metrics. But it is dawning on contact center personnels that their interaction with customers can be a real revenue generation avenue. Metrics concerned with average speed of answer will be replaced with the one related to customer experience. There is immense potential when it comes to cross-selling and upselling and this can be achieved only when the customer finds value in a particular product or service.

Contact Center Infrastructure part of Enterprise Architecture

Contact centers no longer work in isolation but are at the center of an enterprise's marketing and sales strategy. They no longer exist in a big black box but run on standard hardware and software which can be quite flexible and agile. Contact center strategy is part of the overall IT strategy and the enterprise architecture too.

This means that the various contact center processes like reporting and routing are standard blocks as part of the SOA and they work closely with the other building blocks of the enterprise.

Driving Quality and Managing Workforce across the Enterprise

Exceptional individuals in the workforce deliver exceptional customer experiences. Keeping the employees motivated and encouraging them to give their best at all times is the need of the hour. Employee engagement is a very important aspect for the success of any enterprise. It is important to have a CX platform that can measure, monitor, manage and coach the workforce. This removes the need to manually having to gather and integrate data and make sense of it all.

Contact Centers Will Use Rational Systems

A lot of research and analytics is going into making the contact center experience exceptional. It is always good to match a certain customer requirement to specific employee in order to achieve stellar outcomes. This brings into picture big data and advanced analytics to come up with proposals that can be utilized in real-time in specific situations. There is also the opportunity to design intelligent and intuitive virtual assistants. The future belongs to virtual support agents that could be your best performing assets.

Facial Identification Biometrics Will Be Widely Adopted

Expect a lot of technological advances to come into play. A majority of customer communications will happen on smart devices. These devices will have a lot of capabilities like GPS tracking, using the camera feature for facial identification, and so on. Biometrics will be widely used in order to authenticate customer identities. Customers could be asked to identify themselves through an IVR or just by activating their camera built into their device. Facial expressions can also be analyzed to look for telltale signs of frustration, anger or excitement.

Planned Breaks Would Still Be Desirable

Today's workplace is more relaxed and convivial compared to even a decade ago. The younger generation is more accustomed to working in a flexible work schedule. There have always been discussions revolving around whether employee breaks have to be scheduled or they can happen impromptu.

There are those who might argue that employees who can go on an unscheduled break would perform better than those who are restricted when it comes to taking breaks. But even then it is always good to stick to scheduled breaks.

Sporadic breaks spring up surprises and this might not go well with the customers as they would have to be put on hold. It is always a good practice for the manager to look for data and analyze the best time to take breaks so that it does not hamper productivity.

About Orchestrate

Orchestrate is a US based business process management organization with Headquarters in Dallas, Texas. Orchestrate offers services to the diverse outsourcing requirements of clients in an extensive range of businesses including IT, finance, mortgage and contact center. We provide a comprehensive suite of technology and services to our clients that help accelerate sales and boost their profit. Our solutions and services help SMEs and enterprises implement technologies and processes that boost their profitability across the organization.



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