



CUSTOMER EXPERIENCE MANAGEMENT IN THE CONTACT CENTER

Shaping the Experience to Meet Customer Needs and Business Goals

Understanding your customers, their preferences, and what drives their behavior can give you a competitive advantage — providing valuable insights that you can act on to meet both customer needs and business objectives. For example, many businesses are responding to customer preferences by offering more channels of communication; many ConvergeOne omni-channel customers use at least five different channels to engage with their customers.



Customer Experience Management (CEM) is a strategy for gaining a 360° view of the customer experience and effectively managing interactions with customers across an entire business.

The CEM Challenge — and the Solution

As the front line of communication, the contact center plays an extremely important role in understanding and shaping the customer experience — integrating feedback, analysis, and engagement technologies to help improve business performance and customer satisfaction.

How can you effectively integrate CEM into your contact center to manage the customer experience across your entire business?

The contact center experts at ConvergeOne will provide the tools to help you not only understand the customer experience but also use that knowledge to increase revenue, build market share, and attract and retain more customers.

Not Your Vendor — Your Partner

At ConvergeOne, our goal is to earn your trust as an advisor and partner — someone you count on to deliver the very best solution based on your business and your goals. That means we sit down with you to thoroughly understand your business needs, objectives, environment, and pain points. We also want to know who your customers are and how they want to do business with you.

This commitment to truly knowing your business enables ConvergeOne to recommend a solution that will help you better understand and manage the customer experience across your business — evolving your contact center from a cost center to a profit center.

A Solution Focused on Your Goals

ConvergeOne will work with you to create a CEM strategy that helps you better understand your customers' wants and needs compared with the level of service you provide. Then we'll help you use technology to provide an experience that is consistent and satisfying for your customers, and fully in line with your business goals.

Through our comprehensive portfolio of applications and services, ConvergeOne can deliver an end-to-end CEM solution that will help your contact center:

- > Use business intelligence to more effectively evaluate customer interactions and agent performance.



At ConvergeOne, our goal is to earn your trust as an advisor and partner — someone you count on to deliver the very best solution based on your business and your goals.

- > Identify and respond to customer preferences, issues, or red flags in real time.
- > Assess consistency of service and satisfaction levels across multiple channels and any number of interactions.
- > Identify the need for additional training or coaching.
- > Proactively respond to what customer are saying, thinking, or feeling.
- > Determine how well your contact center processes are aligned with your business objectives.

ConvergeOne will help you understand and shape the customer experience, using contact center tools such as:

- > Call recording
- > Real-time call monitoring
- > Speech analytics
- > Multichannel and desktop analytics
- > Customer surveys and focus groups
- > Social media
- > Agent scorecards and dashboards
- > Workforce management
- > eLearning and coaching

The result is a 360° view of your business interactions that can help you attract and retain more customers, increase revenue, and build a competitive advantage.

All the Resources You Need

At ConvergeOne, our highly knowledgeable teams of specialists are certified in multiple technologies and dedicated to supporting contact centers. That professional expertise combined with our flexible, personalized business model allows ConvergeOne to meet your needs at any stage of solution integration from design through ongoing management.

ConvergeOne also has a robust partner program that includes some of the top technology innovators in the industry, who work with us — and our customers — to deliver best-in-breed tools and strategies for the contact center.

For more information about our customer experience management solutions for the contact center, please contact your ConvergeOne representative, or visit convergeone.com, or call 888 321 6227.

