The Connected Contact Center:
Creating a more satisfying experience for both your customers and agents
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The importance of the happy customer

Your company likely understands the critical importance of providing a good experience for those calling your customer service center. But confusing phone trees, endless on-hold times, rude agents, and unsatisfactory problem resolution can all quickly overshadow even the best of intentions.

But despite businesses investing heavily in contact center training and technology, these problems don’t seem to be getting any better. As proof, the most recent Customer Rage Study, conducted by Customer Care Measurement & Consulting along with the W.P. Carey School of Business at Arizona State University, reveals customer complaint rates running 18% higher than when the study was first conducted nearly four decades ago.*

With poor contact center experiences reportedly putting $75 billion of business revenue at risk annually,* it’s an ongoing issue that needs to be taken seriously.


Anger by the numbers

60% of households report customer rage
36% yell during calls
13% curse at phone reps
35% of customers post complaints on social media

The death of the traditional contact center

In the not-too-distant past, the voice call was king in the contact center. In fact, it was really the only game in town.

But times have changed—and technology right along with it—and your company needs to keep up or risk being left behind. In addition to voice calls, your customers now use multiple online channels to communicate, including:

- Email
- Social media
- Mobile
- Real-time chat

To be most effective, contact centers must be able to integrate all of these communications tools into a unified platform that allows information to be tracked between channels.

Call center engagement

*Source: Nemertes 2014–15 Enterprise Technology Benchmark
Welcome to the connected world

With the ability to quickly access information online—and stay connected to everyone and everything—consumers today often expect instant gratification. So it follows that customers want to interact immediately with agents when contacting your company for sales or support. They also want these agents to seemingly anticipate their needs and then offer fast answers.

Rx for the ailing contact center

- Improve average response time
- Lower average wait time
- Reduce average handling time
- Meet or exceed service levels
- Boost rate of first contact resolution
Happy agents make for happy customers

Think back to a time when you had a great experience with a company’s contact center. What made it so memorable? A pleasant encounter with a knowledgeable agent? A quick resolution to your problem? Feeling valued as a customer?

Your customer service reps are the face of your company—perhaps the only person customers will ever encounter when dealing with your business. And like they say, you only have one chance to make a first impression. So better to make it a good one.

Smiles all around

We all know how infectious even a virtual smile can be. When you provide your reps with the tools, technology, and training needed to provide excellent customer service, they in turn will feel better about their jobs. Which in turn helps them provide better customer service. Which makes agents happier. Which leads to better agent retention. And so it goes.

See where we’re going here?
Making the connection

With the complex nature of most products and services today, it’s nearly impossible for agents to have a deep knowledge of all aspects of their company’s offerings.

To help solve this dilemma, your contact center technology needs to seamlessly connect your customer service reps to the full range of your company’s knowledge sources, such as backend customer, inventory and billing systems. With quick, ready access to information your customers want and need, your agents’ productivity—and overall job satisfaction—can really take off.

To further improve the customer experience, data also needs be continually collected and analyzed to bring both on-the-fly and long-term improvements to your call center environment.

Your contact center wish list

• Create a more personalized caller experience
• Identify callers automatically and route them to the right agent
• Enjoy tight integration with popular CRMs such as Salesforce®, as well as custom-built systems
• Eliminate time-consuming switching between screens for agents
The journey from cost center to profit center

Unfortunately, some organizations still possess a lingering mentality that sees the contact center as a cost center or “necessary evil.” This misperception naturally discourages management from spending scarce budget dollars for the training and technology necessary to ensure high levels of customer satisfaction. And it’s certainly a poor way to motivate staff to provide customers fast, effective service.

So what’s the solution?

“...over 60% of contact center leaders today believe that the rest of the organization perceives them as a cost center.”

—Zendesk
The Top 3 Tips to Becoming a Profit Center
Say hello to the cloud

When you start to look more closely at all the challenges facing modern contact centers, one solution floats high above the others: the cloud.

Unlike complicated, on-premise solutions, today’s cloud-based contact center systems have evolved in an era of mobile devices, remote agents, and multiple communications channels. So they’re designed to fit the way people actually work and communicate today.
Your agents’ new best friend

It’s a struggle for contact center agents to manually switch between various backend systems and contact channels when dealing with customers. And that can lead to increased frustration, potential errors, and duplicated effort that waste precious time and resources.

But a cloud-based phone system that includes contact center capabilities can seamlessly integrate multiple communications channels, while also providing reps with quick access to all of the tools on their desktops.
The right agent at the right time

No one person can be an expert at everything. Today’s most advanced cloud contact center solutions recognize this fact, allowing you to choose the best agent to handle tasks based on that person’s specific knowledge and training.

To help reduce agent apathy and aid in retention, integrated cloud-based solutions can also vary a rep’s job from just answering phones all day. In fact, the system can choose the best interactions for agents based on their skills, proficiency, availability, or any other business rules you set.
Monitoring the pulse of your contact center

But what good are all these advanced contact center capabilities if you can’t actually do something with all of the data and information you’re collecting?

An intelligent cloud-based system delivers real-time reporting to help you continually measure the pulse of your contact center so you can achieve meaningful improvements in service.

- Measure ongoing customer satisfaction by tracking the number of abandoned calls
- Watch for insufficient training by recording and reviewing calls
- Spot ambiguous communication by receiving alerts whenever agents use specific words or phrases
- Deliver context-sensitive call scripts via CTI screen pops using integrated caller ID, CRM databases, or other systems
- Adjust caller queues and refine voice response menus on the fly based on post-call reports

The possibilities are limited only by your imagination.
The future looks bright

With today’s generation of mobile, social, and internet-enabled consumers, it’s more difficult than ever to achieve customer satisfaction in the contact center. The growing number of increasingly complex products and services also makes it next to impossible for agents to know every aspect of a business.

But a new breed of cloud-based contact center solutions have been introduced that fit the way people work and communicate today. These solutions deliver:

- Full multichannel integration to let agents move quickly between social media, mobile, live chat, email, and voice calls
- Powerful analytic capabilities that provide actionable call center insights
- Advanced connectivity that lets agents easily tap into a wealth of information from backend systems and cloud-based service vendors

The result? A dramatically more satisfying experience for both your agents and your customers.
About RingCentral

Since 2003, RingCentral has been breaking down barriers created by complex, on-premise hardware with its state-of-the-art cloud communications system. RingCentral helps more than 300,000 businesses thrive in the new world of work by providing voice, fax, text, conferencing, online meetings, team collaboration, seamless integrations with industry-leading software, and a leading contact center solution.

By combining the power and flexibility of the cloud with enterprise-class solutions, RingCentral has reinvented business communications—freeing people to work the way they want in today’s mobile, distributed, and always-on work world.