Next Generation Contact Centres

The need for integration

Anet
TECHNOLOGIES

How aligning the complete communications mix can enhance the online customer experience and counteract site abandonment.

Following a long period of economic uncertainty, it's not just customers that are squeezing their belts.

Businesses too are looking for operational savings that can boost profitability. We've all had to become that bit smarter; that bit leaner; and that bit capable of doing more with less.

Perhaps unsurprisingly, many companies are using the web to drive self-serve in a bid to cut contact centre costs. After all, labour is typically said to be the largest annual expense component, exceeding 60% of total operational costs (according to Avaya's 'Contact Centre Costs: The Case for Telecommuting Agents' report).

But what bearing does this have on customer service?

Even the most feature-rich websites, optimised and designed to the hilt to deliver the best possible user journey require some guidance. As consumers we all know how frustrating it can be when you're navigating a site and get stuck - perhaps due to unclear information or a technical glitch -and you can't track down a number to speak to a real life customer service agent. What's more, when you do finally receive assistance it can sometimes appear as though the company you're dealing with on the phone is a completely separate entity to its online counterpart. Therein lies the problem.

Customers build up a perception of a company based on their experiences across multi-channels. So when there's obvious disconnect between a business's online and offline functions it negatively impacts on the overall customer experience. Typically issues will take longer to resolve, the customer will inevitably have to duplicate information, and without the right technologies to target the problem, the contact centre agent is powerless to pro-actively manage the situation effectively.

In many cases, this apparent fragmentation occurs because a business's online systems usually evolve independently of it's telephone operations. While sales and marketing may have command over developing the web presence, for instance, it is likely a different department head will manage the contact centre and knowledge share is consequently stalled by the silo effect. In fact, it is not unusual for companies to only become aware of a web malfunction or user frustrations when calls come into the contact centre and depending on how efficiently these are reported, even a seemingly minor issue could cost the business far more in missed sales than investing in the technologies to facilitate greater collaboration between these traditionally disparate functions.

Advanced phone applications can automate many services, freeing agents to focus on value-added calls. Technology can also make more effective use of agents, enhance the way customer data is applied, and better align the phone and virtual channels, including email, web-chat and text.

By bringing online and phone-based communications closer together, businesses can redress the balance between using the web as the preferred mode of customer interaction, while not appearing to prevent dialogue with customers.

Where online services alone are clearly failing to satisfy customer needs (research from IPSOS MORI found that 71% of UK consumers believe that most companies lack the human touch when it comes to customer loyalty) new technologies can add to the customer experience and, in turn, the bottom line.

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4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our contact centre, unified communications, managed services and telephony solutions are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Cisco and Shoretel to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the UK.