

RingCentral®

**ARE YOU SATISFIED
WITH YOUR
CONTACT CENTRE
EXPERIENCE?**

Taking a closer look at the ROI of employee
engagement for CX leaders



INTRODUCTION

When it comes to business success, few factors have become more important than the customer experience (CX). In every industry and location, companies have recognised the value of happy customers and the costs of poor customer interactions. Customer service is now more important than ever, lending greater significance to contact centres, their work, and the results they provide.

As the customer experience has grown in value, companies have faced increasing numbers of tips, tools, and solutions directly targeted toward its improvement. Amid all of these countless tools, however, there is one resource that is vital to contact centre success—a stakeholder who rarely receives the recognition they deserve: the contact centre agent.

To understand the effects contact centre employees have on CX success, Aberdeen dug deep into employee engagement and the difference it can make in customer satisfaction. Their report, *The ROI of Employee Engagement for CX Leaders*, offers valuable insights into the risks and benefits of focusing on agent engagement—a topic we've expanded on within this eBook. We're hoping to give you a closer look at the best ways to encourage employee engagement—helping you create the ultimate customer experience.

WHAT'S IN THIS REPORT?

The *ROI of Employee Engagement for CX Leaders* report from Aberdeen focused on three points:

- How does employee engagement affect customer satisfaction?
- What are the benefits of high employee engagement?
- What tools best achieve both engaged agents and satisfied customers?

This report uses data from multiple Aberdeen studies to uncover the monetary value of employee engagement, both through cost savings and increased revenue. Along with financial health benefits, it also highlights the effects employee engagement has on operational efficiency and overall CX results.

As Aberdeen explores these benefits, it details the value of enterprise communications and collaboration (ECC) capabilities, defined in the study as:

“...a set of technology capabilities that enable employees, such as contact centre agents, to more easily communicate and collaborate with other agents and employees across the business.”

Put more simply, in this report, ECC capabilities are contact centre platforms that improve agent efficiency, support internal collaboration, and provide customers with a better experience. Throughout this report, Aberdeen outlines the importance of these capabilities and the benefits that can only be found through an omnichannel, full-featured contact centre platform. To help you fully understand the transformative benefits you can enjoy through employee engagement and CX activities, we've combined our vast contact centre experience with this report. As we go through these findings, we hope you'll find the inspiration you need to create the ultimate experience for both your agents and customers.

WHEN DOES A CONTACT CENTRE PLATFORM MEET ECC REQUIREMENTS?

Are you giving your contact centre agents the tools they need to succeed? To know if you're setting your team up for current and future success, consider these questions:

Does my platform allow agents to work more efficiently or does it create more inefficiencies than it solves?

Can agents seamlessly connect with employees across the company without leaving the platform?

Is my contact centre software cost-effective?
Can it continue to deliver an acceptable ROI with future needs and growth?

Does my solution offer the features my customers demand? Is it limiting or improving my customer experience?

WHY IS THIS REPORT IMPORTANT?

In our digital age, customer demands are always growing and changing. While you may have provided an excellent customer experience in the past, your team or tools may now struggle to maintain customer satisfaction. By exploring the value of employee engagement, we're hoping to give you the knowledge and resources you need to continue improving your customer service both now and in the future.

In this eBook, we'll show you how to improve your employee engagement, the risks and benefits of doing so, and why it matters to both your customers and your team. Your company's growth depends on your contact centre's success, so we'll show you how to stay one step ahead of your competitors—and how to stay there indefinitely.

SECTION 1:

WHAT IS THE CUSTOMER EXPERIENCE?

Before we dig into the benefits of customer engagement, it's important to understand the focus of *The ROI of Employee Engagement for CX Leaders* report. While CX generally includes every interaction a consumer has with a company, we're focusing on contact centre customer service interactions. This includes every phone call, email, chat conversation, social media message, and all other communications that happen in your contact centre.

