



# **An Unstoppable Force:** Cloud-Based Omnichannel Contact Center Software

How the cloud is improving customer service



# The Evolution of the Customer Experience

Good service leads to repeat customers – **51% will walk away after just one negative experience, but 93% will come back again and again if they get great service** . This is why it's vital for contact centers to operate using technology that allows agents to deliver superior customer experiences.

Delivering such an experience is contingent on agents having instant access to customer data – something legacy contact centers can't provide.



# 31%

**of customers say the most frustrating aspect of customer service is having to repeat their information over and over.**

Sources:

<https://go.forrester.com/blogs/customer-service-predictions-2021/>

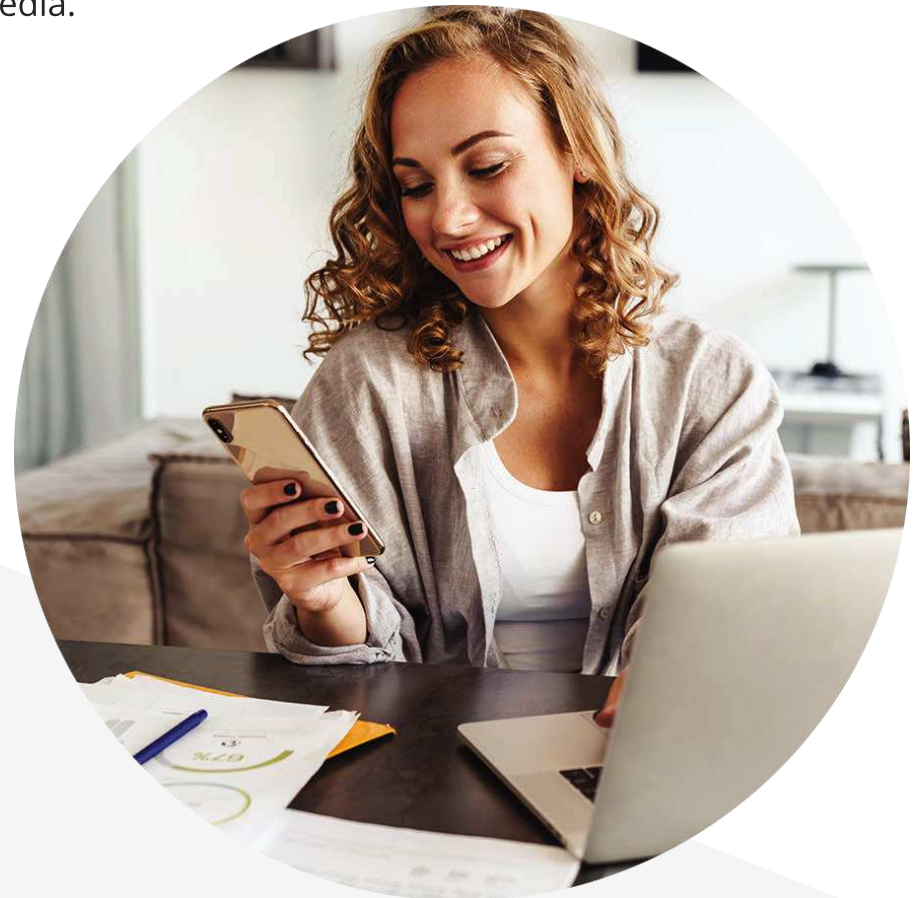
<https://biz30.timedoctor.com/call-center-statistics/>

# The Evolution of the Customer Experience

In addition, today's customers also use multiple devices to get customer support. They want quick, accurate responses by phone, text, chat, and social media.

Contact center agents have all adjusted to working from home as well, which means supporting customers through their own devices of all kinds.

