

TIPS FOR IMPROVING CONTACT CENTER MANAGEMENT

Contact centers are at the heart of customer satisfaction. Effectively managing these vital customer interactions can be a game changer in terms of revenue and brand loyalty. By offering superior, personalized and flexible customer experiences, you ensure the best for both your business and your customers.



89% of buyers switched to a competitor after they received bad customer service



86% of consumers would pay a greater price if it meant a better customer experience

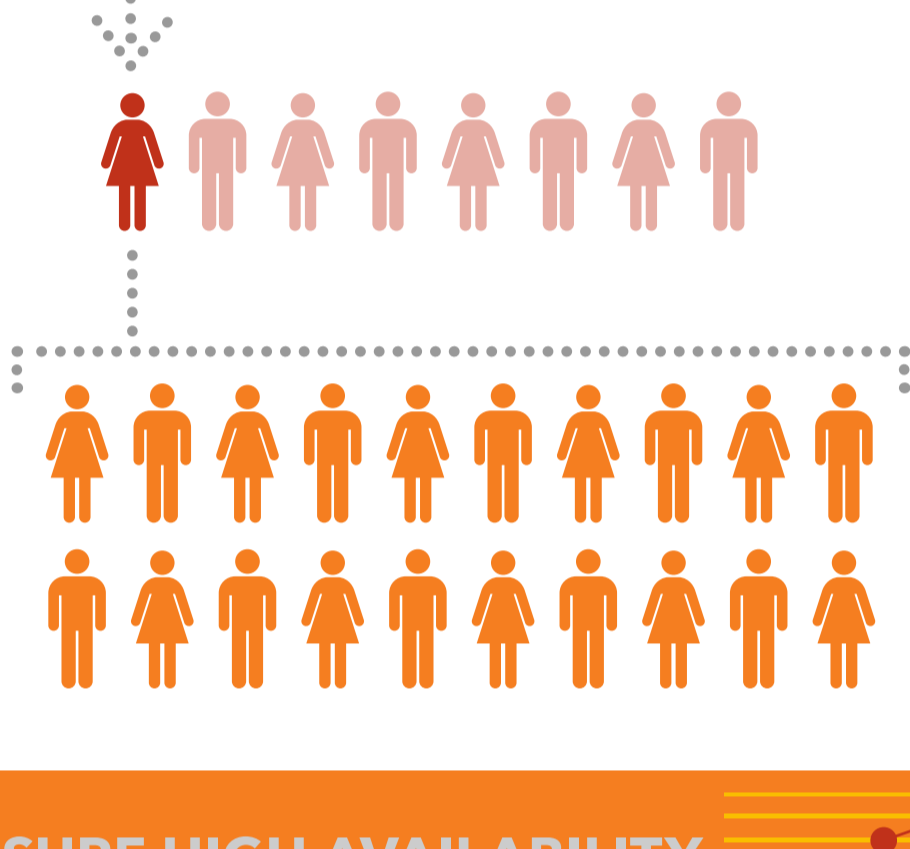


74% increase in year-over-year revenue was seen by brands that used integrated desktop technologies, as compared to non-users



40% of businesses say that "complexity" is the greatest hurdle when improving their multichannel customer experience

13% of customers who are dissatisfied will tell 20 others



TIP 1 ENSURE HIGH AVAILABILITY

If a network is down or unstable and customers can't reach your representatives, they may go elsewhere.

TIP 2 LOOK AT THE TCO

Study the real total cost of ownership (TCO) before you put a system in place. Integrating business applications and customer relationship management (CRM) is smart for customers and smart for your bottom line.

TIP 3 CRM INTEGRATION

Integrating CRM into your contact center greatly improves the ability to personalize the call for your customers and deliver the best overall experience.

TIP 4 PURPOSE-BUILT SYSTEM

Look for a contact center system that is purpose-built for IP and the changing needs of both your staff and customers.

TIP 5 MULTIMEDIA

Go beyond just voice and deliver rich multimedia presentations to potential clients without hassle and include it in the framework of your contact center.

TIP 6 UNIFIED COMMUNICATIONS

Ensure that the contact center is able to handle the needs of a mobile workforce. The ability to direct a call to the proper person no matter their location can be vital for customer satisfaction and retention.

ShoreTel Contact Center is an all-in-one solution that gives users control and flexibility. Advanced redundancy ensures proper call routing, high network availability and disaster recovery features. Multimedia and outbound features allow for same-server delivery of content to clients, lowering TCO as well as simplifying administrative demands. Integrated CRM allows agents to personalize a call and receive key information about callers. Analytics aids in gaining insight into consumer trends, so your business can react in a timely and appropriate manner. Remote workers also benefit. Calls can be fielded anytime, anywhere.



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