

The Collaborative Contact Centre

A disruptive approach to customer engagement

RingCentral[®]



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The collaborative contact centre

Employees want to support customers, but they don't have the right tools or information to get answers quickly or easily. **Nearly 80% of agents have to put customers on hold every day.** Handcuffed by these technological shortcomings, a similar number of agents—77%— have to put customers, who expect rapid resolution of their issues, through longer-than-needed service times¹.

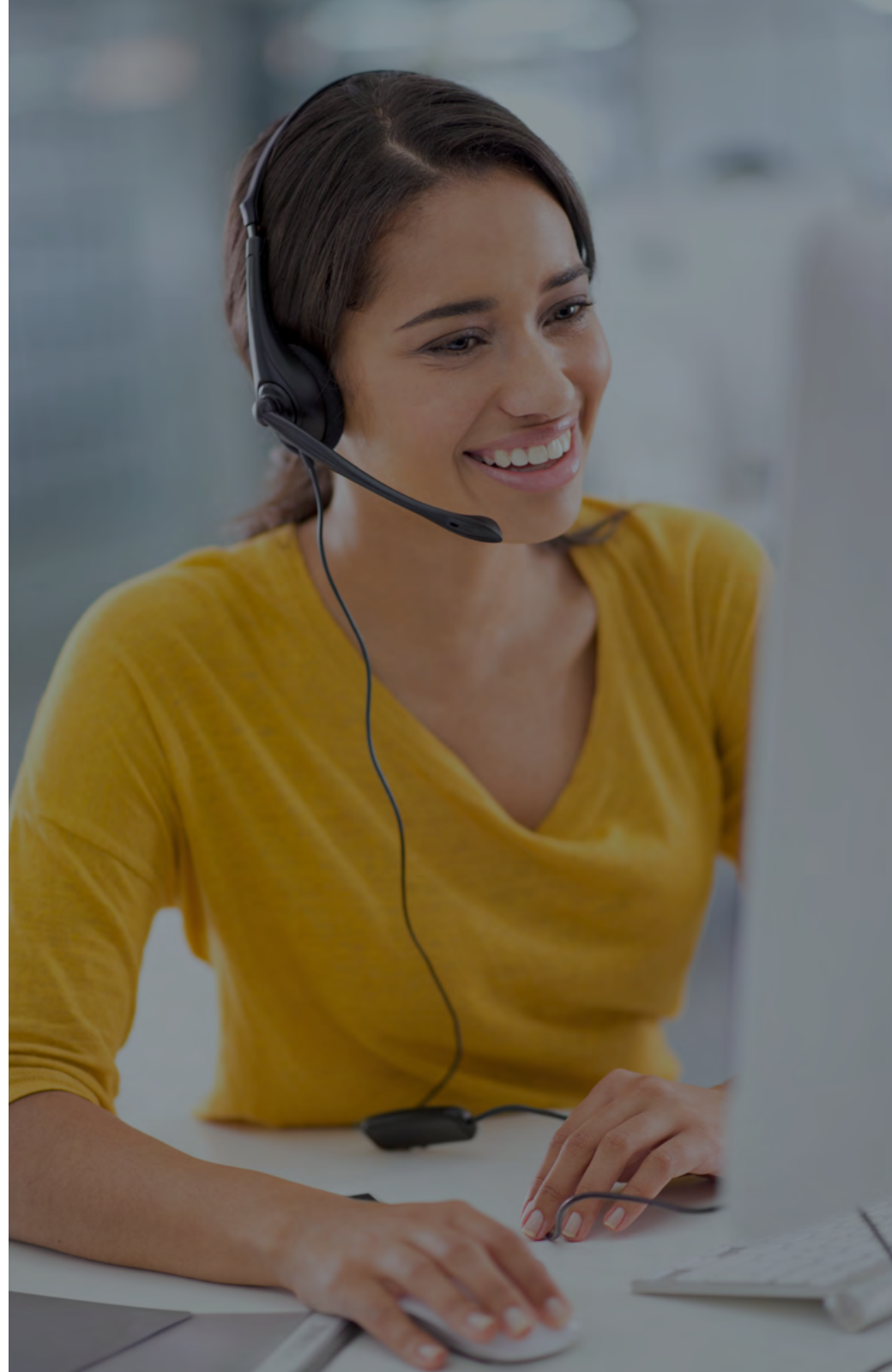
In a nutshell, current contact centre processes and limited collaboration methods restrict good customer relationships. And frustrated customers are showing their dissatisfaction with their wallets.

But new collaboration tools are revolutionising how companies communicate, changing the face of customer service. New hires can now easily get help from more experienced agents, speeding training times. Information sharing with customers can be enhanced with video, as well as screen and file sharing. And improved working conditions help reduce agent turnover.

In addition, these tools help agents get fast answers to customer questions by enabling better communications between the contact centre and the experts across the organisation.

The results? Significant cost savings for contact centres through more efficient use of enterprise resources, quicker ramp-up times for new agents, faster contact resolution, and deeper customer relationships.

¹CITE Research 'Overcoming the Digital Age Disconnect' study, 2019".



Helping new agents provide better, faster service

Many contact centre teams experience frequent personnel turnover. This creates a challenge for companies as they struggle to provide consistent, high-quality service while new agents get up to speed.

Today's new class of collaboration tools allows new agents to easily get support from supervisors and experienced agents, while providing direct access to key information. In addition, agents can collaborate and support one another, helping the contact centre run more smoothly and efficiently on an ongoing basis. This improved agent experience increases agent satisfaction to reduce turnover.