Whether a customer interacts with a company once or numerous times, this overall experience often determines their chances of recommending the company or returning for repeat business. To give you an idea of the importance of your CX, take a look at these statistics:

1

After a single bad experience with a company they love, one in three consumers will choose a competitor for their next purchase.

90%

After two or three negative experiences, more than 90% will leave the brand.

75%

75% of customers are more likely to buy from a company that offers a **personalised customer experience**.

70%

70% of the customer journey depends on how customers feel they are **treated by the company**.

When it comes to the customer experience, your contact centre often serves as the first—and sometimes only—touchpoint for your customers. Since your entire CX may be based on the interactions that take place between your

agents and customers, it's vital to equip your contact centre with tools and data that will improve your every interaction.

SECTION 2:

HOW DOES EMPLOYEE ENGAGEMENT AFFECT THE CUSTOMER EXPERIENCE?

When a customer has a question about your company, is experiencing a problem with a product, or wants to place an order, they usually connect with your contact centre. Once they've made contact with an agent, this interaction alone can shape their opinion of the company and the likelihood of future purchases. If, for example, they reach a happy, helpful employee, they may have high satisfaction with their experience. If they are connected to an unhappy, unengaged agent, however, they may experience poor service and results, which may drive them to a competitor. In fact, research found that American companies have lost \$1.6 trillion due to poor customer experiences that have led customers to choose competitors. Since so much of the customer experience depends on your contact centre, it's vital to ensure your agents are equipped to provide the best experience possible.

In a contact centre setting, employee engagement depends largely on the resources and environment provided for your agents. To fully engage and satisfy customers, agents need tools that streamline their everyday tasks and provide quick access to comprehensive customer histories. These resources should also enable them to collaborate with their peers and supervisors, bridging organisational silos to empower better results. Access to tools that offer ECC capabilities can quickly transform any agent's experience, supporting their efforts and making your company a great place to work. These resources should also offer actionable insights about their interactions and customer satisfaction, helping agents improve where they can.

\$1.6 TRILLION

**AMERICAN COMPANIES
HAVE LOST**

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In their March 2019 “CX Executive’s Agenda” study, Aberdeen found that looking for the information needed to resolve customer needs consumes **17% of a customer service employee’s time.**

