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Contact Center **TECH TOOLS**

You Should be Using But Probably Aren't

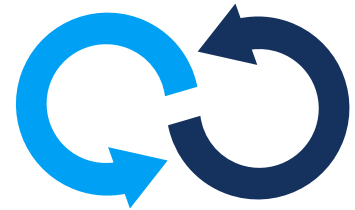
How the right software features can help you boost productivity, ensure resiliency and improve efficiency

You may think you are running an efficient and cost effective contact center, but there is always room for improvement when it comes to the customer experience. Whether it's gaining more insight into contact center operations so you can better manage your business, accurately staffing agents to the forecasted call volume or ensuring your contact center is a resilient and highly available business unit, you may be missing out on key contact center features that can help you better measure and manage your business.

If you don't have these 10 features in your contact center software, look for a solution that does.

#1 Cradle-to-Grave Lifecycle Reporting

With cradle-to-grave lifecycle reports, your supervisors get a 360-degree view of contact center events and can trace activities related to specific calls, identify performance issues and optimize call flow designs. With Lifecycle reports, supervisors have an easy way to report on the most important key performance indicators so they can focus on increasing operational efficiencies.



#2 Customizable Reporting

With customizable reporting, you create fully customizable reports that meet your business needs. Managers can remove and combine statistics from various reports, create custom calculations and combine data from different tools (e.g. SQL Reporting Services or Crystal Reports). No business relies on a single business process solution to help measure and manage their business. And your contact center is no different. With customizable reporting, you put the right data in the hands of managers and supervisors, making it easier to compare key information from various systems across your organization.



#3 Agent forecasting

With a workforce scheduling solution, you can free your supervisors from the time-consuming task of manually configuring employee schedules and retrieving historical data for forecasting future call and contact volumes. This enables supervisors to more efficiently create schedules, communicate staffing and resourcing challenges and spend more time performing mission-critical functions such as coaching and mentoring agents. Staffing represents the largest single expense for a business, so optimizing your employee-to-call ratio is fundamental to efficient operations.

#4 Schedule adherence monitoring

With schedule adherence monitoring, supervisors are enabled with the tools they need to verify that employees are performing their on- and off-phone duties as scheduled. With out-of-adherence alarming, supervisors can be notified immediately when agents are not performing scheduled tasks and can take action to ensure that service levels are not affected. By giving your supervisors adherence reports, they can note trends, coach agents and improve contact center performance.

#5 Interactive agent, queue and call control

With interactive agent control, your employees can quickly change their agent states (for example, available, do not disturb, make busy, etc.), resulting in improved service levels. Supervisors can save time with queue control and can improve customer service by opening and closing queues based on real-time conditions. They can instantly change agent and queue availability to adjust to unplanned call volumes and ensure efficient service. As an extension of interactive agent and queue control, the interactive call control option provides an immediate response to changing call volumes. Contact center employees can dynamically control calls to ensure they are dispersed effectively and ensure priority calls are answered first.



#6 Self-service interactive voice response

By implementing a self-service IVR system, you can increase customer satisfaction and retention by enabling automated services from anywhere, at any time, from any phone. This drastically reduces costs while maintaining high-quality service levels and frees up your agents to handle more complicated and sophisticated customer transactions. An IVR interaction typically costs a company about 25 cents versus \$5 to \$7 for a live agent interaction.

#7 Outbound dialing

Idle agents cost money, so keeping agents busy in between incoming calls by having them make outbound calls is advantageous in improving contact center efficiencies and controlling costs. Outbound dialing enables businesses to efficiently conduct outbound contact center tasks, such as marketing campaigns or sales follow-ups. With an outbound dialing application, the software dials the calls and then connects them with the agents, maximizing resource use and productivity. Agents remain productive during their shift, as outbound dialing can be used to level



#8 Social media monitoring

With a social media solution for your contact center, you can monitor third-party social media sources, filter the most important messages to your company, respond in a timely manner and measure your success so you can better manage your business. Contact center agents can proactively respond to inquiries through social media platforms in between inbound and outbound calls to optimize efficiency and improve customer satisfaction.

Most importantly, with detailed social media reporting, your business can know whether it is being promoted or demoted online so you can take the necessary steps to optimize brand sentiment. Every day more than 500 million tweets are posted to Twitter, more than 420 million status updates are made on Facebook and millions of other interactions are taking place on other social media platforms. Get involved in the conversation!

#9 Disaster recovery

Using a variety of virtualization, disaster recovery and high-availability solutions, your contact center can ensure that it is prepared for unplanned network, data and power outages. This ensures that revenues are not lost and customer satisfaction is never sacrificed as agents can continue to work during hardware and software upgrades, server maintenance, network outages and hardware failures.

#10 Contact Center as a service

A cloud-based contact center often has all of the features and benefits of an on-premises solution with the added advantages of lower hardware and IT staffing costs; data protection and security; increased scalability and flexibility by allowing you to add hardware, software and devices easily with little to no downtime; and providing your agents with a fresh set of tools to deliver even more prompt, efficient customer service.



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