

Driving Customer Experience Excellence with Your Contact Center



 Powered

A Startling \$5.9 Trillion in Revenue is Up for Grabs

That's the amount of money, according to Accenture, that customers worldwide currently take with them when they switch from one company to another. Of that amount, **\$1.3 trillion** represents revenue that businesses in America lose to unhappy customers.

In the same study, **66%** of respondents stated they switched companies due to poor customer service, and **82%** felt the company could have done something to prevent them from switching.

How much revenue are you willing to lose before you do something to stop it?

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The Top 3 Frustrations Americans Have About Customer Service

#1 Gripe
91%

Having to contact the company multiple times for the same reason

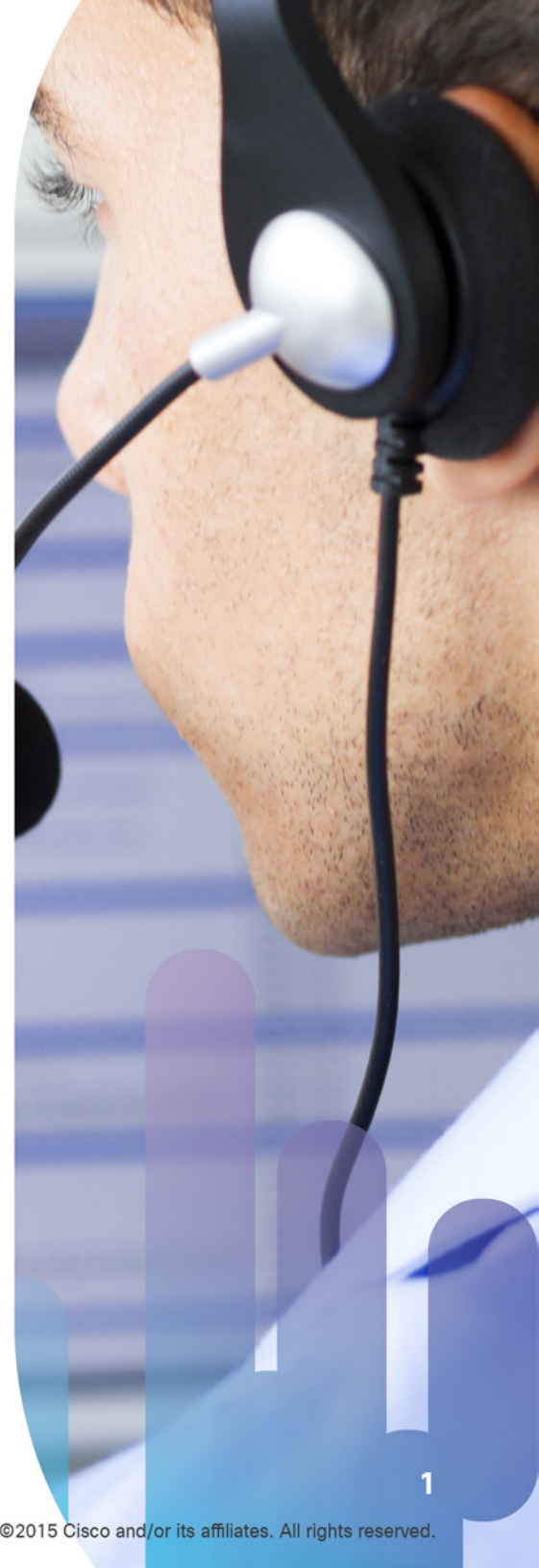
#2 Gripe
90%

Being on-hold for a long time when contacting the company

#3 Gripe
89%

Having to repeat the same information to multiple employees of the company or through multiple channels

- Results of a 2013 Accenture study of customer service practices



The Contact Center as Profit Center

It's increasingly difficult for companies to compete on product and pricing, making customer service a key differentiator. Your customer care agents represent your brand. They're the frontline of your company. They either deliver positive customer experiences or they damage your brand's reputation. Customers today have increased expectations when it comes to service. They want fast, accurate, personalized service—on their terms. And they'll use social media to share their experiences: good or bad. That's why the days of the poorly run call center are over.

55%

of customers would pay extra to guarantee a better service.

— Defaqto research

Generate revenue while meeting or exceeding customer expectations

Cloud contact center options work on a pay-as-you-go model, lower support costs and eliminate expenses related to upgrades, making now the time to reevaluate the gains versus costs related to improving customer support. This model could allow organizations to not only reduce costs, but when combined with the use of technology to significantly improve outcomes to customer issues, could also provide a new way to generate revenue by earning customer loyalty, winning new customers, and by taking advantage of opportunities to up-sell and cross-sell to satisfied customers.