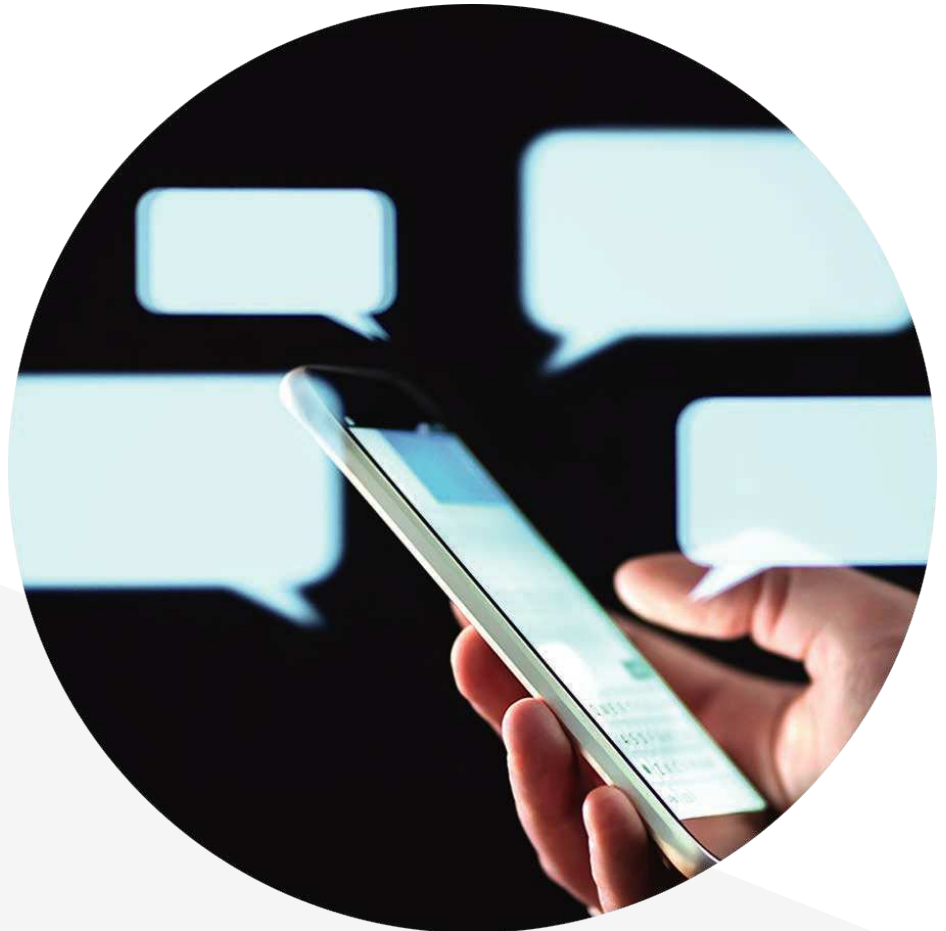
- With the ongoing pandemic, many consumers are not able to seek in-person customer support. Contact centers have become their lifeline.
- **Forrester expects virtual customer service to increase by 40% in 2021.**
- 59% of customers like brands that offer service on social media.



## Enter: The Omnichannel Contact Center

To be competitive in this environment, businesses must equip agents with **omnichannel capabilities**. The omnichannel contact center is the answer to providing customer service that entrenches brand loyalty. With it:

- All channels – voice, SMS, social media, and more – are integrated in the same support system.
- Customers can move among channels – such as from chatbot to live chat – with little to no interruption.
- All information the customer gives during one channel interaction is accessible to an agent – no matter the other channels the customer then uses, preventing frustration and repetition.



# Leveraging Analytics

To ensure delighted customers and prospects, a contact center needs strong analytics. Omnichannel contact center solutions capture and provide data that allows companies to track:

- Time to resolution
- Overall agent performance
- Traffic levels
- Details of customer interactions across channels

These analytics work together and help managers track KPIs for:

- First-contact resolution
- Handle/wrap time inefficiencies
- Average caller time in queue
- Dropped abandonment rate



# Leveraging Analytics

By gathering high-level but easily digested analytics, businesses can:

- Target trainings to respond to what customers actually ask.
- Improve staff's ability to solve customer problems correctly the first time.
- Expand capacity to handle increases in traffic as needed.
- Ensure that staff has the tools and training they need, lowering turnover and onboarding costs.



