



# Maximize Customer Satisfaction through Communication & Collaboration

## THE BUSINESS VALUE OF CONTACT CENTER & UC INTEGRATION

Aberdeen research shows that only 37% of contact centers currently use unified communications (UC) to enable agents to easily communicate and collaborate with one another and colleagues throughout the rest of the business. Unfortunately, because the contact center is the nerve center of customer experience programs, this is a big problem.

Firms that lack unified communications in their contact center are unable to provide employees with access to the right information to do their jobs better. As a result, employees fail to meet customer demands for consistent and personalized interactions.

## The Business Case Behind Integrating Unified Communications in Your Contact Center

Aberdeen research shows that contact centers that incorporate unified communications to facilitate collaboration throughout the contact center and larger enterprise to meet customer needs see significant business results in the following areas:



## Ineffective Communication Processes Impact Customer Experience Results

The same research shows that only 37% of contact centers currently use unified communications with their contact center systems to align customer-facing functions such as service, sales, and marketing. As a result, employees lack access to the right insights to do their job effectively and fail to meet customer demands for consistent and personalized interactions.

### CONTACT CENTERS -TOP CHALLENGES:



1

#### INFORMATION ACCESS

Agents struggle to find and use the **right information** to handle customer issues



2

#### INFRASTRUCTURE

**Outdated communications infrastructure** does not foster communication



3

#### CUSTOMER EXPERIENCE

Can't deliver **seamless customer experiences** due to a lack of collaboration across the contact center and other parts of the business

## How to Maximize Contact Center Performance through Unified Communications

Companies integrating unified communications within contact center activities achieve superior results, but investing in communications technologies is just the first step. Companies with contact center and unified communications integration leverage the technologies to implement better processes. These companies are more likely to have achieved these best practices:



82%

more likely to support **real-time information sharing** across agents by retaining customer contact data when transferring customers, in turn increasing agent productivity



2x

more likely to enable employees to **communicate and collaborate in real-time** to deliver seamless customer conversations



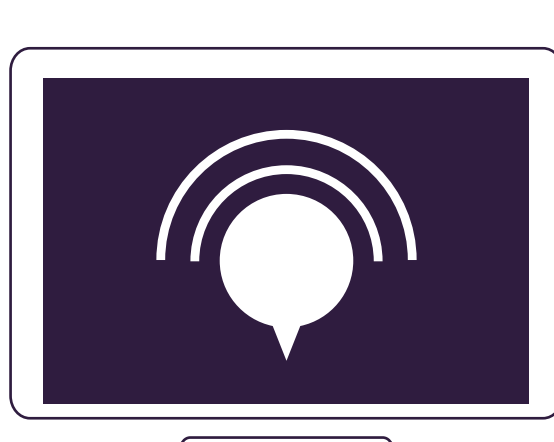
68%

more likely to enable agents to create tasks and **collaborate with others** by assigning tasks to handle customer needs



58%

more likely to use communications capabilities to provide agents with **real-time decision-making** guidance when managing customer interactions



2x

more likely to provide contact center executives with **real-time access to performance results** and use unified communications to manage agent activities to attain desired goals

Integrating unified communications within contact center activities is a savvy business decision. Companies with this integration decrease the amount of unnecessary time agents spend looking for the information and insights they need to do their jobs. In turn, this increases their productivity and helps increase customer satisfaction rates. In other words, getting communications right in your contact center means getting the customer experience right.

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