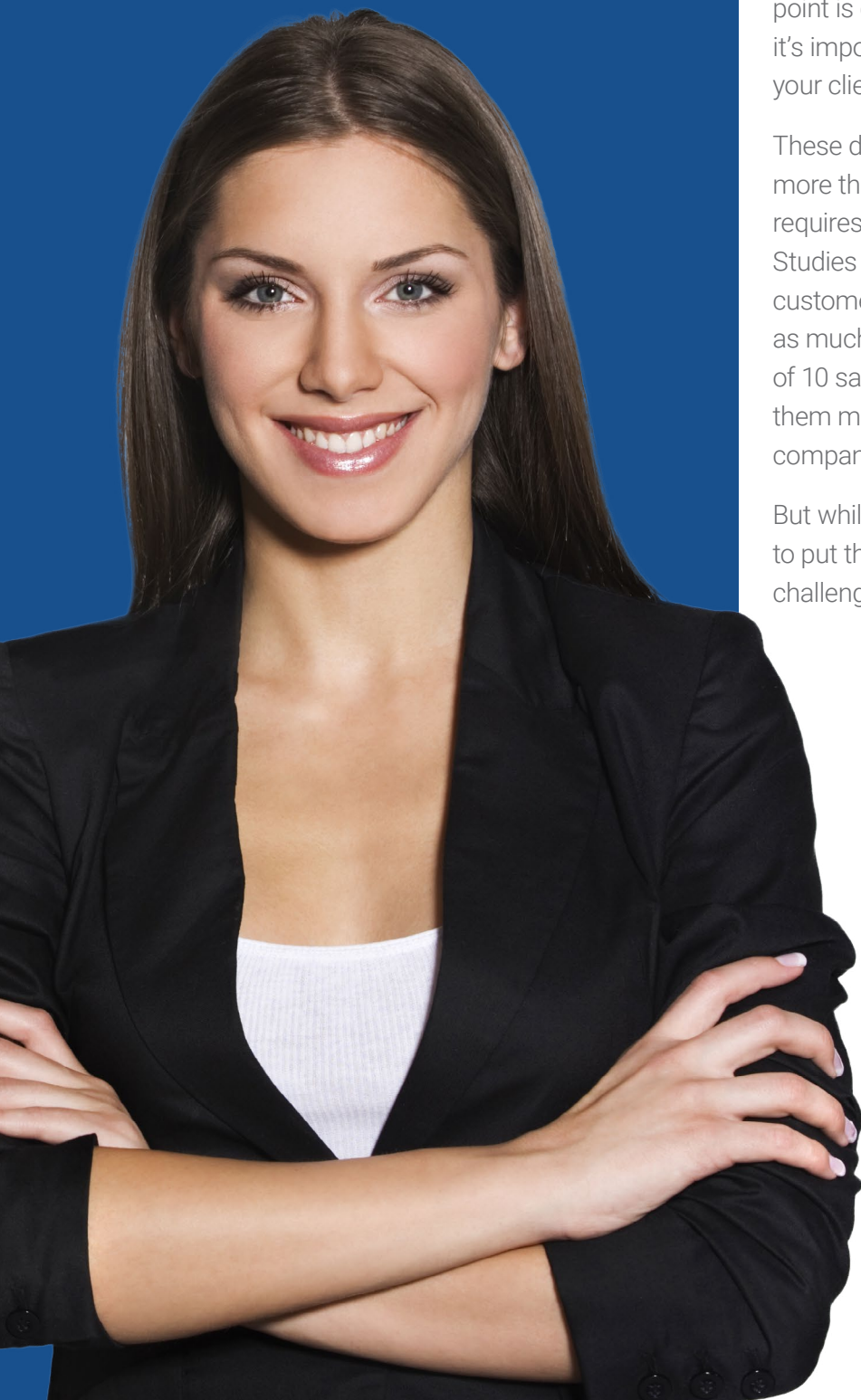


Prioritizing the customer requires offering the best customer experience.



## How to Make Your Team More Customer-Centric

You're probably familiar with the old retail expression, the customer is always right. More recently, that same sentiment has been expressed more succinctly: The customer is king. No matter how you phrase it, the point is clear: If you want your business to succeed, it's important to prioritize the needs and the feelings of your clientele.

These days, prioritizing the customer involves much more than just offering the best product. It also requires offering the best customer experience. Studies from Salesforce show that four out of five customers believe that their experience matters just as much as the product they're buying, while nine out of 10 say that a positive customer experience makes them more likely to make a repeat purchase from the company in question.

But while most companies would agree that it's wise to put the customer first, actually doing so can be a challenge.

What does it actually mean to have a company that emphasizes customer experience?

What does it mean to transform your business so that the customer is at its center?



## What does it Mean to Center the Customer?

The difficulty lies in the fact that there are just so many communication technologies available to your customers, ranging from phone calls to your business website to social media. Naturally, customers want to connect with your company on the channels that are most convenient to them. They want to be able to connect with your company from anywhere, whether home, at work, or on the go. And they want easy ways to begin communicating with your business via one channel, then to resume that conversation on a different channel; for example, starting an interaction with an instant message, and resuming it later on a call.



