

Utility VoIP Contact Center

The evolution of customer engagement

Creating 5-Star Customer Experiences

- Improve customer interactions through automated data collection
- Engage customers via voice calls, live chat, SMS, and email
- Intelligently deploy resources through skill-based routing
- Provide agents with vital customer data, at a glance
- Seamlessly integrate with CRM systems and databases

What is Contact Center

Contact Center (CC) is an evolution of call center functionalities. Over time, your organization's needs for customer engagement have likely increased in scope. Previously, customers only had voice channels for real-time communication with your business, so call centers like yours only needed voice capabilities. As your customers' options for communications expand to email, live chat, and text, we know you need to respond accordingly by offering those same channels as means of modern customer engagement. This demand spurred the evolution of our Contact Center customer engagement solution.

The term "Customer Engagement Center" is a name used to describe contact centers that are utilizing more advanced customer service interaction methods like bots, AI, and apps. A "Customer Engagement Solution" is the platform that your Contact Center utilizes for omni-channel customer service communication and management.

What Contact Center does

Contact Center provides your company with a hosted, powerful and flexible set of tools to enhance the customer engagement experience for any contact style including voice, text, or chat. This solution empowers your agent instantly with the caller information on their desktop, which boosts human engagement, increases First Contact Resolutions (FCR), and decreases call times.

Contact Center reduces overhead by helping your supervisors and agents manage resources more efficiently without sacrificing customer satisfaction. It offers a customizable experience for both administrators and agents including dashboards, reports, and screen pops with database integration. Contact Center also integrates with nearly all platforms (PBX) and databases and can be deployed as a standalone cloud offering.

With Contact Center you'll be able to

Regardless of vertical, your organization must continue to strive for efficiencies when providing customer service without sacrificing quality levels. Contact Center empowers your agents with detailed data about your customer contacts within one interface. It has the ability to utilize CRM integrations and intelligence gathered through IVR call flows to display relevant and powerful information on the desktop to enable FCR.

While building toward more efficient and pleasant customer engagement, your contact center managers must look for new ways to enhance their caller and agent experience while managing staffing levels efficiently.

CC provides administrative tools for workforce management that allow your managers to offer information and tools to your agents that reduce requests for previously collected data and automate routine, time-consuming tasks.

Who can use Contact Center

Our Contact Center solution is built for organizations that want to create a pleasant customer experience through the management, monitoring, and enhancement of the entire customer engagement. Today your customers have a higher expectation of how they interact with companies in customer service, sales, accounting, and management. These expectations create higher demand for staff and technology within the business, demanding that you implement advanced technologies to compete and win in this rapidly changing environment. Contact Center is ideal for your organization if it is struggling to meet these expectations and deliver on improved customer engagement.

Our CC solution is for organizations that want to manage, monitor, and enhance the customer engagement experience. The CC platform offers powerful call routing tools, voice to text, chat capabilities, customizable dashboards, and detailed reporting. All of these CC solutions are important to the survival and growth of your organization as it engages with its customers.

How does Contact Center work

Our cloud-based Contact Center platform can integrate with multiple call controls or with any hosted or on-premise PBX that supports SIP trunking. Contact Center's Automated Call Distribution (ACD) engine routes and manages inbound and outbound media. This ensures that a call, email, chat, or text is routed to the proper agent based on queue and skill set management.

Contact Center has a robust set of features intended for call center supervisors that enable them to manage agent resources and call flows. Your supervisors can use custom agent scripting tools and widgets that allow for agent/queue specific desktop apps. They can take part in supervisor coaching actions like Listen, Whisper, Join, and Take. The CC platform offers several styles of interactive dashboards that display important CC performance data in real time including calls in queue, service levels, agent details, alerts, and warnings. It offers more than 50 types of reports including queue, agent, and media performance. Reports are also available on your organization's IVR data and customer service survey results.

How does Contact Center work (cont'd)

CC agents can utilize screen pop applications, which allow for information to be collected from your customers during their interactions with the IVR system. The platform's CRM integration allows that data to be displayed on your agent's desktop during the call, which reduces call length and enhances a customer's experience. The agent system includes call recording of agents as part of the seat license, which allows for quality management and call tracking. It also offers detailed search capabilities, unlimited storage time, and scoring for quality assurance to your supervisors.

The CC solution includes administration for Workforce Management (WFM) including agent scheduling, PTO management, forecasting, and adherence for multiple locations and shifts. Unlimited schedules and types are supported and may be assigned to each queue in CC.

The CC platform supports many other actions that are industry standard but may require additional professional services and/or fees for implementation and usage.

How Contact Center is used

Your organization can utilize Contact Center for a number of customer engagements, the most prevalent being customer service, outbound sales, technical support, and inbound sales orders. You can implement Contact Center as simply as a small call center with voice only interactions, or as a fully featured, omni-channel call center incorporating voice, live web chat, SMS, email, IVR, custom CRM integration, and more. Contact Center can scale from 5 agents to 1,000+ with any or all of the features implemented. In short, you can use Contact Center in any way that best supports your organization's needs. Example vertical markets that use Contact Center today are:

- Health Care: centralized patient services & private practices
- Government & Public Sector: local, state, & federal facilities with centralized service locations
- Financial: customer & membership services
- Insurance: policy management & customer services
- Utilities: billing services & customer services
- Retail: centralized ordering & customer service departments
- Education: human resources & educator services
- Transportation: dispatch & operator services

Ancero would like to offer you a free demonstration of this powerful solution.

Call us today!