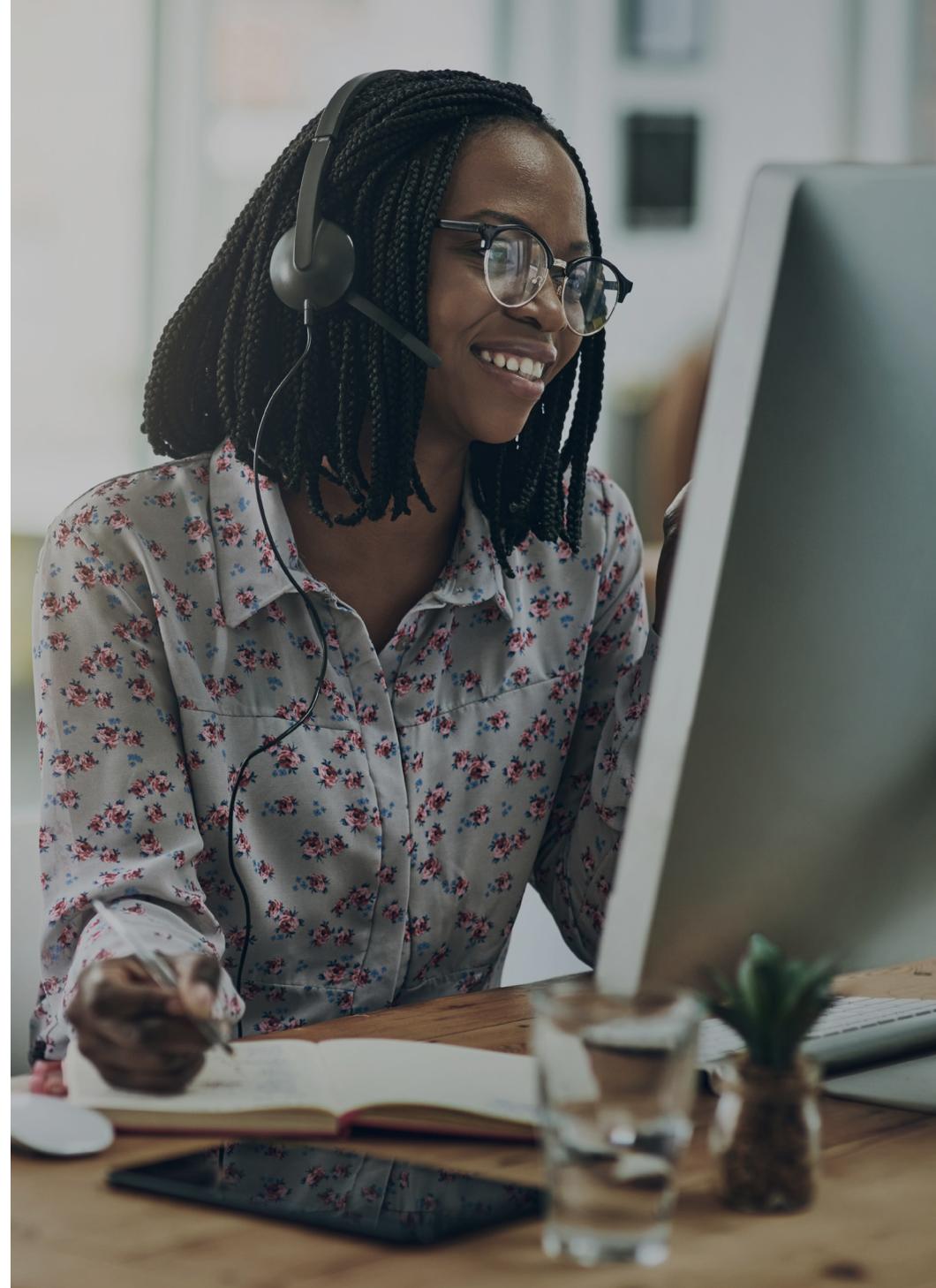
Another study in October 2018, “Agent Productivity & Performance Management,” showed that “...a lack of effective technology tools is the greatest factor influencing agent experience results across contact centres.”

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Once your agents are equipped with the tools that improve their results, rather than resources that cause frustration or inefficiency, they can then provide customers with excellent customer service experiences.

In fact, Aberdeen found that companies that align their CX with employee engagement saw an 11.8% yearly increase in customer satisfaction, nearly double the results (5.9%) of companies that don't align these efforts. They also found that firms with formal programmes to align CX and employee engagement saw increases in employee engagement that were 10.1 times higher than those who lacked them.

In the current age of ever-increasing customer demands, employee engagement is a must. Rather than making it a simple goal, companies need to integrate engagement efforts with day-to-day operations through every department and effort. When the workplace environment and employee resources are a priority, companies can then achieve results that allow them to stay relevant and ahead of competitors.



SECTION 3: WHY SHOULD I CARE ABOUT THIS REPORT?

WHAT IT MEANS FOR YOUR TEAM: THE BENEFITS

Adding ECC capabilities to your contact centre gives your agents the power to do more and do it better than ever before. With a contact centre solution that offers agent-centric tools and data, employees can more effectively reach customers and help them find satisfactory solutions. Greater access to data can also help agents improve their efforts, increasing first-contact resolution and keeping customers happy with the service they receive. By eliminating the frustrations and obstacles caused by inefficient tools, agents can work faster with more success, creating a sense of accomplishment that fuels even better work. Happier employees are more likely to stay with your company, so you can enjoy lower agent turnover along with increased productivity.