# More Benefits of an Omnichannel Contact Center

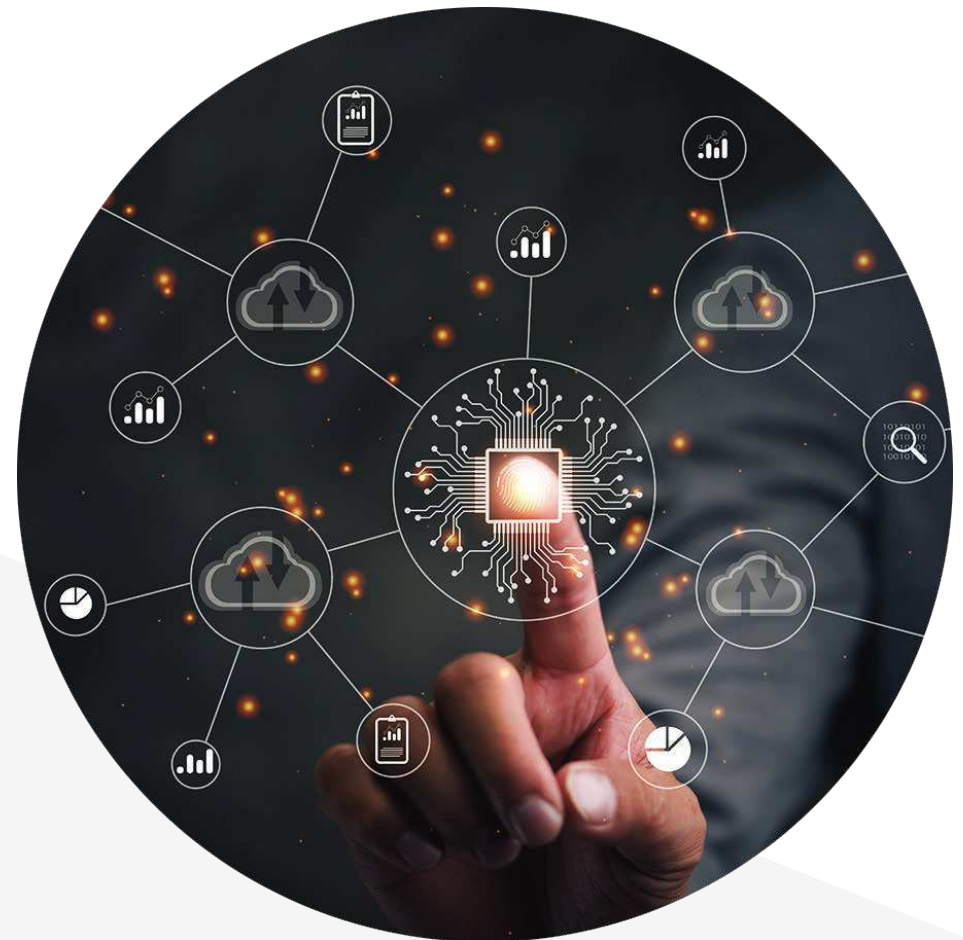
- Interactive voice response tools direct the customer to the proper department.
- CRM integration helps agents better understand customer history and needs.
- Skills-based and predictive routing gets the customer to the best-equipped agent.
- Call and screen-recording help managers refine customer support.
- Business intelligence makes it easy to analyze customer data for continuous improvement.

A better-supported agent environment means a better customer experience every time.



# An Omnichannel Contact Center + The Cloud = An Unstoppable Customer Service Tour de Force

- Cloud service allows remote and on-site contact center staff to blend into a seamless support team.
- Businesses can boost their sustainability and lessen their environmental impact by taking advantage of the low ecological footprint of the cloud.
- The cloud allows easy scaling as volume increases and new channels are demanded.
- Businesses see enhanced security, uptime, and redundancy – ensuring that contact centers don't have unnecessary downtime.

