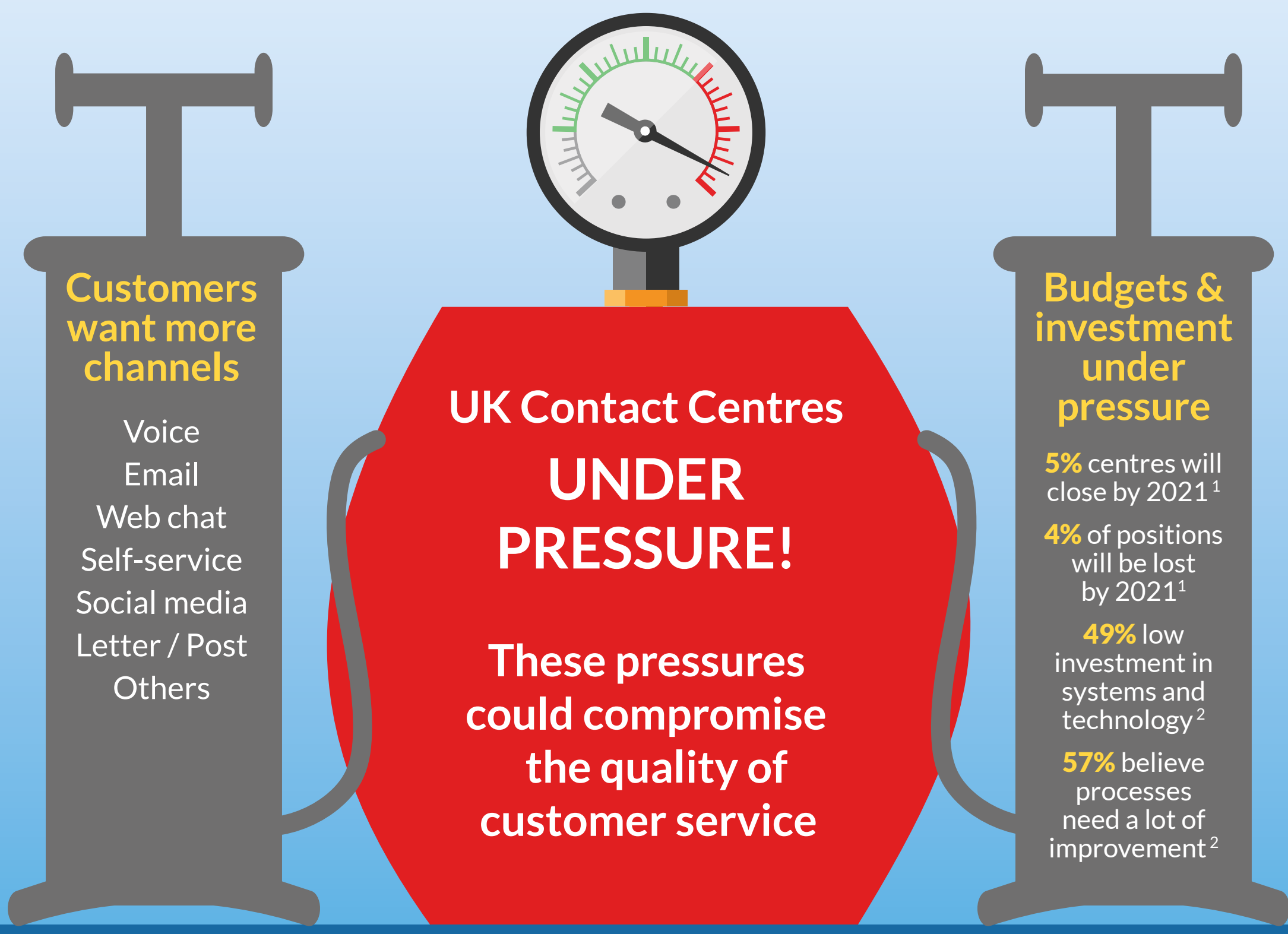


# CONFLICTING PRESSURES FOR UK CONTACT CENTRES

What they are and ways to manage them...



## It's time to develop your Customer Experience Strategy

- Maximise efficiency
- Reduce cost profile
- Reduce customer effort

### Plan your journey to an efficient multichannel contact centre

#### Integrate stand-alone systems

The danger of solutions that are not joined-up:

- System complexity
- Multiple sign-on
- Slow to navigate
- More agent training time
- Can increase costs
- No 360 degree view of the customer

#### Enable agent performance

- Link to CRM system
- Introduce multi-skilled agents
- Accommodate new low cost channels
- CX service design in the contact centre

#### Automate service

- Manage queues
- Introduce proactive response
- Reduce agent costs by 10%
- Deliver rapid payback

#### Optimise your workforce

- Plan resources effectively
- Provide agent guidance
- Engage your workforce

#### Enable remote working

- Access a broader pool of agent knowledge
- Extend service beyond the contact centre
- Flexibly manage call spikes

#### Synchronise your back-office

- Provide a 360 degree view of each customer
- Connect systems
- Provide an unbeatable customer experience



#### Traits of effective contact centres

- Measure customer experience
- Map customer and agent experience
- Provide a 360 degree view of the customer
- Give agents single sign-on
- Deliver a universal queue
- Integrate back-office systems
- Use self-service and automation

<sup>1</sup> ContactBabel UK Contact Centres: 2017-2021, The State of the Industry & Technology Penetration.

<sup>2</sup> ContactBabel The UK Contact Centre Decision-Maker's Guide 2016.

Conflicting customer and management pressures pose a risk to the success of your project. Integrating stand-alone systems into a multichannel contact centre is complex and unsustainable in the long term.

The lowest cost of ownership for multichannel environments is achieved using a single streamlined platform from a single vendor.

Discover more about contact centres that stand out from the crowd.

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