



CHALLENGE, SOLUTION, PLANTRONICS

MEET THE FUTURE OF CONTACT CENTERS

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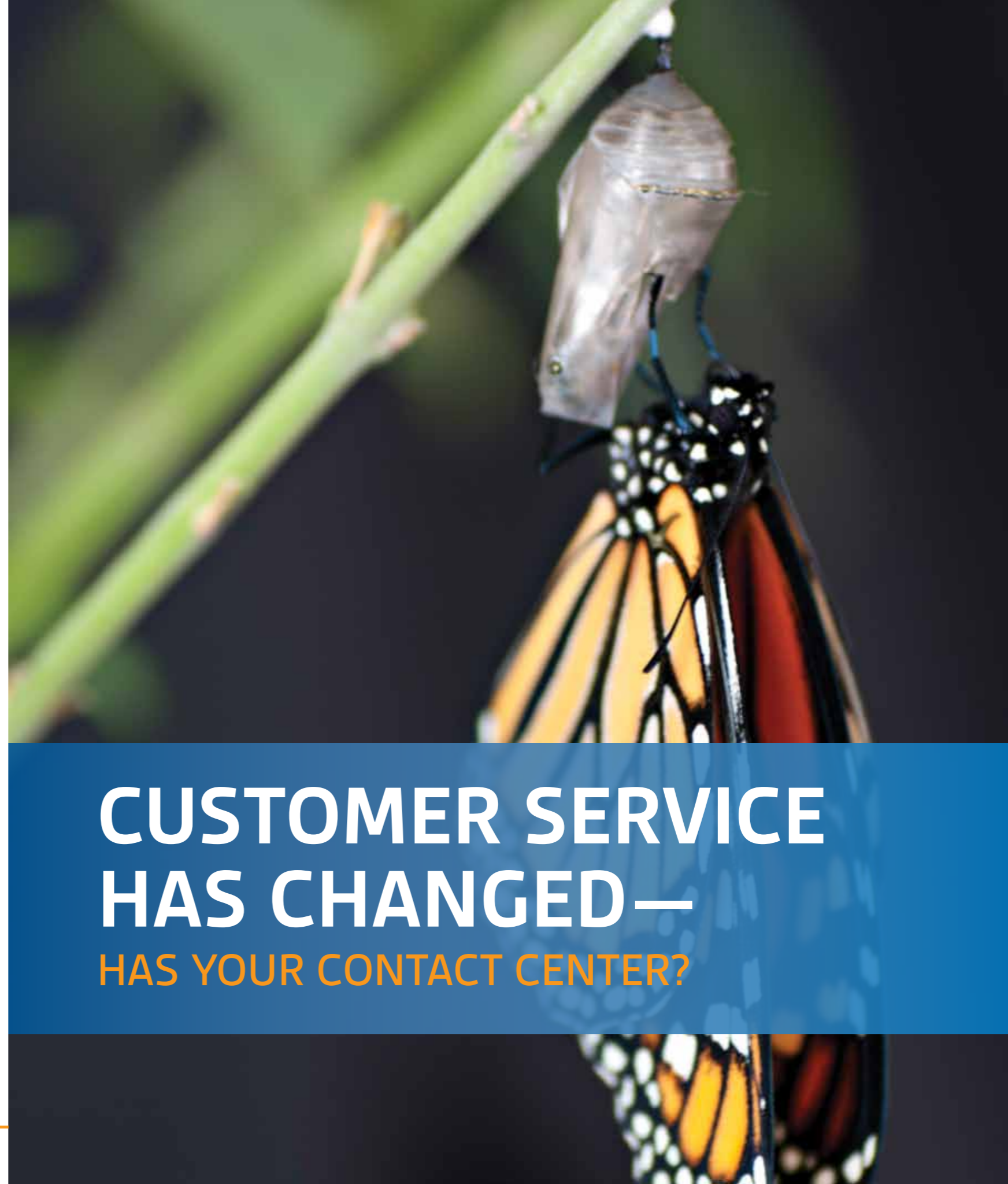


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Delivering exceptional customer service is more important than ever. And your contact center is on the front line with the potential to help you maximize your business advantage by determining how customers feel about you. Technology and increasingly fluid work environments have created opportunities — and challenges.