Your team will be able to accomplish more during shifts, cutting down on overtime. An optimised workforce limits your need for new agents, allowing you to save on the costs of finding, hiring, and training additional manpower. Increases in first-contact resolutions optimise communication costs, limiting the number of times customers have to contact the company and saving money on these eliminated calls. As your customer satisfaction grows due to higher employee engagement, you can also see increased business through more referrals, smaller sales cycles, and higher ROI on marketing efforts.

A less measurable, but equally as important, benefit involves your contact centre's work environment. The use of ECC capabilities within your company shows employees that you value their needs and are willing to offer adequate support to achieve the results you want. Your agents will have increased job satisfaction, taking pride in their work and increasing productivity as a result. As more of your agents remain in their jobs, decreasing turnover, your teams can enjoy stronger relationships, increased collaboration, and greater effectiveness. More importantly, your ECC tools will allow your agents to see and analyse the positive results of their work, giving them the data and incentives they need to continue improving.

PUTTING IT IN CONTEXT: HOW MUCH CAN I ACTUALLY SAVE?

If a company incurs \$5 million annually in customer service costs, a formal programme that aligns CX activities and employee engagement can lower this cost to \$4.9 million per year. On the other hand, the same company can increase its annual costs to \$5.375 million annually just through a lack of engagement. Over five years, that number grows to \$2.375 million in avoidable costs. As these costs continue to grow over time, this 9.5% difference easily becomes increasingly significant.

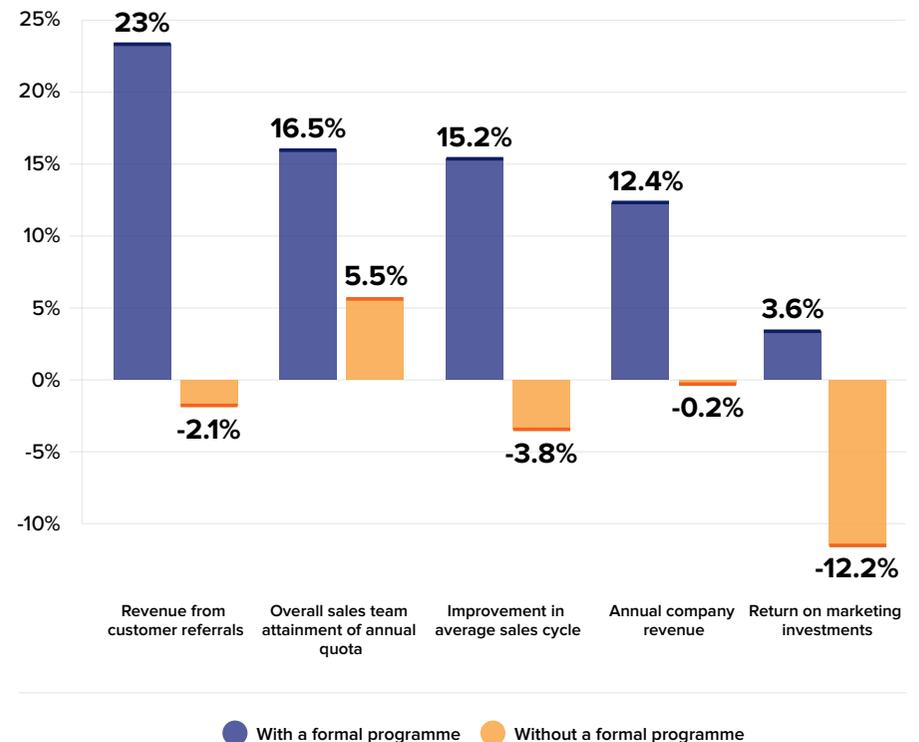
WHAT IT MEANS FOR YOUR TEAM: THE RISKS

Though you should prioritise employee engagement in every area of business, it's important to create a formal programme that focuses solely on aligning employee engagement with CX activities. An organised effort allows you to monitor and analyse your methods of engagement, helping you find the best options for your team. Without an official programme, you risk investing time and money into efforts that aren't optimised for your team. These less-effective resources and activities will produce diminished results and limit the benefits you could gain. Poor employee engagement may even suggest a lack of attention and care for agent needs, alienating employees and creating new workplace frictions.