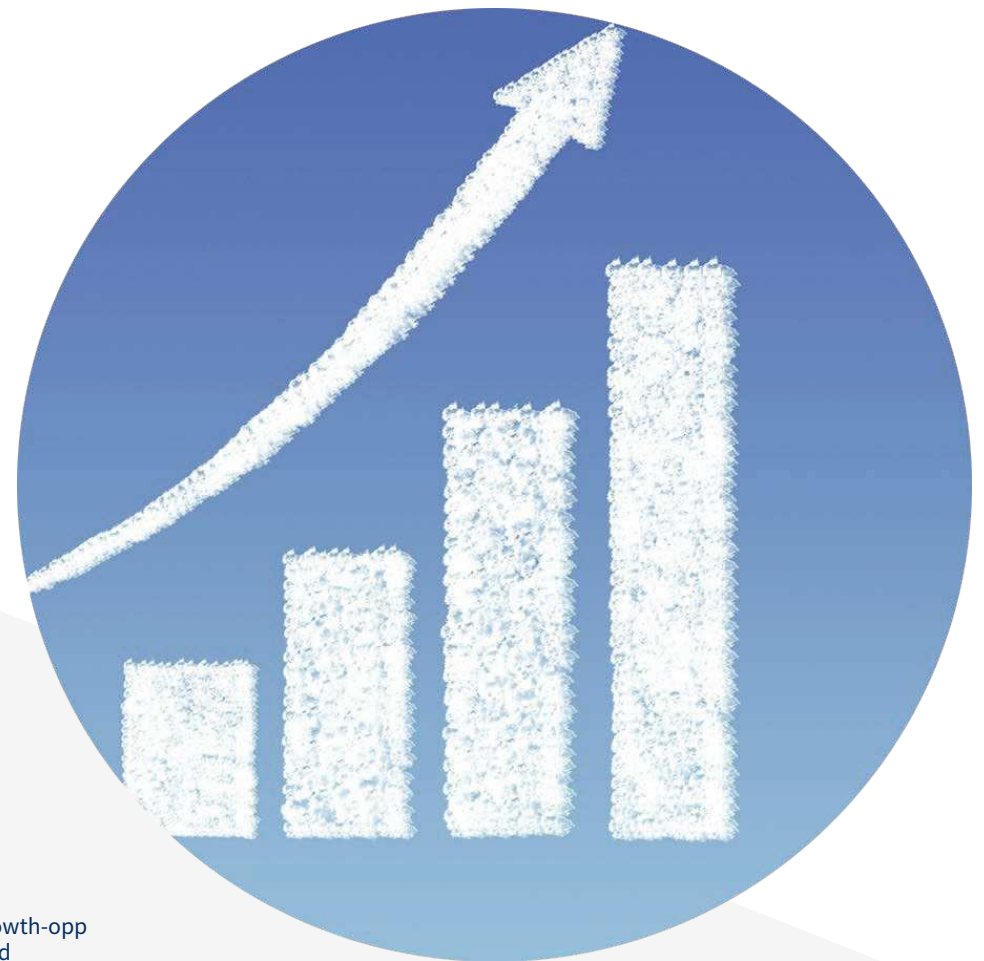




# This market segment is poised for huge growth over the next few years – representing big opportunities for partners.

- The cloud-based contact center market is projected to reach a value of more than \$33 billion by 2024.
- High growth in this market is expected in Europe, the United States, and Canada.

Legacy contact centers can't support new channels that consumers need, such as text, social, and chat. Businesses are likely to easily recognize that a cloud solution is what they need – the only question is who they will choose to make the transition.



#### Sources:

<https://www.wboc.com/story/42800115/cloud-based-contact-center-market-size-2020-growth-opportunities-and-trends-industry-drivers-business-plans-with-share-competitors-analysis-and>

<https://www.mordorintelligence.com/industry-reports/cloud-based-contact-center-market>

# UniVoIP is already meeting the needs of the cloud-based contact center market.

- One-stop solution integrates voice, SMS, email, and chat.
- Real-time and historical reporting data allows full transparency across all channels.
- Traffic analysis makes it easy to know when to upgrade staff and capacity.
- One-on-one support ensures that your customers get the help they need when they need it – 24/7/365 (366 in leap years).
- Solutions are highly individualized for inbound and outbound contact centers, small and large businesses, and multiple industries.



# Ready to offer cloud-based omnichannel contact center to your customers?

**Contact UniVoIP today** to start selling contact center as a service (CCaaS).

You'll be their hero as you help them build loyalty, increase sales, and ensure consistency across interactions – with a proven reliable solution.