Increasingly, the customer experience comes down to technology. As such, a strategic commitment to technology can be an appropriate way for businesses to become more customer-centric.

You can accommodate that wish by implementing unified communications as a service (UCaaS) and contact center as a service (CCaaS) solutions. Basically, these are two complementary, cloud-based approaches that allow your business to more readily connect with customers via whatever channels they care about, enabling you to offer a smooth, responsive, and convenient customer experience. When integrated with your CRM, these cloud-based technologies can help position your company in such a way that direct customer communication is central to everything you do.



By employing these cloud-based solutions, you're not merely providing easy mechanisms for customers to communicate with your business. You're also empowering your employees to excel at their work, and to more readily extend that positive experience that customers crave.

## Centering Customers by Empowering Employees

In this era of multi-channel communication, employees desire tools that will make it easier for them to communicate with each other and to interface with customers. As a business owner, you can use state-of-the-art technologies to provide your team members, and especially call center employees, with intuitive solutions to communicate across channels, to say nothing of full suites of coaching and support tools that allow employees to develop their skills.

By offering better technologies for your employees, you're making clear your investment in them: You're highlighting your willingness to position employees to succeed, giving them the tools they need to delight customers, to close sales, and to give meaningful support as needed. Employees who are set up for success in this way tend to do better work, and to remain at the company for longer.

To put all of this a little differently, empowering your employees to do the best possible work isn't just about little tips and tricks. A modern call center, equipped with robust cloud-based solutions, can lead to much more sophisticated and effective solutions to improve employee performance and thereby boost customer experience.

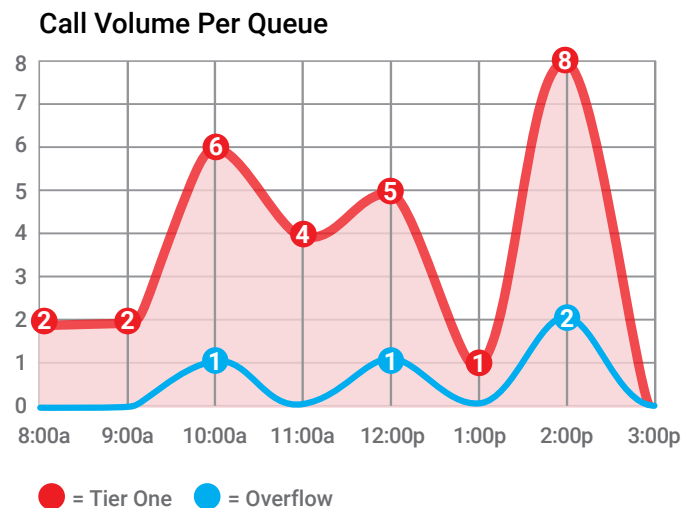
## Intelligent Routing

Note that these technologies give opportunities to position your agents for success and to promote superior customer experience; it's both-and, not either-or. That's because a big part of building a customer-centric team is ensuring that customers are instantly connected with the personality best-suited to address their needs. This usually results in faster resolution times and in higher levels of customer satisfaction. After all, customers never want to be routed to a long string of employees just to have their question answered or their problem addressed. Skills-based routing and intelligent routing, both of which are built into OneCloud, make it much more likely that your customers will always be directed to the agent best-equipped to help them, promptly and satisfactorily. (In addition to routing customers to agents based on skill sets, you could also route them based on geography, or on familiarity with a particular technology.)



## How Call Center Technology Can Improve Customer Experience

There are a number of examples of how cloud-based call center technology can help employees create a more satisfying customer experience. Here are just a few examples of advantages we can provide here at TelWare.

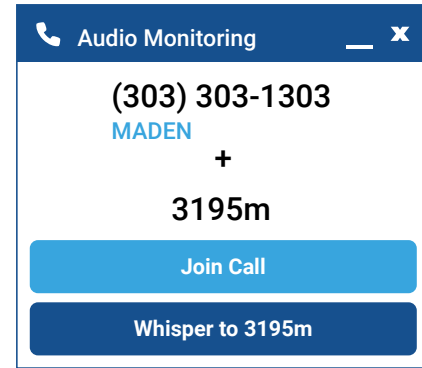


## Call Recording and Analytic Gathering

OneCloud CCaaS also supplies tools for call recording and analytic gathering, providing different ways to monitor agent performance. Being able to analyze the customer-agent interaction, you can start to see emerging trends, possibly even identifying agents that have skillsets better-suited to helping customers with particular needs or concerns. And with CRM integration, agents and supervisors can make notes about each interaction, so that when the customer calls again, the agent knows exactly what was done and said in previous calls. They may even be able to better develop customer relationships by interjecting personal “tidbits” while on the call. All of this information will be immediately accessible to agents, without the need for them to toggle back and forth between apps.

