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Optimize
Your Call Center

How Cisco Webex Experience
Management Makes It Easy

Now more than ever, the customer experience your call center delivers is a make-it-or-break-it factor for your business.

The call center is where your prospective and current customers go when they're interested in learning more about your products and services, when they need help troubleshooting something, and when they have problems that you can help solve.

After your website itself, your call center could be the first interaction a potential new customer has with your brand; for your current customers, the call center tells them how attentive to their needs you are and how much they can trust you to help them—so making a good impression is essential!

A seamless and painless call center experience is critical for converting a potential customer into a new customer or keeping existing customer; conversely, a fragmented, frustrating call center experience scares away potential customers and could turn existing customers into ex-customers.

Contact Center as a Service (CCaaS)

As technology marches on, customers' expectations for call centers rise higher and higher. Customers expect to be able to get the help they need and get their questions answered lightning-fast, and the traditional way call centers operate just doesn't work anymore.

Today, Contact Center as a Service (CCaaS) is rapidly becoming the norm when it comes to optimizing your call center to meet your prospective and existing customers' needs, exceed their expectations, and empower your call center agents to best represent your brand.

The traditional call center model struggles with connecting customers to the right expertise and delivering seamless multi-channel experiences, while agent productivity and sense of satisfaction with their work falters.

With CCaaS, you reduce the costs and overhead of running your call center, enable a more flexible and agile call center experience, boost productivity, and deliver better customer experience that increases customer loyalty and lifetime value.

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A Solution to Take You to New Heights

Cisco Webex Contact Center is one of the top CCaaS vendors in the world — offering flexible, cloud-based call center solutions that satisfy customers, empower agents, remove overhead costs, and help your business incorporate new and emerging technologies such as conversational AI to reach new heights.

As a recognized Cisco partner, Byteworks is here to help you with every step of the way when it comes to your transition to Webex Contact Center as your cloud-based call center platform. Read on to learn more about the value of cloud-based CCaaS and what Webex Contact Center, as the leading global cloud-based call center platform the world over, can do for your business.

By the Numbers – Does Your Call Center Measure Up?

73% of customers think customer experience is an important factor in their purchasing decisions and most of these customers are frustrated and unhappy with typical call centers.

Here's how that frustration translates to real insights:

- **46%** of customers will abandon a brand if its employees aren't knowledgeable
- **40%** of customers call in requiring assistance from experts
- **83%** of customers call in requiring assistance from experts and must repeat the same information to multiple agents
- **33%** of customer contacts are not resolved in the first interaction
- **12%** of customers will leave if their issues are not resolved in the first interaction
- **32%** of customers will walk away from a brand after one bad experience
- **60%** of customers will take their business elsewhere if they don't get friendly service
- **59%** of customers use multichannel communication
- **98%** of companies retain more customers with unified communications.

73%

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On the other side of the phone line, technology remains an issue:

- **70%** of contact center agents report being frustrated by a lack of ability to track the history of customer interactions.
- **76%** report that working through technology and process issues is their biggest challenge.
- **94%** consider it important to have a single platform that meets all of their communications and collaboration needs.

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Give Them What They Want

Customers want more responsive, more helpful interactions with agents. Agents also want more responsive, more helpful interactions with customers. Both want an easier, smoother, helpful call center experience.

With cloud-based Webex Contact Center and Experience Management tools, customers and agents can both get what they want—and everybody wins.

Why Cloud-Based CCaaS?

The future of knowledge work is hybrid and remote, and thus will depend on robust, resilient, flexible, and dependable cloud platforms for connecting employees to each other, subject matter experts to call center agents, and call center agents to customers. Today, cloud-first companies like Amazon Prime, Uber and Uber Eats are setting customer service expectations for all industries, and if you want to meet those expectations, your technology needs to keep up.

While technology has changed how consumers shop for and pay for products and services the world over, the need for customers to interact with the companies and organizations that supply their goods and services remains just as universal as necessary now as ever before.

Save Your Money

Continuing to spend money that could go elsewhere to support aging call center premises and equipment is not a viable long-term solution to meeting customer needs, nor is it a viable solution to meeting the worker demand for flexible, remote and/or hybrid accommodations.

Putting your call center in the cloud means fewer infrastructure costs and more of your budget that can go to other parts of your business, less of a need for IT staff to support aging and legacy systems, and seamless transitions to remote workflows from onsite and vise versa. It's also easier with cloud-based CCaaS to establish new contact centers, including new centers in new countries for expanding multinational organizations, and have them fully compatible with existing centers.
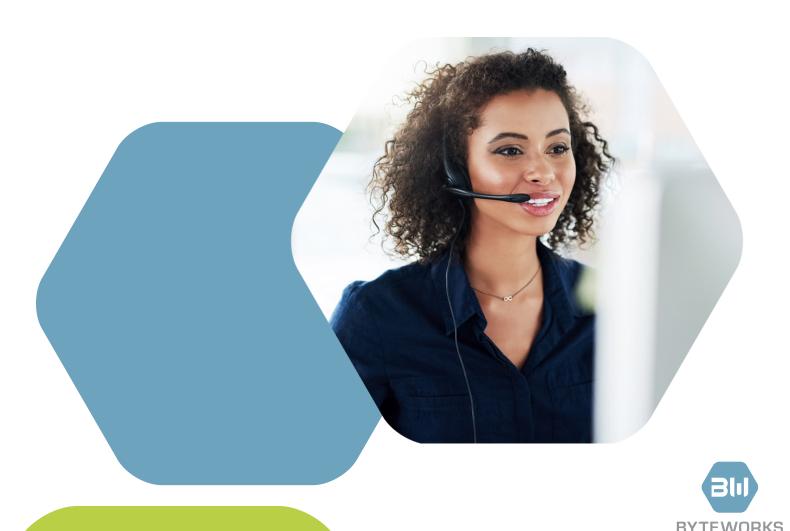
Predictable Budgets

