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Scaling contact center efficiency without disrupting existing operations

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Introduction

There are mainly two factors that drive the success of a contact center – an efficient agent and a happy customer. Things are fine and under control in its initial stages when the SOPs (standard operating processes) are setup for each process and in the steady state there on. As the business expands and undergoes changes to suite market dynamics and number of customers increase, it becomes difficult to manage changed processes and customer requests and maintain operational efficiency.

Scaling up operations becomes an inevitable step when the business progresses. Contact centers must adapt to the changes and be prepared to respond quickly to the demands of the ever-increasing customer requests and increasing number of products and promotions. This gives rise to the need to hire additional support staff and train them on the new product, promotion and processes.

Therefore, it becomes important to design the operations, which are agile and flexible enough to be scaled up at any time. And thanks to technology, it is now possible to scale customer support and enhance operational efficiency without disrupting existing processes.

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Role of technology in amplifying the efficiency of contact centers

Organizations worldwide are increasingly becoming confident to invest in future-ready capabilities, which enable them to deliver quick, predictive and customized solutions. This in turn helps contact centers enhance their cost efficiency and meet the ever-increasing demands of the customers in this highly competitive and dynamic environment.

Imagine a scenario wherein the agent is able to predict the call reason based on the customer's past history of transactions, call logs and behavioral patterns. Then, the agent is supported with business area IVR (Interactive Voice Response), routing and integration with NLP Engine for sentiment analysis and incident automation through Robotic Process Automation (RPA). The AI-enabled chatbot converses with the customer for better understanding of their problem and resolving them. And with all of customer information consolidated together and shown to the agent, the agent can understand the customer's issues in a better and faster way, providing relevant solution in no time. Not only

Technologies like speech and sentiment analysis, conversational AI interfaces powered with NLP, intent identification and RPA for customer self-service, automations and knowledge base at Agents disposal and AI and analytics make contact center scaling possible.

does this improve operational efficiency, it also leaves a motivated agent and a happy customer. Right?

Imagine another scenario, where the contact center head wants to analyze the overall performance of his operations. With the operations being managed on different systems, multiple reports are generated, and it becomes extremely difficult for the contact center head to consolidate all reports and have a single view. In such a case, it is not surprising when critical business insights are overlooked and eventually the business begins to face losses. Wouldn't it be a delight if the contact center head has access to a single report, consolidating the performance of all his operations, enabling the business leader to make quicker decisions?

This is where technology steps in and provides a breather.

Technologies like speech and sentiment analysis, conversational AI interfaces powered with NLP, intent identification and RPA for customer self-service, automations and knowledge base at Agents disposal and AI and analytics make all this possible.

A platform that provides all of these capabilities together is hard to find. So, most contact centers look for solutions that can fill in the technological debt by investing in the most comprehensive solutions to resolve various business needs and concerns, which also help retain the existing investments. This however ends up in further adding more systems.

Thus, it is equally important to have the right technology in place that integrates well with the existing and new systems, consolidates the data, automates processes and reporting to make the business operations efficient.

How AssistEdge Engage helps in scaling contact center efficiency

If you are looking at scaling your contact center operations, it is because you are experiencing an influx of new customers or new set of service requests, seeing customer churn due to not so efficient operations or to stay ahead of competition in providing better customer experience or to stay ahead of the ever growing customers' expectations and market trend. In this case, it is not only the enterprise but also your agents who need to prepare for the sudden change or acceleration in the operations and adjust to the new processes. Therefore, you need to choose a tool that helps scale up your operations, without disrupting the existing stack of technology and systems.

Though it is easier said than done, there are two steps in which a successful tool can make this possible. Firstly, the tool should be flexible enough to integrate with different systems, new and legacy systems alike, irrespective of APIs being available and consolidate the overflowing data of customers scattered across systems. And secondly, it should have in-built features, that help you and your team scale up operations smoothly and simplifying the same. Well, adding a tool to simplify the complex cobweb of systems seems oxymoronic, right?

Packed with features such as rich set of application technology integration capabilities, unified dashboard, customer 360-degree view, one click automation, sign-in automation, guided workflow, Notes maker, reporting to provide valuable operational insights and more AssistEdge Engage helps you scale up your contact center operations just the way you want.

It integrates with the existing IT infrastructure of the enterprise, working on top of the systems rather than making changes in the systems for integrations. It integrates with applications hosted within and outside Citrix environment alike.

It empowers agents, enhances operational efficiency & provides insightful business reporting.

Empowering Agents

AssistEdge Engage empowers agents with digital assistants in the form of intelligent automation. It provides a unified view of all critical customer information by automatically aggregating data from multiple applications into the agent's dashboard. This improves first-call resolution and reduces average handling time (AHT). It also aids faster deployment, expediting return on investment (ROI) and integration with existing applications and communication channels of the enterprise, reducing time to market.

Enhancing Operational Efficiency

Automation helps improve agent experience by enabling single click sign-on, reducing account lockouts and managing intermittent session timeouts. It reduces agent stress and attrition by reducing mundane manual tasks through automation of business processes. It also tracks agent actions, incoming call/case details, and application events, and transforms transactional activities to real time analytical activities.