## Whisper Options/Barge-In Options

For example, if you're a supervisor and you feel like one of your agents needs a little nudge or direction, it can be helpful to have a "whisper option," allowing you to talk to them without the customer hearing. But if the agent keeps struggling, or you sense that the customer is getting frustrated, you may also wish to have a "barge in" function so you can enter the call and take the wheel from your employee. At TelWare, we have these capabilities built into our OneCloud CCaaS.



## Self-Service Options

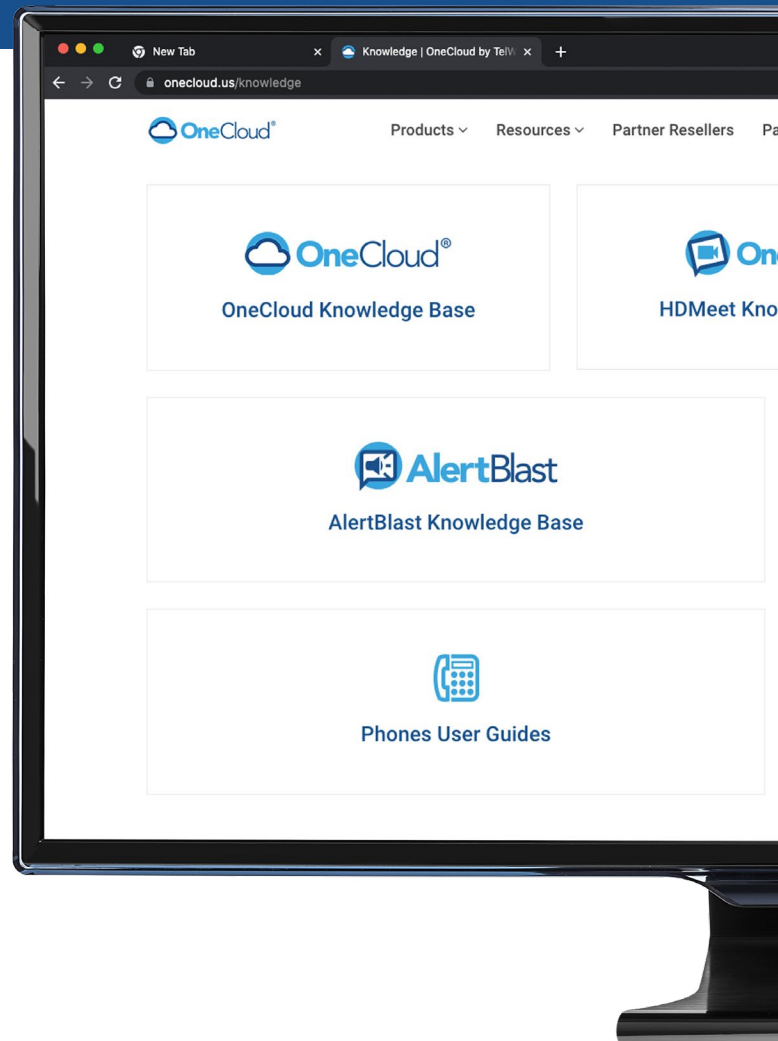
Solutions like UCaaS and CCaaS, especially those linked to your CRM, give you the ability to furnish customers with powerful self-service options. This can be a critical way to improve customer experience, as more and more customers want ways to solve their own problems, or tap into a particular knowledge base, without needing an agent to mediate. Options include interactive voice response (IVR) tools, chatbots, and AI-assisted routing to knowledge base articles.

## First Call Resolution

Another important trend in call center operations is first call resolution, or FCR. This is all about seamlessly connecting experts from anywhere within the organization, making it more likely that your customer will get their issue resolved with just one call or interaction.

This goal is almost impossible with traditional phone systems, where a customer might call your company, be connected with an agent, then ask a question that the agent simply isn't able to answer, requiring a transfer to another agent. If that agent is busy, the customer must wait on hold or call back later.

FCR is much easier to achieve with cloud-based solutions like OneCloud UCaaS and CCaaS, which allow the agent to keep their customer on the line while simultaneously instant messaging an expert who can help. Unified directories and messaging apps empower customer service representatives to consult with experts and tackle problems in real time, without inconveniencing the customer. Again, this is a win-win, making the entire experience smoother for customer and agent alike.



## Moving Forward with UCaaS and CCaaS

These are just a few specific ways in which cloud-based technologies can help your business become more customer-centric. Another big advantage is that technologies like UCaaS and CCaaS can be set up anywhere, even remotely in agents' homes, enabling you to deploy these solutions with hybrid and remote workforces. Indeed, everything about UCaaS and CCaaS installation is easy and uncomplicated: These cloud-based solutions allow you to forgo the time-intensive nature of installing new hardware and onboarding your staff onto a brand new system. Something else to note is that these solutions are made to scale: You can start with a smaller-scale deployment and add to it as your business grows and evolves.

The bottom line? Companies need to provide customers with the smoothest possible experience, which means fast answers to their inquiries from empowered, knowledgeable employees. Technologies like UCaaS and CCaaS make that possible, in a way that can be easily adapted to the needs of your specific business.

We'd love to tell you more, and to offer some additional information about how TelWare can make your company more customer-centric. Reach out to us whenever you're ready to chat



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