Increasing Revenue



Revenue Protection



Cost Control/
Reduction



Brand Value/
Recognition

Respond to the Customer via the Channel of Their Choice

Omni-Channel is Where Your Customers Are

Omni-channel customer care options are no longer a nice-to-have; they're a must-have. Smart devices enable users to choose the method they prefer: touch, type, view or talk. Expect your customers to demand resolution to their issues on their time via their preferred choice of communication—whether it be voice, web, email, social media or video.

Extending the Contact Center Beyond Simple Phone Transactions

Businesses that develop omni-channel customer service strategies and engage customers through a variety of channels can come out ahead in several areas:



Loyalty - Companies that enable people to connect any place, any time, can better convert customers into devoted fans.



Personalization - Location-based mobile technology provides a meaningful opportunity to personalize service and add relevancy.



Consistency - Companies that update information via their smart mobile app communicate uniform answers to customers and reduce misunderstanding.



Cost - Self-service empowers customers to solve their own problems using troubleshooting tools and diagnostics—before they need to speak with an agent.

Companies that follow omni-channel best practices achieve an

89%

customer retention rate while growing their annual company revenue by

9.5%

year-over-year.

- Aberdeen Group Report on Omni-Channel Customer Care

Move your Contact Center to the Cloud

Moving your contact center to the cloud enables you to run it more efficiently while providing your customers with the latest-generation technology – so you can capture and retain more of that \$5.9 trillion market.

A cloud-based contact center will take your customer service to the next level, resulting in more satisfied customers.

Additional benefits of a Cloud Contact Center:

Focus on Core Business

We'll manage the solution, enabling you to devote your resources to more strategic and more profitable business initiatives.

Control Costs

There's no capital expenditure, only a predictable monthly fee. You'll also reduce operating costs thanks to streamlined management tools.

Access to Latest Innovation

New features and upgrades are delivered on demand by your service provider, without disrupting your business or your customers' business.

Provision Rapidly

Employ advanced contact center capabilities in weeks instead of months.

Scale Easily

Swiftly ramp up or down to accommodate special promotions or seasonal peaks and valleys. No need to increase infrastructure or management costs to handle max loads.

Have Peace of Mind

You can confidently run your contact center in the cloud even in environments with the most stringent security requirements and high uptime requirements.

81%

of companies with strong capabilities and competencies for delivering customer experience excellence are outperforming their competitors.

– Peppers & Rogers Group

Better Customer Engagements Yield Better Results

How can your agents interact better with customers to enhance loyalty and reduce costs? With Cisco Powered Contact Center as a Service, your agents can offer customers a remarkable care experience. Imagine providing personalized rich interactions that combine voice, web, email, social and video. Moreover, your supervisors can monitor customer interactions in real-time and compile and disseminate reports.

“Research shows that a 10% increase in customer retention levels result in a

30%

increase in the value of the company.”

– Bain & Co.

Here's how it works:

1

Each customer call to the IP-based contact center begins with Interactive Voice Response (IVR) capabilities to establish the caller's issue or concern.

2

The call is routed to the best available agent based on the information the customer provides and your objectives.

3

Data on caller information is combined with existing Customer Relationship Management (CRM) data to depict a current and accurate description of your customer.

4

Personalized interaction delivers superior service, enabled by streaming call-event and customer-profile information directly to your agents' screens.

5

Your agents can respond proactively to customers via social media on Twitter, Facebook, as well as other public forums or blogs.

6


Mobile customers can choose their technology-of-choice, including video, and it is all supported.

7

Contact center managers and supervisors are kept up-to-date on agent productivity and customer service levels through detailed reports and dashboards.

8

You gain an enterprise-wide view of current data through accurate reports specific to your contact center business.



“A good customer service strategy should balance costs, quality and revenues. Companies that restructure call centers in this way can often cut their costs by up to

35%

and boost the revenue they generate by as much as

35%

thereby transforming them into strategic assets providing a competitive advantage.”

– McKinsey

What to Look for in a Customer Care Technology Provider

Selecting the vendor to provide your cloud-based contact center involves looking at several criteria. First, examine your existing telephony and infrastructure. Your new contact center platform must be able to integrate with your current technology.

Review your current capabilities



Your IT department – Can you redeploy your team and achieve better business results? Can your current technology accommodate a cloud-based solution?



Integration requirements – What applications and data will be integrated with the new platform to ensure interoperability?



Security – What applications or data sets must remain in-house? Will existing security needs correspond with new contact center solutions?



