

How to Achieve your Contact Center Goals (and turn your customers into raving fans)



Four Contact Center Goals you Need to Know

Customers are like sales quotas. The more you achieve, the higher the bar is set. The faster you deliver, the sooner they want it. The bigger your discount, the lower they expect the price to be. Customers expect an awesome experience shopping with you. An omni-channel experience, by phone, email, text, or by web, perhaps even in person! They expect not only detailed information, but plenty of customer reviews instantly available.

Responsive isn't enough anymore. Proactive won't make you competitive. In this market you need to be predictive knowing what your customer will want before they do!

Let's set some goals to properly prepare your Contact Center to be the front line of your optimum customer experience campaign.

GOAL #1: Waste not, want not, especially when it comes to customer data

You gather volumes of data with your Contact Center system. What times of day customers prefer to be called. How long they'll wait before hanging up, and how quickly you've resolved past issues.

Know these things before your customers complain about you on social networks, another great source of information! Social listening technology finds information from and about your customers, gathers it, and correlates it with everything else you already know about them. This reveals insights you haven't seen before, making you a more informed resource able to improve further upon their experience.

GOAL #2: Identify and select the most effective technology for your Contact Center

Identify data within your existing systems that you can bring into your Contact Center platform. Learn what information must be available when answering calls. Determine how you're going to deliver that data to your Contact Center personnel.

Documenting all this before you begin informs your platform selection process. The right platform fulfills all needs and is easy for your people to learn to operate. You'll also want to identify and assess the cost of the services required to operate your Contact Center platform.

GOAL #3: Prepare people to make the most of your Contact Center technology

Deliver an exhaustive review of all the features available along with step-by-step training to perform each of the required operations.

You'll want to engage a training resource that customizes curriculum to you. You'll want to keep track of each operator's performance, so you'll need workforce management metrics.

Every business has its ups and downs

When your business suddenly gets busier you need agile solutions. You can't just hire more people because they will require training that takes time. You can't just tell everyone to work harder.

You can turn to the Elastic Workforce Management Solution from Packet Fusion which provides trained, capable, remote Contact Center operators to help meet periods of high demand. Adjust the number of operators up or down as needed. It's like having cloud personnel - request and release at will.

GOAL #4: Provide the best your customers have ever experienced

Your Contact Center platform delivers unparalleled experiences for your customers. Use your Contact Center to impress customers with your deep knowledge of their needs and preferences.

To learn more about how Packet Fusion can help you choose the right Contact Center solutions, or optimize the Contact Center technologies you already have, contact us at **1.866.972.2538** or **sales@packetfusion.com**.

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About Packet Fusion

Packet Fusion helps businesses become more agile and control costs so they can navigate today's ever-changing demands through our expert advisory services in telecommunications, cloud and contact center solutions. Our core competency is our years of experience and knowledge of the solutions and technologies available, and how they can have an impact on business processes and infrastructure, so customers can focus on what they do best.

For more information, visit www.packetfusion.com, email sales@packetfusion.com or call 1.866.972.2538 to make an appointment today.