If you integrate a formal employee engagement programme but fail to align its efforts with ECC capabilities, you also risk damage to your customer satisfaction and business growth. If your contact centre solution doesn't offer quick access to customer information or actionable insights, for example, agents may struggle to meet customer expectations. Poor internal communication support can stagnate collaboration and reduce the number of first-contact resolutions as agents struggle to find the information customers need. As customers are forced to make multiple connections with the company, enduring longer handle times, your contact centre costs will soar. Frustrated with this poor CX, the number of customer referrals will drop and your marketing success may suffer. Though you may be doing all the right things to encourage employee engagement, your efforts may see little to no success.

Show me the money: employee engagement and financial health

We've seen the effects of employee engagement on service costs, but how does it affect annual revenue?



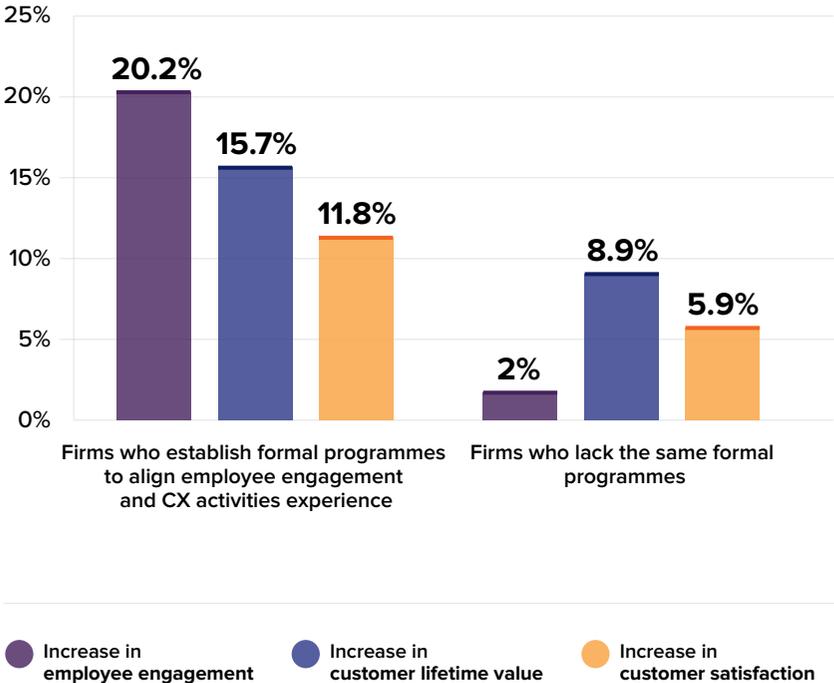
WHAT IT MEANS FOR YOUR CUSTOMERS: THE BENEFITS

What is the ultimate customer experience? Though it varies for each customer, most would agree that a positive CX includes communication through the channel of their choice, immediate contact, friendly service, and quick first-contact resolution. Now that we've covered the benefits employee engagement offers to agents, we'll explore the ways engagement and ECC capabilities can improve the experience you offer.

During a survey, Hubspot research found that **90% of the customers who responded rated an "immediate" response as either important or very important during a customer service interaction. According to 60% of respondents, "immediate" meant a response received in 10 minutes or less.** ECC capabilities help your employees meet these expectations by providing them with agent-centric tools that put information at their fingertips. With everything they need on a single screen, agents can work faster to achieve resolutions, improving interactions. Increased visibility into these interactions allows them to further improve their connections, creating the CX your customers want.

Creating happy customers with ECC capabilities

Just how important is effective collaboration and communication within my company?



Enterprise communication and collaboration tools don't just help you save money, they help you make more through repeated business and increased referrals.

When agents can immediately view a customer's history during an interaction, for example, they can understand the customer's needs with full context.

