
Next Generation Contact Centres

Regaining the balance

What have companies changed about their contact centres to provide the customer service that will keep customers spending with them?

The continuing economic downturn has forced companies to look at ways of saving costs across their business. Many organisations with a contact centre have opted to push customers to self-serve on their websites in a bid to cut contact centre costs. In reality, this tactic can be damaging; more so when it appears that the company you're dealing with online is a completely separate entity to the one you're dealing with offline.

Customers build a perception of a company based upon their encounters across multi-channels, so when there is an obvious disconnect between online and offline functions it can have a negative impact on customer experience. The development of new technologies is helping organisations to align these two communication functions, allowing contact centres to redress the balance between using the web as the preferred mode for customer interaction while encouraging 'human' dialogue with customers.

These new technologies provide organisations and contact centres with the tools to give agents a higher level of visibility in the online customer experience. Applications such as Klick2Contact, Avaya's Aura Contact Centre Solution and Zeacom all allow direct engagement at critical points in a transaction process.

Real-time functions such as instant chat and callback, allow for immediate response and communication on the customer's terms, eradicating the most frequently complained about aspect of customer service – waiting time. By proactively engaging online with potential customers, businesses can convert browsing into that

all-important sale or service and support resolution.

A customer who has been helped along their buying journey is more likely to be a satisfied one, becoming a brand advocate who is not only willing to return to purchase again, but who will positively promote a business through word of mouth and social media.

Social media is of increasing importance in providing insights into target audiences; and this too has been a move embraced by proactive businesses. Not only does the monitoring of online conversation provide an effective window on customer requirements and perceptions, but it also delivers an opportunity for contact centre agents to connect with communities through which their target audiences are forming opinions and choosing providers.

Aside from providing an opening to respond to comments or enquiries instantly and in an appropriate manner, social media allows two-way interaction between a business and its customers on a more personal and proactive level when they are in buying mode. New social media 'crawlers' for contact centres such as Social Media Manager from Avaya, identify discussions and openings for direct communication; which, when initiated can be continued privately through voice and video call, email or instant messaging.

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 globe.