Tough problems require expertise outside the contact centre

Contact centres have long offered several tiers of support: front-end support to address the most common questions; customer service from specific departments; and specialised support from product engineers or other experts.

But some problems require assistance from other departments such as billing, contracts, or integration support. And these resources are not typically structured to take calls. The traditional solution has been to email individuals with a request for help—resulting in a slow, inefficient response and a less-than-satisfying customer experience.

With a collaboration contact centre solution, you can tap internal experts in real time to answer even the toughest questions. In doing so, you improve collaboration not only within teams but also across an organisation.

Collaboration for complex problem solving

Not every problem can be resolved on first contact. But it's critical to make sure you don't keep your customers waiting any longer than necessary to get answers to their questions.

You can create a closer connection with customers through collaborative problem solving, project management, document sharing, scheduling, or direct contact with subject-matter experts. When you invite a customer into a team that includes service and support personnel, internal experts, or an account manager, you demonstrate just how important they are to you.



Collaborative contact centre checklist

Key considerations when choosing a cloud contact centre solution.

Introducing collaboration into your contact centre can make a difference for both your customers and your company by letting you:

- **Bring remote teams together**
Chat in real time using chat, voice or video conferencing.
- **Include experts and teams**
Easily message or conference subject-matter experts during customer interactions to get problems solved more efficiently.
- **Share and collaborate on files**
Enjoy instant sharing and feedback with drag-and-drop uploads of documents, files, pictures, GIFs, and links.
- **Leverage online documents**
Leverage cloud storage such as Google Drive™, OneDrive, Box, Dropbox™, and Evernote® to keep you in sync with your customers.
- **Collaborate with customers**
Use email or voice interaction capabilities or move the entire interaction to chat.
- **Work on the go**
Communicate and collaborate directly from your laptop or mobile device.
- **Share screens and leverage desktop control**
Solve problems faster when customers share their desktops or authorise remote desktop control.
- **Make it easy to reconnect**
Embed callback links in discussions, allowing customers to quickly reconnect with the right agent.
- **Create and manage tasks**
Keep projects on track by setting action items and timelines. Assign teams based on projects, themes, or departments.
- **Give agents the flexibility to work from home**
Provide the tools agents use in the office at home by leveraging cloud technologies.

Top four reasons to make your contact centre collaborative

1 Boost agent productivity

By combining cloud communications and team collaboration, agent communication is improved and critical information is at their fingertips. Experienced agents are far more efficient. And new agents benefit from support from supervisors and other agents, helping them to get up to speed more quickly.

2 Grow customer relationships

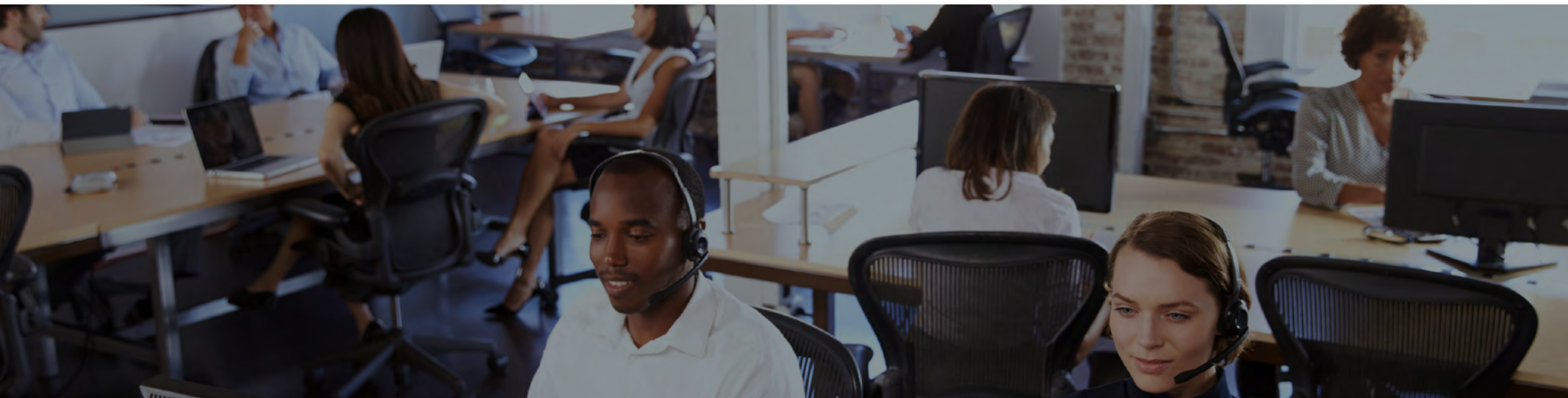
With collaboration, you can enhance and deepen customer relationships by enabling better communications with your contact centre.

3 Increase first-contact resolution

Not being able to reach the right person at the right time means costly delays in problem resolution. Collaboration allows agents to get fast answers from teams and subject experts and lets you leverage enterprise resources more efficiently.

4 Accelerate complex problem solving

With a persistent communications channel, team members inside and outside the contact centre can join the conversation, share documentation, and quickly get up to speed on complex problems or issues.



Extending the conversation to grow relationships

New collaboration tools are improving agent performance by enabling new and more efficient forms of communication within the contact centre, across departments, and directly with customers. File sharing and other customer communications help solve complex problems. When coupled with a more efficient and timely use of subject-matter experts, customers experience faster contact resolution. Collaborative contact centre solutions also boost agent productivity and morale, since happy customers and happy agents go hand in hand. All of this ultimately will grow relationships with your customers.



About RingCentral

RingCentral is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact centre solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customise business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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