With Webex, your transition to a cloud-based call center grants you improved agility, flexibility, and scalability—plus you can more quickly deploy new capabilities and more easily implement innovative cloud features, apps, and emerging technologies with no disruption to your employees. Reduced costs and capital overlay mean more accurate and predictable budgeting, fewer operational inefficiencies, and more time to focus on strategic initiatives.

Enhanced Security

Especially crucial today, moving your call center to the cloud with Webex means higher security, enabling you to more effectively meet strict regulatory and legal compliance requirements for your organization while protecting call center uptime and safeguarding customer privacy.

For customers, cloud call centers connect them better to the right expertise, solving their problems quickly and effectively over multiple communication channels and leading to happier and more loyal customers who will gladly continue doing business with you.

For your call center agents, cloud call centers mean boosted productivity and minimized turnover, thanks to a unified user experience that makes managing customer calls and connecting customers with the subject matter experts they need to solve their problems easy and painless.

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What Webex Can Offer Your Call Center

Webex is a market leader in contact center solutions, with a #1 in market share install base, with over 3.6 million agents all around the world on its platform, 36 thousand contact center enterprises around the world, and over 1,500 global partners.

Webex's cloud contact center solution, Webex Contact Center, offers the flexibility and agility of a cloud solution with security and scalability. With the cloud, you can enable rapid time-to-market and new revenue, minimizing upfront capital investment while maximizing business outcomes and improving sales conversions, revenue, retention, and customer satisfaction.

Reduce Administrative Overhead

With a cloud-based central command center, you can manage call center operations with a lower total cost of ownership, reducing complexity and expense while enhancing productivity, security, visibility, flexibility, and scalability.

Manage Routing and Queues

Webex provides intelligent routing and queue management that distributes calls across teams and agents at multiple sites, including remote sites, based on routing strategies that match agent availability and skill sets with customer priorities, values, and needs. Supervisors can easily alter and adjust routing strategies on the fly without scripting know-how, balancing between routing type options including:

- Skills-based routing
- Longest available agent routing
- Capacity-based team routing
- Load balance routing

#1

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Support For Your Agents

Webex puts everything your call center agents need at their fingertips in a single easy-to-use agent dashboard with support for voice, email, and chat and a unified multi- platform contact center experience through the Webex Control Hub.

For supervisors, Webex makes it easy to monitor the operational performance of agents, teams, sites, systems, and outsource partners in real time. Webex delivers real-time reports, scheduled performance reports, and trend analyses to make it easy to see what impacts business outcomes and who is delivering which results.

Webex comes with pre-built connectors to industry leading CRMs such as Salesforce, Zendesk, and MS Dynamics, and can be integrated with other CRMs as well. Its open API makes it easy to connect to a wide range of other in-house and off-the-shelf platforms and apps, such as CRMS, IVR, and workforce management tools.

Bringing the Transformative Power of AI to Your Call Center

The COVID-19 pandemic necessitated a wide-scale shift to remote call centers that few businesses were fully prepared for in 2020; now, in 2022 and beyond, cloud call centers are here to stay, and with them comes new opportunities for AI.

Utilizing cutting-edge AI is critical for shaping a better customer experience. As conversational AI and other emerging technologies advance, for example, public chatbots become more effective at meeting your customers' needs through your website's live chat, helping customers with simple problems and seamlessly transferring customers with more complex needs to more skilled human agents.

Virtual Agents

AI virtual agents allow you to provide true 24/7 customer support, improve the customer's experience of interacting with human agents, improve cross-channel customer experiences, and improve agent efficiency. The results: Better customer experiences, reduced average handling time per call, and improved call deflection.

Using virtual agents, you can also more easily and effectively empower your human agents—providing answers, knowledge articles, and other informational materials on-hand in real time so that your agents don't have to put customers on hold as often or for as long while they conduct research.

2022

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Augment With AI

AI is also crucial for augmenting business insights, helping you identify broad customer support trends, top call drivers and sentiments, and how agents interact with customers and drive faster complaint resolution.

Ultimately, AI helps cut down on the things about call centers that frustrate customers—long wait times, lack of self-service, and other pain points—and cut down on the things that frustrate agents, minimizing cumbersome and repetitive tasks and enabling agents to provide faster and more accurate customer service. AI turns your customers into happy customers and your agents into "super-agents."

