



BUILDING THE NEXT-GENERATION CONTACT CENTER

Modernizing + Transforming the Customer Experience



Customer Challenge

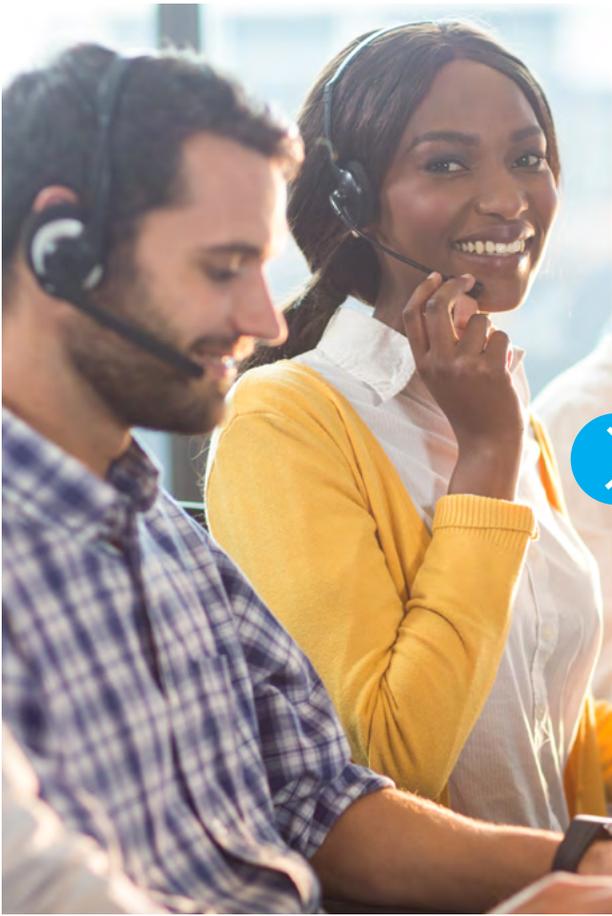
ConvergeOne's customer had what was once considered a best-of-breed contact center solution, but faced challenges leveraging its legacy solution to satisfy the rapidly evolving needs of its business. Over the past decade, the company's leadership team recognized that although its investments in self-service had paid off well, they'd also created a challenge. The basic transactional calls that once dominated call queues—address changes, balance inquiries, new-service activation—had all but disappeared. The queue was dominated by the complex and varied issues that customers couldn't solve on their own.

In addition, a bold and dynamic CEO drove a new vision for the company, with an accelerated speed to market. Any new technology would need to support the agility that the business demanded, enabling it to keep up with aggressive new offers and marketing campaigns. In response, the leadership team went to the drawing board and set out to reinvent their service organization from the ground up.

The company developed a vision for a customer-focused, Next-Generation Contact Center model, confident that its unique approach would deliver the business transformation its leadership envisioned. By creating small teams of customer service agents responsible for a market-specific subset of customers, the company placed special emphasis on giving customers the choice of how they wanted to engage while giving agents the tools they needed to resolve issues during a customer's first contact.

This new model exposed the limitations of the legacy contact center platform. Getting the customer to the right agent in these small teams, while simultaneously minimizing the customer's time in queue, introduced a great deal of complexity. For this personalized customer care model to succeed, it required more precise routing capabilities, better agent tools, real-time monitoring, and contextual digital channel integration.





The Customer's Desired Outcome

The customer lived by the philosophy, “We will define an exceptional experience when our end customers are happy, stay longer, and deepen their relationship.”

With this in mind, the company developed new rules for customer care:

- We will make it easy to connect with us.
- Customers will never have to repeat themselves. Ever.
- Customers have a community of care professionals who get it right the first time.
- Want to fix it yourself and never call us? We'll show you how.