To fully take advantage of the new paradigm, contact centers need to be in touch with contemporary management thinking and put the right practices, technology, and methods in place.

Let's get started.



CUSTOMER SERVICE HAS CHANGED— HAS YOUR CONTACT CENTER?

YOUR PEOPLE. HOW THEY WORK. AND TECHNOLOGY THAT FITS BOTH.

The modern contact center is evolving into a model of advanced HR practice with people at its center.

Your agents are doing much more than fielding questions and calls: they are putting a human touch on your brand. How can you inspire that vision in your agents and lead them toward that end?

There are three critical steps that will give your contact center the momentum it needs to move boldly into the future:

1. Motivate your **people** through greater trust and empowerment.
2. Have an adaptable **workplace** environment that fits the lifestyle of today's employee.
3. Harness **technology** that fits how and where your people work, to improve productivity.

75 % OF CONSUMERS SAY THEY WOULD DO BUSINESS WITH A COMPANY
BASED ON A GREAT CONTACT CENTER EXPERIENCE.
— GENESYS, GLOBAL CONSUMER SURVEY





THE NUMBER ONE CHALLENGE FACING CONTACT CENTERS
IS AGENT TURNOVER, SO...

WHO'S GOING TO PICK UP THE PHONE?

When people leave, they take their experience with them.

Retention of experienced agents is a key performance indicator for all contact centers and is crucial to delivering a great customer experience.

The workplace is changing. Has your contact center changed with it?

New technology is creating opportunities for greater freedom at work — and also to go beyond the conventional contact center environment altogether. Experienced employees are looking for employers to invest in these changing realities. Adapting to their newly mobile lifestyle. Being open to remote working. And by doing so, driving reciprocal employee loyalty.

PROVIDING FLEXIBILITY

The opportunities for flexible working hours make contact centers a highly attractive choice for many demographic groups. And as their lives change, employer flexibility ensures retention of skilled staff.

TRUSTING THE REMOTE WORKER

Technology and new working models are enabling people to employ their skills from remote locations. As a result, contact centers can recruit from a much wider pool of talent and can target specialized skill sets. New services can be launched, and different markets explored, more cost-effectively. And these agents are more loyal — turnover can be as high as 60% in centralized contact centers, but it can be less than 5% for home workers.

75 % OF COMPANIES INTRODUCING
FLEXIBLE WORK PRACTICES SAID THEY
HAD A MORE COMMITTED AND
MOTIVATED WORKFORCE.

— DTI WORK LIFE BALANCE SURVEY



They're not just answering the phone.
They're answering a problem.

To establish a lasting connection between your organization and your customers requires a shared sense of ownership and the ability to deliver solutions with the necessary urgency.

Of course, it's important in any business to make good on your promises. But in today's climate, you need to provide a great customer experience so that you exceed expectations. Success in this arena can turn customers into advocates.

80 vs 8 80% OF COMPANIES BELIEVE
THEY DELIVER A SUPERIOR
CUSTOMER EXPERIENCE, BUT
ONLY 8% OF THEIR
CUSTOMERS AGREE.
— BAIN & COMPANY

The workplace itself is changing. New technology is creating opportunities for greater freedom at work — and to go beyond the conventional contact center environment altogether.

ONE PLACE.

Locating everybody under the same roof in a **Centralized Contact Center** is a highly effective way to create consistent customer experiences. It's easy to deliver impactful training, supply identical systems, and motivate people with shared values and similar company goals.

MANY PLACES.

Hub Contact Centers — typically smaller, satellite offices — share many of the same benefits as the Centralized Contact Center. But they also offer greater choice of location, with temporary, specialized hubs often set up in different kinds of locations, close to the workforce, to support short-term campaigns.

EVERY PLACE.

Connecting a network of remote workers in a **Virtual Contact Center** can improve the customer experience not only by increasing service availability, but also by delivering specialized knowledge and expertise.