Insightful Business Reporting:

With analytics providing operational insights for the business leader, it pumps up the decision-making capability and

Packed with a rich set of capabilities, AssistEdge Engage helps scale contact center operations by empowering agents, enhancing operational efficiency and providing insightful business reporting.

predictability. Not only does this help in improving existing operations, but also prepares for future to ensure business scalability.

Empowered Agent:
- Contextual information availability • Easier access to knowledge and issue resolutions
- Customer 3600 View and Contextual Guided process help
- User Sentiment information • One-click automation • Can focus on customer

Enhanced Operational Efficiency:
- Improved Agent productivity • Improve agent morale • Reduced churn
- Reduced Cost • Improved Compliance • Single platform to deal with
- Older investments reused • Up to date documentation

Insightful Business Reporting:
- Process request and call volume time trends
- Applications & systems most error prone • Agent and process performance
- SLA adherence • Handling time analysis
- Cross sell and Upsell opportunities identification
- Improved Process compliance

With its best-in-class features, AssistEdge Engage enables agents to **focus on customers rather than processes** to take customer support to a new high.

Next Gen Cutomer Service Platform

Customers	CloudLayer	Enterprise Applications
Phone Call		CRM
Live Chat (ReTem)	Speech Analytics / IOT / Live, Chat Co-Browse / AR/VR / Chatbot Intent identification NLP / Attended Automation	Billing
Conversational AI Bot ChatBot (NIA)	AI/ML Knowledge Platform / Intelligent Documentation / CTI Integration / Dashboard & Insights / Analytics & Prediction	Invoicing
Channels	Agent – Support Desk	Ticketing
	Sentiment Analysis / Unified Dashboard / 360° View / Customer Context / Automated Clicks / Guided Workflow / Notes Maker & ClickToType	Provisioning

Case Study – How a global telecom giant scaled up their contact center with AssistEdge Engage

A global telecom giant had acquired multiple companies over time and were facing challenges scaling up their operations. It was becoming a challenge searching for customers across stack, resulting in a bad customer experience and high AHT (Average Handling Time).

AssistEdge Engage's automation and dashboard was implemented on top of the existing stack, which helped intelligently search for customers on various parameters and provide a unified view **reducing the AHT up to 38%.** CTI integration of AssistEdge Engage with Genesys CTI helped agents in proactively getting customer information and addressing their concerns better, in effect improving customer experience.

The client had many issues with data quality, discounts and offers. Guided workflow implemented in AssistEdge Engage for assisting agents with a new sale, resign and upgrade process journey helped standardize the process and eliminate issues. This resulted in the **reduction in AHT by ~56%** in customer relocation process.

In 'Service Diagnostics' use case, AssistEdge Engage was implemented to automatically conduct a primary diagnosis of services and provide required results on which agent can take decisions about how to handle different calls. Based on primary steps, an agent can perform suggested tests to drill down to the issue. This required automation to be done in 10 to 15 applications resulting in the reduction of AHT by 8%.

As there were multiple customer records present in different application stacks, the chances of fraud events increased. This was because the agent was unable to view the customer

> **AssistEdge Engage's automation and dashboard was implemented on top of the existing stack, which helped intelligently search for customers on various parameters and provide a unified view, reducing the AHT up to 38%.**

records present in various stacks at one time. The agent was not able to identify whether customer was in debt or in collection of long pending dues in another stack. This resulted in customer getting wrong offers, resulting in revenue leakage. So, there was a need to have a complete unified view of customer records from billing, payments and collection prospective so that the agent can take an informed decision about offering new offers, providing payment arrangements or extensions. AssistEdge Engage helped resolve this problem by implementing unified dashboard, helping the agent control revenue leakage and improve revenues.

AssistEdge Engage helps reimagine customer experience with the power of AI & automation, significantly improve contact center efficiency and productivity and scale contact center operations.

Summary

It is no surprise that scaling up contact center efficiency becomes a challenge with the existing disparate systems and the ever-growing systems as technology advances. And as customer satisfaction is directly proportionate to efficiency and operational productivity of the agent, it becomes an even bigger challenge. In order to overcome this, it is important to understand the problems faced by the Contact center Agent and growing needs of the customer, while figuring out the technology to streamline processes that would help address those needs.

AssistEdge Engage helps reimagine customer experience with the power of AI & automation. It helps contact centers significantly improve contact center efficiency and productivity and scale business operations. It helps improve process adherence, honors stringent and business-critical support agreements and enhances supervision. Its RPA powered automation technology helps quickly integrate with other enterprise applications without disrupting processes or business. This helps cut the time to market and total cost of ownership and achieve a higher ROI.

The effect is reduced operational cost, increased customer stickiness, higher net prompter score and in effect an increased brand value for the enterprise.

Smart user environments created by automation platforms such as AssistEdge Engage reduces agent churn by improving agent experience who is now motivated to serve the customer going above and beyond serving the customer to achieve customer delight.

80k+ agents worldwide are reaping the benefits of AssistEdge Engage. Why should your agents stay behind?

Overcome the hurdle in customer delight, make your contact centers efficient and scale your businesses to newer heights with AssistEdge Engage!

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