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# GIVING SUPPORT TO CONTACT CENTERS THROUGH **UC&C**



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# Supporting Contact Centers

With the 2020 pandemic pushing businesses to adapt a more mobile work model, new challenges have emerged. According to Nemertes, a high-profile research group, one of the biggest challenges companies face is managing employees remotely. This includes managing remote contact center employees. These employees need the correct tool to work quickly and precisely in order to deliver the customer service your clients expect. The right unified communication and collaboration (UC&C) solution becomes one of the most important business tools a company uses.

As a service provider, you have the opportunity to work with contact center decision-makers and encourage UC&C adoption. When collaborating with businesses embracing remote work, you will not only help your clients with their business, but also your own business will blossom. This guide will illuminate what you need to consider as you work to partner with contact center decision-makers.

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# The Importance of Customer Experience

When it comes to contact centers that have accelerated their adoption of a remote workforce, you need to know that improving customer experience (CX) has always been a top priority. For contact center leaders, a positive CX is tantamount to their success. As a result, they have begun looking past revenue per agent as the sole driver of success. To optimize the engagement, efficiency, and productivity of their remote employees, contact centers are turning to flexible, cloud-native UC&C platforms that offer scalability, reliability, real time analytics, and support for emerging technologies like AI.

Before 2020, the shift to remote work was already on the rise. Just earlier this year, the global mobile workforce teetered over the 100 million mark. But now, as more individuals and contact center employees interact with each other from outside the office, demand for UC&C tools that can drive efficiency and success is skyrocketing. Going to cloud-native UC&C has become a go-to strategy to improve CX and agent retention/engagement, thus ensuring the success of a contact center's remote operations.

# The Importance of Customer Experience

Improving CX is an expansive concept. To be able to sell to a contact center, you need to know the specifics of just what contact centers with remote workforces are looking for.

**Efficiency**



**Analytics**



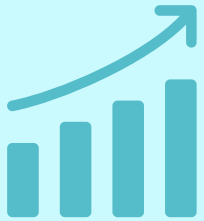
**Support**



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# UC&C and CX

## Efficiency



Never in the history have remote agents been asked to do more with fewer resources. Baringa, an online research agency, has reported that while call volumes have surged over the past few months, call centers “have had to...restrict all unnecessary travel and introduce remote working where possible...get[ting] by with lower than expected staff levels due to illness and caring responsibilities.”

## Analytics



The clear and present danger of this trend is a complete breakdown of contact center metrics, including higher than normal hold times, longer average handle times, plummeting incidences of first call resolution, and eroding CX. While you, as a service provider, can't solve all their staffing issues, you can give them a UC&C platform that is inherently built for scalability. Cloud-native UC platforms provide the core functionality upon which all other tools are layered. They give contact centers the ability to unify coworkers and departments, thereby driving efficiency and scalability. UC&C is the perfect platform to overcome today's challenges while being set up for the future of remote work.

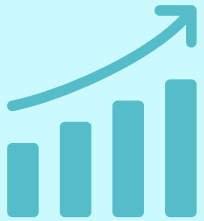
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# UC&C and CX

## Efficiency



Having a UC&C platform that drives efficiency and scalability is only half the battle for contact centers with employees working outside of their usual buildings. The other half lies in having access to vital statistics on everything from equipment performance to workforce engagement.

## Analytics



Being able to offer a UC&C analytics feature that leverages automation and customizable reporting makes decision-making and collaboration within the contact center organization intuitive and effective. It takes the guesswork out of having disparate tools that do not integrate well with each other or produce data sets irrelevant to specific groups of managers and employees. Baringa, for example, encourages contact centers to “mine data sets...for specific customer segments” and to “share team dashboards and performance updates [to] keep agents informed.” However, such internal management initiatives are predicated upon the deployment of an effective reporting tool, and that’s what UC&C offers.

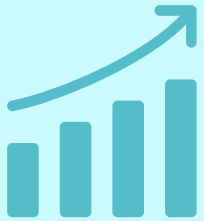
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# UC&C and CX

## Efficiency



As a service provider, your goal is to make life easier for operators and agents looking to make remote work as effective as it was before the shift out of the contact center. Remote work will continue to grow in the future and attempts to adopt new technologies to manage incoming customer demand for busy agents will quickly become messy without an underlying UC&C platform that can seamlessly integrate such applications.

## Analytics



Here are a few facts that can help you, the service provider. By 2025, customer service organizations that leverage AI will elevate operation efficiency by 25%. The IoT means mobility -it widens the playing field by enabling wireless connectivity in a world where virtually any object can become intelligent and transmit data in real-time.

## Support



Finally, the unprecedented leap in network speeds from 5G creates multiple opportunities. It will mean improved internal collaboration for a contact center's remote workforce. It also creates improved access to the contact center by consumers, increasing demand once again. The need will continue to increase for a reliable, highly available UC&C platform that empowers managers to orchestrate how remote workers engage with each other, their customers, and any new technologies implemented to facilitate greater efficiency, productivity, and balance.



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# Utilizing UC&C with Yabbit

By this point, you're probably feeling confident about understanding the needs of a contact center with several remote employees. You know they need the right UC&C platform and the right analytics package to realize their ambitions. But where are you going to get these products? That's where we come in. When it comes to a UC&C platform, DashSolution has you covered. It's inherently scalable and offers you and your contact center customers access to all features with one license - no nickel and diming with expensive add-ons. With automatic updating and quick, easy deployment, you can be up and running to meet the rapidly evolving demands of your contact center clients.

DashSolution gives contact centers the foundation they need to improve CX as well as employee onboarding, training, and even workload balancing. For powerful, real-time analytics, pair DashSolution with YabbitAnalytics. This innovative reporting dashboard complements the contact center functionality of DashSolution. Contact centers that use YabbitAnalytics get customizable dashboards, comprehensive views of all activity, actionable insights that guide future business decisions, and the ability to pinpoint and solve problems as they occur. Best of all, it integrates seamlessly with 3rd party web resources - that's the unified experience contact centers with large remote workforces need now.

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Call 07 3171 4777**

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