This knowledge allows them to personalise each interaction, addressing problems quickly and helping them anticipate future needs. With a CX aimed at their specific needs, customers feel heard and valued—an experience that drives them to return to your company in the future. In the same Hubspot survey mentioned previously, in fact, Hubspot found that 93% of customers will likely make additional purchases from a brand that offers an excellent customer experience. This increased business, combined with any referrals they provide, can quickly add up for any company.

Though a positive customer experience can lead to happy customers, your contact centre will still face interactions that are negative from the moment they begin. When your agents are equipped with resources that empower success, however, they have a better chance of de-escalating these interactions and creating a positive experience for the customer. If, for example, your agent needs information or assistance from a supervisor or another department, ECC tools allow them to immediately connect to the person they need. They can then provide a fast resolution without transferring the customer or putting them on hold. An agent who has the company's support will also be more willing and able to handle negative interactions, creating a more positive experience for everyone involved.

WHAT IT MEANS FOR YOUR CUSTOMERS: THE RISKS

As we've seen throughout this report, your company's operations and financial health depend on your customer experience, which in turn depends on your employee engagement. If your agents are ill-equipped to meet customer expectations or unhappy with their work, they'll be far less motivated to put more effort into their customer interactions. Unengaged contact centre agents may take longer to reach resolutions or more likely to offer partial solutions, forcing customers to make repeated calls to fully resolve their problems. Faced with poor customer service, further worsened by rude or bad-tempered agents, customers will likely find competitors who can provide similar services with a better CX. Worse still, unsatisfied customers may caution others against using your company, creating greater losses overall.

For contact centres, a truly successful marriage of employee engagement and CX improvements relies fully on ECC capabilities. A motivated agent who can't easily connect with team members will struggle to meet customer needs without increasing handle time or failing to achieve first-contact resolution. Friendly, engaged agents who have to juggle multiple applications to track the customer journey will similarly struggle to offer an excellent, personalised experience, becoming more frustrated with every interaction. Without the resources needed to grow, collaborate, and succeed, your agents' dissatisfaction will diminish your customer experience and negatively impact your revenue, growth, and costs.

DID YOU KNOW?

In their March 2019 report, Aberdeen determined that employees use, on average, three separate applications to gather the information they need to resolve customer needs.

SECTION 4:

CONCLUSION

Without ECC-empowered employee engagement, your customer experience cannot offer the results you need to succeed and grow. Integrating an employee engagement programme that aligns its goals with CX improvement is important, but it can only provide peak results if you first equip your agents to work efficiently and effectively.

Throughout this report, we've seen how employee engagement can optimise contact centre performance and increase financial health, increasing revenue and minimising costs across the board. By using enterprise communication and collaboration capabilities to engage agents, you can continue to make your company a better place to work. Happier agents can then improve your customer experience, increasing customer loyalty, happiness, and satisfaction. As your company sees greater success and growth through these efforts, you can create a contact centre that provides an excellent experience for agents and customers alike.

References:

Source 1: The ROI of Employee Engagement for CX Leaders, Aberdeen

Source 2: [Experience is everything: Here's how to get it right \(PWC\)](#)

Source 3: [accenture.com/us-en/services/interactive-index](https://www.accenture.com/us-en/services/interactive-index)

Source 4: [industryanalysts.com/12417_greatamerica](https://www.industryanalysts.com/12417_greatamerica)

Source 3: U.S. Companies Losing Customers As Consumers Demand More Human Interaction, Accenture Strategy Study Finds

Source 4: [Live Chat Exposes a Fatal Flaw in Your Go-to-Market](#)

Experiencing the undeniable ROI of employee engagement starts with equipping your agents to be the best they can be. Are you providing the ECC capabilities they need?

Start building your formal employee engagement programme with the ECC capabilities offered by RingCentral's contact centre solution. Contact our team today to learn more about the ways we can empower your agents and help you create the ultimate customer experience.

CONTACT US

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