Agent and supervisor desktop tools – What training might be needed? What applications will supervisors require to manage staff?

The Next Step: Prioritize Contact Center Applications

Capabilities to look for:

- **Customization** - Do you have unique business branding, reporting, or feature sets that must be addressed? Today's cloud solutions are far more adaptable than earlier offerings.
- **Reliability** - Does the partner provide an SLA with an uptime guarantee? Does the partner protect against unexpected outages through failover sites and other backup measures?
- **Features** - Does the partner offer the functionality you need? Will they deploy a full suite of multichannel routing tools to the cloud or point applications, such as IVR or CRM? What impact might there be during migration?
- **User interface** - How close will the new interface resemble the one agents are used to? Will reporting and administration tools be intuitive? What training does the partner offer?
- **Channels** - Are multichannel options available? Even if not all capabilities are needed at the onset, they must be simple and affordable to add when required.
- **Hybrid** - If certain data or applications are needed to remain online, seek out a partner that offers a customizable mix of premise-based and cloud capabilities.



Then Look at Partners from a Business Perspective

Not all partners provide the same level of expertise. Choose one for your business that will enable it to thrive, and not just 'do better than before.'

They should provide:

- **Enterprise-class security and scalability** - These are vital in selecting a cloud contact center platform. Demand end-to-end security, high availability, redundancy and standard industry certifications. When switching to the cloud, contact centers gain a security advantage over their competitors by leveraging the expertise of their provider.
- **Complete solution** - Seek a partner with comprehensive capabilities, with support for workflow across departments and employee actions. Thoroughly understand the applications included and the partner equipment to ensure smooth upgrades and reliability.
- **Maturity of the solution** - Proven technology and partner experience with provisioning cloud tools should factor in your decision as much as the features.
- **Monthly usage pricing** - This should be based on the number of contact center interactions. Contracts should provide discounts based on volume with an option to scale up or down on demand.
- **Service capabilities** - What assistance during deployment is offered? Is there access to experts for troubleshooting? Review the partner's professional services and support teams. Do the local teams have specific cloud contact center and industry expertise? Is 24/7 support available, 365 days per year?
- **Reputation and financial security** - Use cases and customer references can help determine whether a partner is a good match. Partner market positioning can also ensure that they will be a strong source of future support.
- **Future roadmap** - Choose a partner with a well-defined plan to help you innovate and stay ahead of competitors. Is the partner committed to providing continuous innovation so you can use customer service as an ongoing differentiator?
- **Partnerships and integration** - These are essential for future implementations and evolution of the internal technology stack. Is the partner dedicated to open standards? A "Yes" ensures the solution is adaptable and easy to integrate as the market evolves.

"A customer is

4x

more likely to defect to a competitor if the problem is service related than price or product related."

- Bain & Company

Gaining Support

Success happens when your business employs an IT strategy that takes a holistic view of the company. When executives understand how forward-thinking technology solves interdepartmental needs, challenges, and constraints, they are more likely to grant their approval.

Gain support by:

- Explaining how a cloud contact center solution integrates with existing applications including billing, CRM, and other customer analytics tools.
- Sharing the benefits and reliability of the offering with colleagues in departments such as marketing, IT, and finance.
- Showing how your company's customers benefit from a connected experience when they reach out to different departments with questions and concerns.
- Demonstrating how the technology connects customer data points and ensures a smooth interaction even when the customer is transferred to different departments or across channels.