By 2025, AI-powered enterprises will be able to achieve Net Promoter Scores 1.5 times higher than those of their non-AI-powered competitors.

Webex is on the cutting edge of using AI to help you optimize your call center and shape your customers' journey.

Webex Customer Experience Management: Optimize Your Call Center and Shape Your Customers' Journey with AI and ML

As we've shown, customers and agents alike understand how crucial it is to deliver the best call center experience for the customer. But figuring out exactly what that experience looks like is easier said than done.

Every business is unique and has different needs, and that goes for their customer base as well. There's no one-size-fits-all approach to understanding and shaping customer experience that works perfectly for everybody. But there is one platform that helps you create just the right call center experience for your customers, using the power of artificial intelligence (AI) and machine learning (ML).

One of Webex's most powerful features is its AI-based Customer Experience Management (CEM) software. This cloud-based Software-as-a-Service platform ties in perfectly with Webex Contact Center and uses cutting-edge AI and ML to sift through the mountains of data you and your customers generate every day and help you understand your customers' behavior—and how best to make and keep them happy—to a tee.

Manage Your Customer Journey

Webex Experience Management enables you to discover and track your customer experience across the sum total of their interactions with your brand across up to 17 different channels. With Webex's customer journey management features, you can track and map the movements your customers make through your brand experience as well as the multiple micro-journeys in between each step so that you can see what drives their loyalty and when and where they engage with your brand or promote your brand to others.

With Webex Experience Management, you can easily ideate personas, touchpoints, and other components of a customer journey map by drilling down into your customers' data. Track your customer journey through all of the relevant questions:

- When did they first become aware of your product?
- How did they decide to purchase? What reviews did they read?
- Did they talk to your sales team?
- What was the purchasing experience like?
- How was the product delivered?
- Did they use the product right away? Or did they need training and support?
- What other interactions did they have with your organization?

Webex Experience Management makes it easy to use your customer journey map to deliver insights into customer experience, needs, and wants across your organization and to continue iterating on and evolving your map as your customers' needs and desires shift and change.

Receive and Implement Feedback

Using deep analytics, including predictive analytics, path analysis, and theme analysis, Webex Experience Management makes it easy to build and set goals for each part of the customer journey and create customer feedback surveys tailored precisely to your industry and your needs with real-time alerts and updates.

Master Your Customized Dashboards

Webex Experience Management lets you easily deep dive into vast amounts of data easily and efficiently, without the hassle of manual importing or exporting your data. You can easily create and arrange your own widgets to provide an intuitive data-diving experience that works for you. Webex Experience Management also supports bidirectional API integration, making integration with other apps and platforms for additional functionality and visibility easy.

Understand Customer Loyalty

Every business has a net promoter score that measures customer experience of your brand—particularly, how willing they are to refer you to a friend. A net promoter score on its own is just a number, but with Webex Experience Management, you can get more out of that number than ever before.

Webex Experience Management's comprehensive insight program enables you to track customer loyalty scores in real time along each stage of the customer journey, create NPS surveys and analyze trends cumulatively and by channel, and compare your NPS to the industry standard to create a benchmark against your competition.

Never Guess at Customer Sentiment Again

With Webex Experience Management, you can use advanced AI and ML to identify and analyze the emotion in your customers' interactions with your brand across any channel with high accuracy.

Being effectively responsive to your customers' needs in the digital world is crucial to shaping and managing customer sentiment, whether it's responding to a customer on social media who needs help or replying to a positive or negative review.

With real-time alerts for online comments and feedback, you stay proactive and aware and find new chances to solve problems and strengthen customer loyalty, rather than letting them slip through your fingers.

Empower Your Call Center Agents

Webex Experience Management puts all of the data it captures about your customers right at your call center agents' fingertips utilizing a variety of industry-standard metrics, including NPS, CSAT, and CES. Give your agents unparalleled access to customer journey insight and sentiment insight, and help them capture every touchpoint in the customer journey.

Analyze Your Teams And Get Actionable Insights

With Webex Experience Management, you can easily look through team-specific data and find insights for better customer experience on a granular level. You can set and assess KPIs and recommended goals for different departments based on their functions as well as create and send department-specific survey questionnaires to get clear, actionable insights into how you can push your agents' performance further.

Cybersecurity with Webex Experience Management

Webex Experience Management utilizes BYOK (Bring Your Own Key) encryption controlled exclusively by you to keep your data safe and private, and with everything hosted on the client side, your security is fully in your hands.

Byteworks: Placing Webex At Your Fingertips

It's a new era of contact center and customer experience management—one born on the cloud, driven by AI insights and new emerging technologies.

As a Cisco partner, Byteworks is here to help you stay on the cutting edge. Whether you're a small business, medium-sized business, or large enterprise, if you're looking to improve and optimize your existing call center's operations and your customer experience, we can supplement your own IT department and assist you in every step of the way.

Empower your business today, tomorrow, and well into the future with Webex Contact Center and optimize your call center with Webex Customer Experience Management.

**Ready to get started? Schedule a meeting
with a Byteworks engineer today!
866.604.3832**

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