The ConvergeOne Response

ConvergeOne brought an unparalleled understanding of the company's current environment, which was a complex labyrinth of interdependent integrations tied to multiple business processes and workflows. The company knew that ConvergeOne had the expertise to not only implement its Next-Generation Contact Center, but to do so without introducing disruption to the business. A shared solution design led by ConvergeOne, key manufacturers, and the company produced a solution that would deliver the business transformation it sought.

Highlights include:

- A single-routing solution for the enterprise to reduce callbacks and overflow to service providers powered by Cisco's Enterprise-Class Contact Center Solutions
- Open accessible reporting data, consumable in the customer-built dashboards
- Modern Agent tools
 - Highly customizable to support various workflows
 - Supports employees who work from the office and remote with the same desktop
- Advanced reporting
 - Supports reskilling and advanced reporting

Led by ConvergeOne Program Management, a team of ATP Cisco certified professionals delivered the infrastructure implementation services, as well as the expertise that helped the customer adopt the new state-of-the-art routing, scripting, and integrated reporting solutions Cisco has to provide. ConvergeOne created and

fine-tuned custom desktop gadgets to help with user adoption of the Cisco solution. In order to drive best practice adoption of the new Cisco tools, ConvergeOne reviewed and calibrated the delivery and training throughout the project timeline.

Results

Significant Savings with Universal Queueing

Previously constrained by siloed, legacy technology, the company has now been able to create a universal queue that provides more efficient routing, enabling it to keep more calls in-house. The company has enough internal agents to support most customers, but if callers can't get to the right agent quickly, they are routed to an external service provider at an increased cost. By creating this universal queue, the company can intelligently route customers between 17 internal contact centers and its external service partners. As a result, the company is saving an estimated \$40 million through more efficient call handling.

The enhancements implemented have resulted in marked improvements in Key Performance Indicators (KPIs), such as decreased wait times, fewer abandoned calls, and reduced customer churn. Since adopting the new technology, the corresponding service improvements have enabled the company to cut its credit to dissatisfied customers in half. The company has also earned an improved Net Promoter Score, which far outpaces its competitors in its industry.

Agility + Speed to Market

The solution has increased business agility, as new mass re-skilling tools aid product launches and facilitate rapid response to outages, reducing response time from hours to minutes. Further, agent efficiency has improved due to the custom desktop gadgets that assist with reporting issues and streamline outbound calling. The customized, task-based workflows also improve call handling efficiency and personalize customer interactions.

Improved Agent Experience

In addition to world-class customer service, the company placed a high premium on improving the agent experience. Working closely with ConvergeOne's expert developers, the company succeeded in building a customized, flexible agent desktop with excellent ease-of-use that helps agents focus more on customers and gives supervisors more available time for training and coaching.

The ConvergeOne-developed integrated desktop gadgets deliver functionality the care team had been requesting for a decade while remediating chronic screen-pop issues. It provides contact center supervisors, coaches, and agents comprehensive tools and instant access to critical information—all in one place—to more efficiently manage customer



calls and monitor site and individual performance in real time. This real-time visibility into performance metrics motivates agents to deliver better service and successfully reach their individual and team goals.

Next Steps

Currently, the company is partnering with ConvergeOne to expand the platform to its service partners. By onboarding these partners to the company's internal contact center, the company will reduce its outsourcing fees and gain more seamless reporting and visibility to its partners. ConvergeOne is also consistently on the lookout for next-generation capabilities, like artificial intelligence, to help the company better serve its customers.

Cisco's Contact Center solution is helping the company accelerate its digital transformation, with planned integrated web chat, LivePerson, social media, and email channels to provide a 360-degree view of the customer journey across all agents, including service partners. The company is also armed with real-time and historical actionable intelligence that reduces customer effort and improves first-call resolution.



Build the Next-Generation Contact Center

Want to discover how you can use next-generation technologies to deliver the experience your customers deserve?

ConvergeOne is the partner and advisor you need to ensure success. Let's continue the conversation today.

 ConvergeOne