THE MODERN CONTACT CENTER:

ONE SIZE
DOESN'T FIT ALL



THE RIGHT PLACE.

When contact centers are designed around these new, dynamic realities, they can recruit from their immediate communities, through local hubs or direct from home. Centralized contact centers have high setup costs and operating overheads that remain constant over time. In contrast, virtual contact centers can be set up quickly and easily, at minimal cost and in direct response to surges in customer demand.

Liberating people to choose their ideal workplace helps modern contact centers control costs more easily, better satisfy demand, and improve the customer experience.

>40 % OF BUSINESS LEADERS NOW SEE DELIVERING CUSTOMER SATISFACTION AS THE MOST IMPORTANT WAY FOR THEM TO CONTRIBUTE TO THE SUCCESS OF THEIR ORGANIZATIONS.

— FUJITSU, DYNAMIC INFRASTRUCTURES AND THE FUTURE OF IT

BRING THE RIGHT TOOL TO THE JOB

The evolution of the contact center has been driven by a desire to provide a better customer experience. While technology has played a key role in this process by creating new opportunities for people to work in different ways, it's also been instrumental in improving the customer experience in its own right. The following are some examples:

CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS (CRM)

From traditional PCs, thin clients, and the next generation of tablets to access data, fully-hosted CRM systems allow customers the flexibility to use multiple devices while retaining a standardized interface and process.

PC-BASED SOFTPHONES

Softphones help unclutter an agent's desk and enable voice- or data-based actions to be controlled via a single screen. This decreases time spent switching between screens.

SESSION INITIATION PROTOCOL (SIP)

Open standards such as SIP enable a next generation of devices to be used in the contact center. Equally effective for the server room and the agent desktop, this is a best-of-breed voice solution that does not sacrifice reliability or availability.

UNIFIED COMMUNICATIONS (UC)

UC saves customers time by enabling contact center agents to identify the best person to provide assistance in any given situation. UC is transforming the contact center by providing a simple, secure interface for messaging, along with a real-time window on employee activity.



GET YOUR PEOPLE ON THE SAME PAGE. AND THEN GET THEM ON THE SAME CALL.

Disparate locations. Varying devices. Contrasting styles. How can a contact center weave this together into an integrated solution? With a Unified Communications solution from Plantronics.

The Plantronics UC solution for the contact center assists in improving First Call Resolution (FCR) — now the most carefully watched statistic in any contact center.



- Drives faster resolution of customer problems so the caller can ask an expert directly
- Delivers multiple conversations between frontline agents, their expert colleagues, and customers
- Creates a single gateway for traditional desk phone voice and PC-based voice

By involving multiple parties and the agent, the customer gets the answer they need immediately. The agent gets to track the call through to closure and report a success.

86 % OF COMPANIES ARE PLANNING UNIFIED COMMUNICATIONS IN THE CONTACT CENTER.
— FUJITSU, DYNAMIC INFRASTRUCTURES AND THE FUTURE OF IT





THE FUTURE IS LOUD AND CLEAR

The way people engage with companies is in transition. In the future, today's bleeding-edge technology will be taken for granted and carry with it vastly different expectations for the workplace.

One trend that has swiftly moved to the fore is utilizing social media in the contact center. This one-to-many dynamic makes an agent's words highly visible and carries great potential for influencing brand perception.

Successfully utilizing social media will depend on consistency from agents, the right tools, and an explicit strategy for managing and steering the conversation between your organization and its customers.

Nurturing your greatest asset.

A great customer experience — no matter how it's achieved — will always influence purchasing behavior. And that starts at the contact center: When you invest in the people you count on, you empower them to be more productive. When you explore flexible ways of working, try out new styles of leadership, and implement advanced technology, you send a message that you value their contribution.

How you sound is how you'll be heard.

The human voice creates a genuine connection with your customers. So it's essential that agents hear well and are easily understood. The technology built into Plantronics headsets removes barriers to clear communication and opens the lines to a healthy, robust relationship between your organization and its valued customers.

We're hard at work creating useful tools and valuable information to help you get the most from your contact center.

Find out more at Plantronics.com/ContactCenter

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