USING CONTACT CENTER TECHNOLOGY TO IMPROVE CX

Chapter 6

Customer Centric Strategy

Kerri Shields | Pressbooks
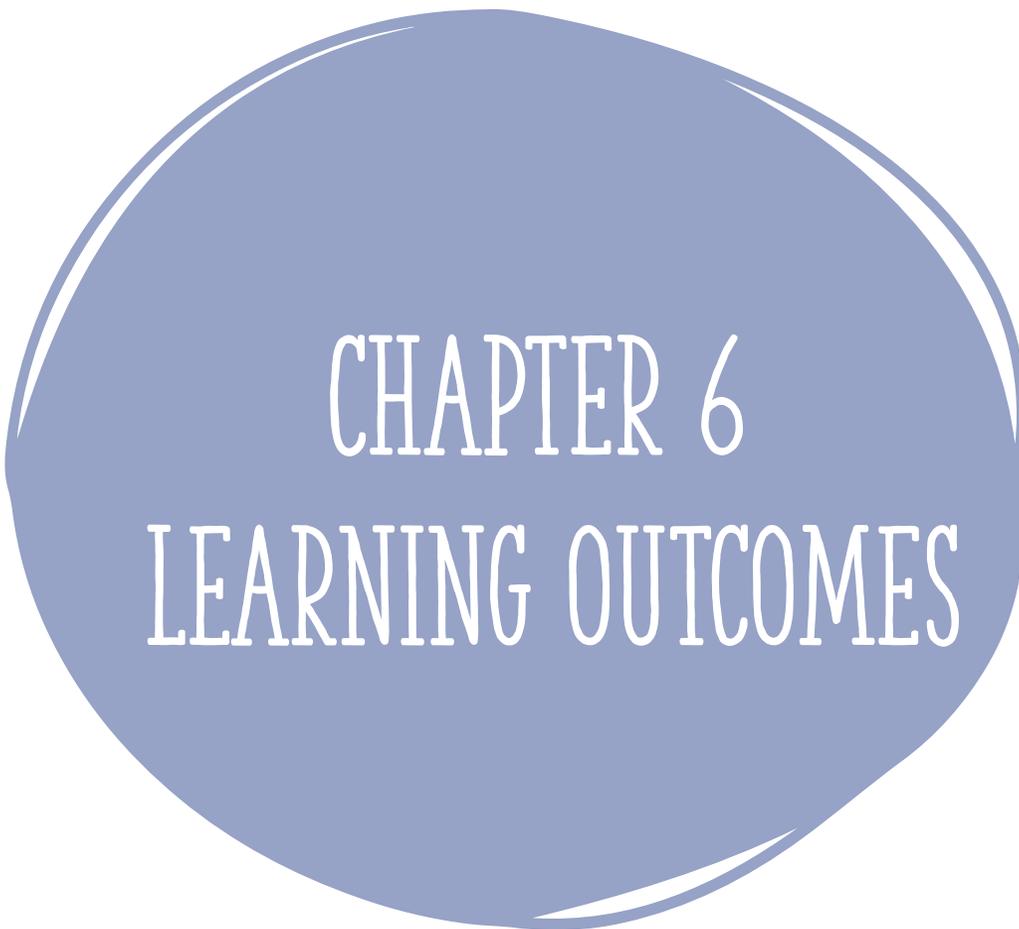
CHAPTER 6
LEARNING OUTCOMES

1. List five different technologies used within a contact center.

2. Explain two customer benefits from contact centers using technology to improve service.

3. Explain two employee benefits from contact centers using technology to improve service.

4. Explain two company benefits from contact centers using technology to improve service.

5. Describe three benefits of customer relationship management software.

6. Discuss the pros and cons of contact centers becoming purely automated.

TYPES OF CONTACT CENTERS

- Outsourced and In-house

- Inbound, outbound, blended and virtual

- Omnichannel

- Offshore and nearshore contact centers

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CONTACT CENTER SOFTWARE

Contact center operations software includes traditional dedicated telephone-based call center technology as well as computer systems integration and management tools.

These products integrate with customer relationship management (CRM) applications to access customer information and update customer records.

CONTACT CENTER TECHNOLOGIES

- Automatic Call Distributor (ACD)
- Call Recording
- Call Scripting
- Campaign Management
- Computer Telephony Integration
- Customer Relationship Management
- Email Response
- Intelligent Call Routing

TECHNOLOGIES (CONTINUED)

- Interactive Voice Response
- Knowledge Management
- Predictive Dialing
- Quality Management
- Social Listening
- Texting Response
- Ticketing Software