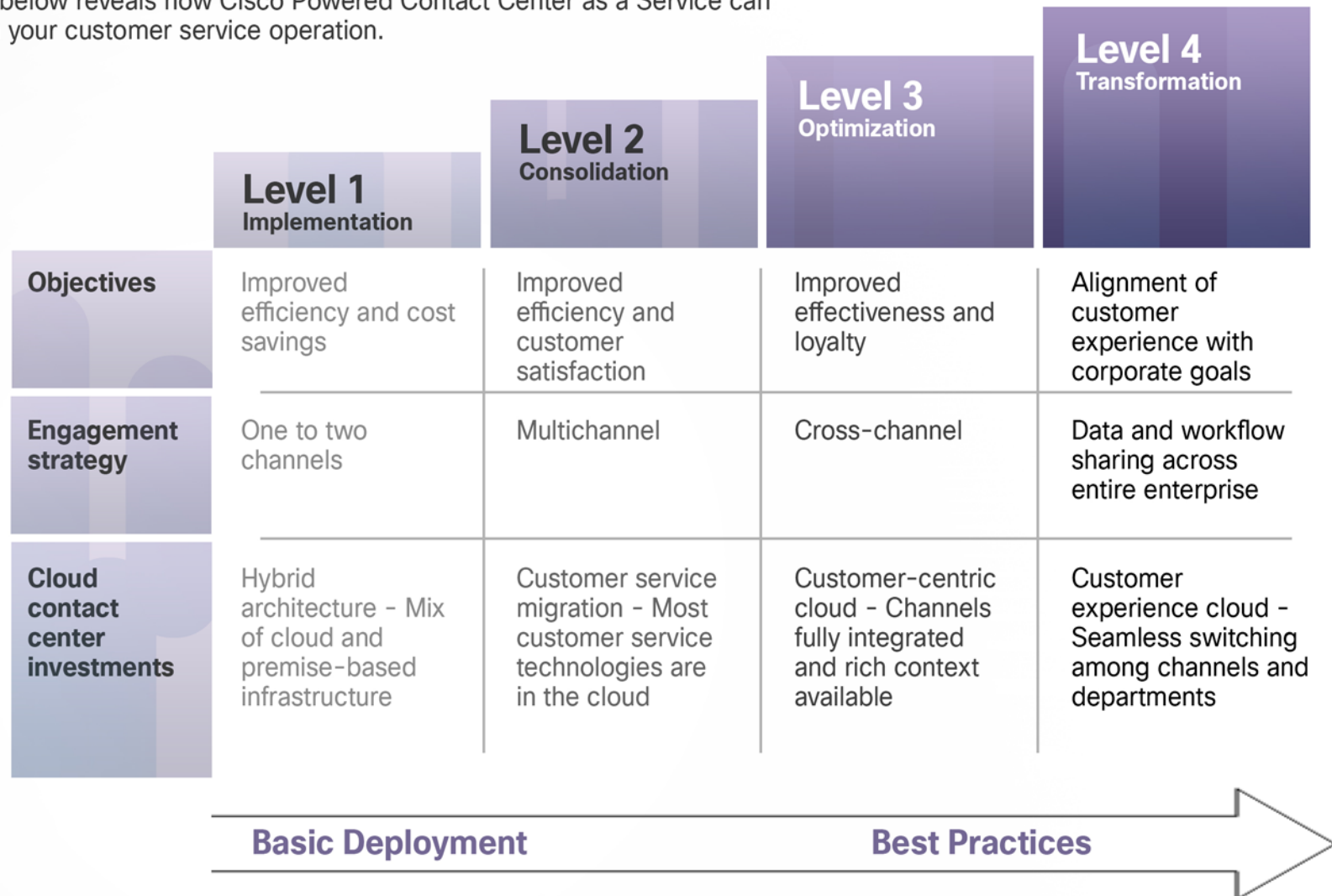
71%


of business leaders believe that customer experience is the next corporate battleground.

– Shaw & Ivens

From Basic Deployment to Best Practices

The path below reveals how Cisco Powered Contact Center as a Service can transform your customer service operation.





Your Customers Deserve Superior Service

“Price is not the main reason for customer churn, it is actually due to the overall poor quality of customer service.”

– Accenture

Cisco Powered Cloud Services, based on Hosted Collaboration Solution (HCS), offer industry-leading collaboration technologies in a secure and scalable as-a-service cloud model. Cisco Powered Contact Center as a Service delivers business-relevant customer service solutions that help companies of all sizes deliver superior service.

Cisco Powered cloud and managed services are transforming the way business gets done.



- The certified standard for running workloads—delivering the scalability, the performance and the interoperability that businesses demand.
- Connect your company to the cloud while supporting it with a global ecosystem of certified partners, enabling you to simplify IT and deliver on business requirements.
- Focus on delivering business value instead of worrying about cloud performance.

Taking Care of Customers is Taking Care of Business

“The probability of selling
to an existing customer is

60% –
70%

The probability of selling
to a new prospect is

5% –
20%”

– Marketing Metrics

Are you ready to empower agents with a customer care solution that solves real problems instead of creating new ones? Cisco Powered Contact Center as a Service makes it possible to solve service problems in the cloud in real time. Your business can take advantage of state-of-the-art contact center technology and applications without making a hefty capital investment and be ready to not only meet, but exceed customer expectations.

The Result

- Your customers can become more satisfied in less time, make fewer calls for support, and have a more positive perception of your brand
- Your company can better focus on its core business, strengthen customer loyalty, and boost growth and profitability

We look forward to transforming the way your company delivers customer service. To learn more and to find a partner, visit www.cisco.com/go/ciscopowered.

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