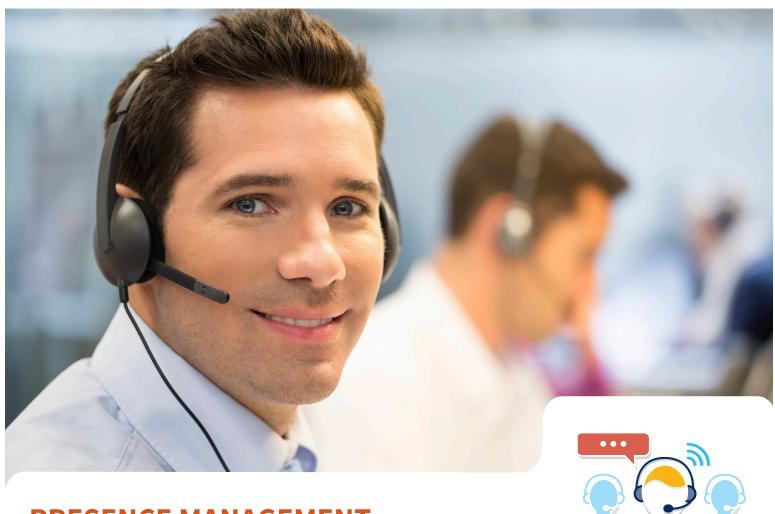# PRESENCE MANAGEMENT IN THE CONTACT CENTER

Improving Agent Responsiveness and Customer Satisfaction in One Contact

Within the wealth of performance data collected in today's contact center, first contact resolution (FCR) is a major metric for assessing the customer experience and an important indicator of operational effectiveness.

There are many good reasons for emphasizing FCR in the contact center, including:

> There is a 20% drop in customer satisfaction for each additional call required to resolve a customer call.[1]

BETTER EMPOWER YOUR AGENTS TO RESOLVE CUSTOMER CONTACTS THE FIRST TIME

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> Customers who do not get their call resolved are five times more likely to defect than those who had their call resolved.[1]
> The average consumer must call a company 2.3 times before having his or her issues resolved — and future purchase intent drops from 76% to 55% with the second call.[2]

Clearly, resolving a customer contact the first time — answering questions, addressing concerns, and leaving the customer feeling 100% satisfied — is in your best interest.

The Presence Challenge — and the Solution

Among best-in-class firms, a key differentiator is the empowerment of customer service representatives to not only solve problems, but also sell products and services to address customer needs.[3]

How can you better empower your agents to resolve customer contacts the first time and create a best-in-class contact center?

Presence management is an effective tool for linking employees with the information and experts they need, in real time, to achieve FCR. The contact center experts at ConvergeOne have the knowledge and skills to provide a presence management solution that will help your business maximize agent responsiveness, customer satisfaction, and contact center performance.

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 meet customer needs more quickly and easily — evolving your contact center from a cost center to a profit center.

A Solution Focused on Your Goals

Going beyond instant messaging (IM), presence technology today allows users to control their availability and when and how they communicate. In addition, presence can be linked with other business applications and workflow processes, such as calendars, directories, telephony/agent workstates, CRM databases, and sharepoints.

ALL THE RESOURCES YOU NEED

At ConvergeOne, our highly knowledgeable team 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.

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ConvergeOne will work with you to create a presence strategy that helps you streamline contact center processes while enhancing agent communication and awareness — using presence to both improve FCR and achieve your business goals.

Through our comprehensive portfolio of applications and services, ConvergeOne can deliver a presence management solution that will help your contact center:

> Locate a subject matter expert on demand, to resolve a question or issue ASAP.

> Check the status of experts anywhere in your business — even outside the contact center — and communicate using his/her preferred device or media.

> Transfer a customer to an available expert for same-contact service.

> Enable an agent to IM or web chat with an expert for clarification or advice while speaking with a customer, not after.

> Access product data, inventory, and shipping information to respond to customer questions in real time.

> Proactively meet customer needs with related offers and services that can be added to a transaction.

> Better leverage the time and skills of your subject matter experts.

> Reduce costs by eliminating unnecessary callbacks.

With a presence management solution from ConvergeOne, your contact center can be more responsive to the needs of your customers, for better resolution and customer satisfaction in just one contact — the first contact.

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

[1] SQP Group
[2] destinationCRM.com
[3] Aberdeen Group

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