

What's stopping you running your dream Contact Centre?

Meeting customer expectations is a daily challenge for Contact Centre Managers. How do you stay on top of staff productivity, training and ever changing market trends while ensuring complete customer satisfaction? This infographic looks at some of the key factors that may be stopping you running your dream contact centre.



80% of Contact Centre Managers say budget is a key concern.



1 Cost

The cost of staffing contact centres with well-trained agents is high, so managers often feel the need to reduce headcount which in turn can impact the customer experience.

Imagine if... you could realise the true value of data and analytics to deliver actionable insight that helps to develop better strategies that minimise the need for customers to make contact.

2 Technology

Contact Centre Managers are struggling to keep up with technology and recognise which channels deliver ROI. Customers expect to use multiple channels to contact businesses on demand, while many organisations use several systems to perform different tasks, leading to broken processes.

Imagine if... you could access all customer data in a single unified view, bringing together cross-channel inputs, integrating legacy data and making use of existing systems without needing expensive upgrades or replacements.

59% of Contact Centre Managers cite IT issues as a barrier to performance.

3 Training

Training and upskilling agents is crucial to ensuring contact centres can handle the needs of customers and maintain performance levels. However, daily battles for time and budget often prevent managers from planning and investing in the future.

Imagine if... Low Code Scripting could reduce the burden of training agents, providing guidance and the most up to date information, while empowering agents to fully engage with their role and delight customers.

Customers are 28% more likely to be very dissatisfied on the 2nd call

4 Poor Call Resolution

Today's customers have high expectations that their query will be resolved at the first point of contact. They quickly become frustrated when they are passed between departments or have to call back. In addition, disparate systems and incoherent processes can make it hard for agents to deliver First Call Resolution.

Imagine if... you could share knowledge across business units easily with built-in processes that enable anyone to handle a request, regardless of their experience or department, and deliver a satisfactory resolution for every customer.



24% say lack of skills holds back the existing team.

5 Multi-lingual Customers

Contact Centre Managers cite budget and inability to hire competent bi-lingual staff as a key barrier to offering multi-lingual support. However, the failure to communicate with non-English speakers or analyse their interactions has an impact on their customer experience which could be losing you significant revenue.

Imagine if... You could access real time conversational translation technology that allows you to quickly respond to customers in their preferred language and analyse all their interactions to gain insights into their particular needs.

Only 66% of Contact Centres offer customer support options in a language other than English.

6 Customer Churn

Poor experience is one of the main reasons customers leave. Traditional call centre metrics can't measure how customers feel when they get in contact, and can overlook red flags in the customer's tone which indicate they are unhappy with how they have been treated by the organisation.

Imagine if... You could recognise the speech and voice patterns for anger and fear, and systematically identify these as indicators for risk factors such as frustration or even fraudulent behaviour. With the tools to understand what customers are really thinking and feeling, contact centres can proactively prevent negative outcomes.



The bigger picture

Awaken software provides a suite of complementary technologies that bring all Contact Centre systems together to deliver a complete picture of your customer. This holistic view provides insights that help managers better understand customer behaviour, identify ways to improve processes and productivity, as well as anticipate future customer demands. Contact Centres are empowered to deliver market-leading performance and customer satisfaction that drives value and revenue for the whole business.


awaken

Awaken.io
0203 880 0955