- Time Division Multiplexing and IP - Internet Protocol
- Trunk Circuit Networks
- TTY/TDD Communications:
- Web Chat
- Workforce Management
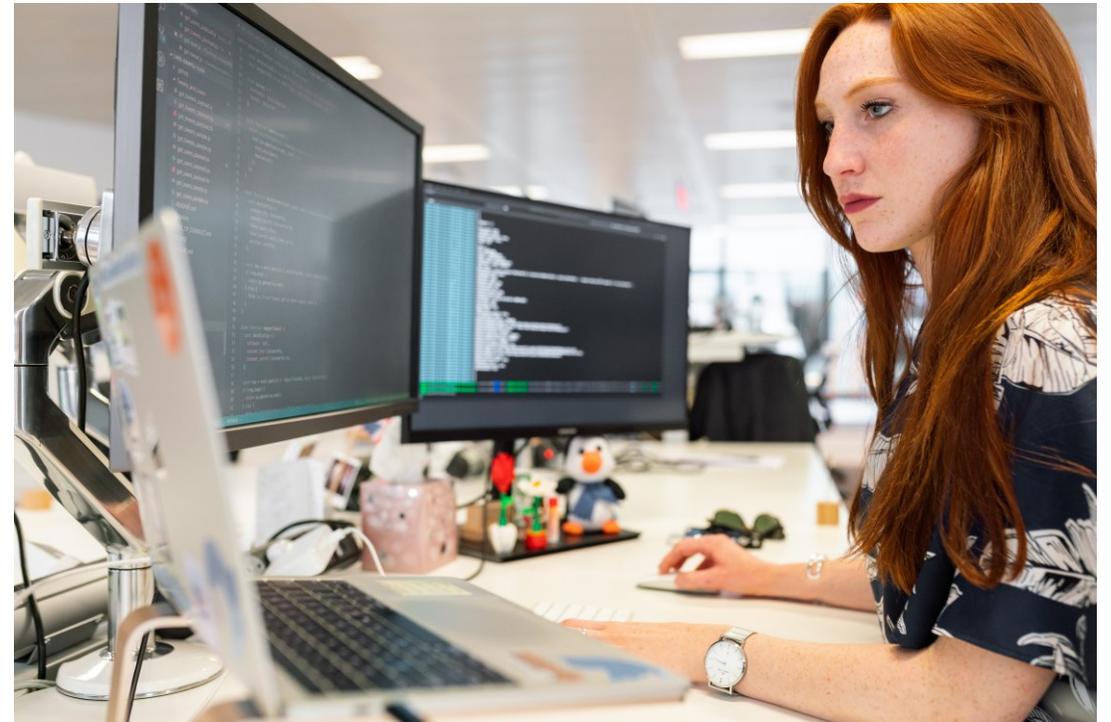
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BENEFITS OF USING CONTACT CENTER TECHNOLOGY

Agent benefits include:

- increased productivity, accuracy, efficiency

- better time management

- possible promotions, recognition, and perks for a job well done

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COMPANY BENEFITS OF USING CONTACT CENTER TECHNOLOGY

Company benefits include:

- increased customer retention, customer spending, and referrals

- increased employee retention as technology enables employees to be more efficient and effective

- cost savings

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CUSTOMER BENEFITS OF USING CONTACT CENTER TECHNOLOGY

Customer benefits include:

- faster service

- fewer errors in ordering and billing

- reduced stress

- loyalty benefits

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BENEFITS OF USING CRM TECHNOLOGY

- improved customer satisfaction, retention, and spending

- better internal communication

- more targeted and cost-effective marketing campaigns

- easier analysis of performance as a whole for imporved decision making

- improved cross-selling and up-selling

GENERATIVE AI IN CONTACT CENTERS

- AI can augment the capabilities of customer care centers

- AI could increase productivity by 30% to 50%

- 95% of customer service leaders expect their customers to be served by an AI bot at some point in their customer service interactions within the next three years
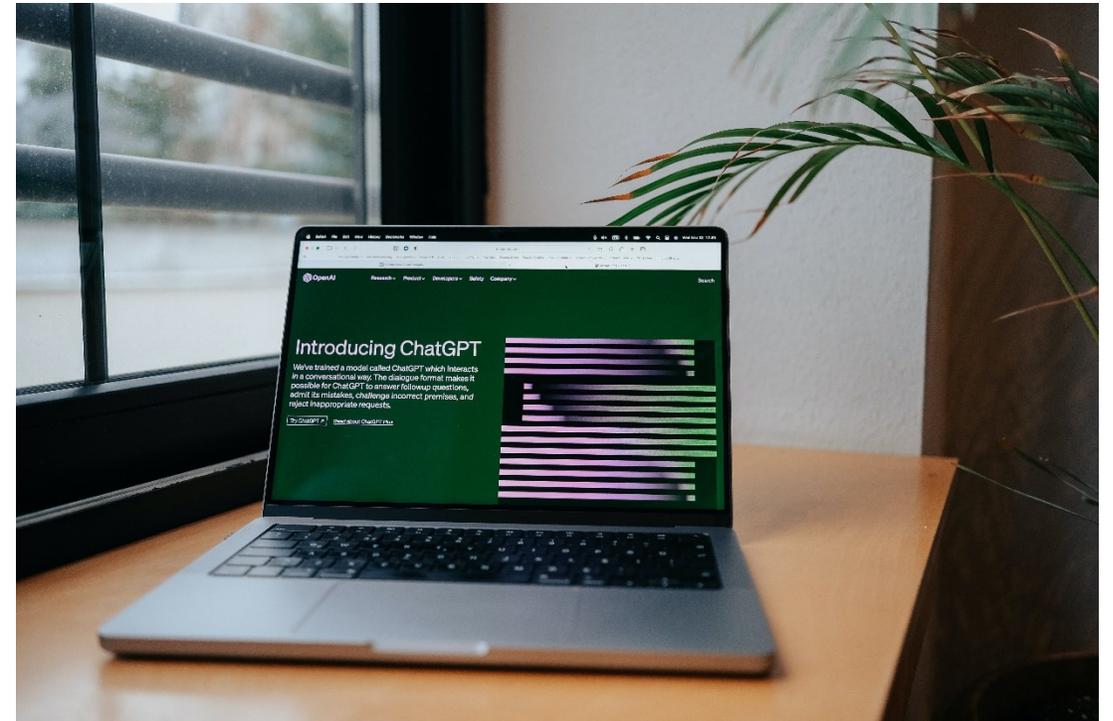
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FULLY AUTOMATED CONTACT CENTER

Automation can, for certain business processes, replace humans, but there are many things bots can't do.

A blend of automation and human service is the best choice.

CHAPTER 4: THE END