# CONTACT CENTERS WANT A SINGLE CLOUD TECHNOLOGY VENDOR

Cross-industry contact center satisfaction indicators are at an all-time low. According to CFI Group, the main culprit is pervasive lack of a single, flexible contact center tool with omnichannel integration and an open architecture. This lack of technical flexibility limits customizability and mires organizations in maintenance-only mode, hampering the ability to refine processes iteratively.
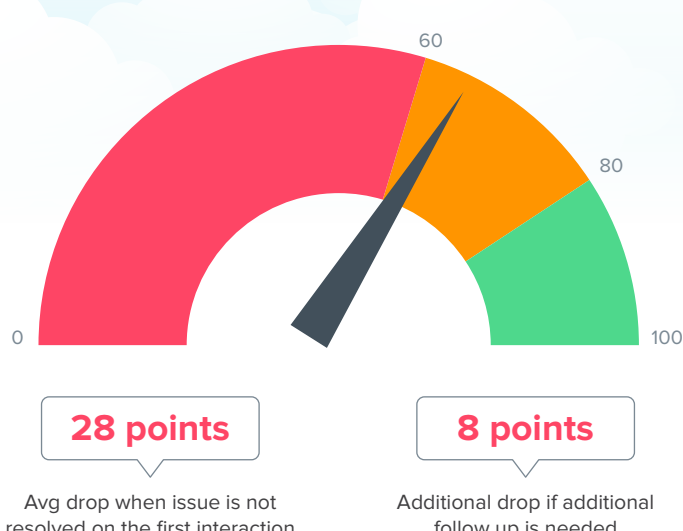
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Contact Center Satisfaction
Index at an All-Time Low

CCSI Score Out of 100

Year	
2014	
2015	
2016	
2017	
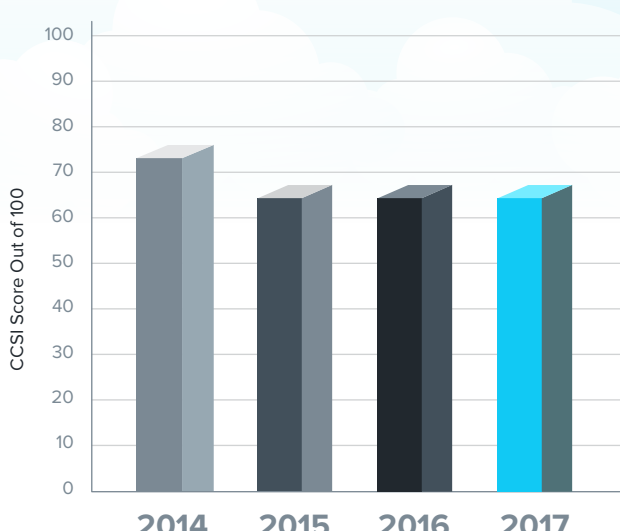
The Contact Center Satisfaction Index (CCSI) fell by 4 points to 68 on a 100-point scale in 2015, marking the lowest score in the study's 9 year history. That score held steady for 2016 and 2017.

Complex, Multi-Touch Contacts
are the Main Cause of the Drop

28 points
Avg drop when issue is not resolved on the first interaction

8 points
Additional drop if additional follow up is needed

Contact center process, policies, and procedures are the biggest drivers of CCSI. Without technology that can enable the right processes and empower agents to deal with contacts immediately, CFI Group says scores will remain low.
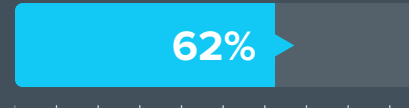
Contact Center Leaders Agree Complexity is the Problem

"Agents manage too many tools"
75%
Consensus: Agents use between 3 and 5 different software solutions to support customer service requests during a typical working day.

"Integrating systems is too difficult"
62%
Consensus: Integration with existing systems is the biggest roadblock to implementing strategic objectives over the next 2 years.

"Complexity is getting worse"
85%
Consensus: Interactions themselves will become more complex over the next 2 years, as customers self-serve for simple and more routine issues.

Complexity Drives Down Customer Satisfaction and Hurts Your Bottom Line

1.12
hours per day wasted

Agents waste 14% of their time looking for the right information to serve customers due to ineffective tools

$3,917,088+ wasted
per year in a large contact center*
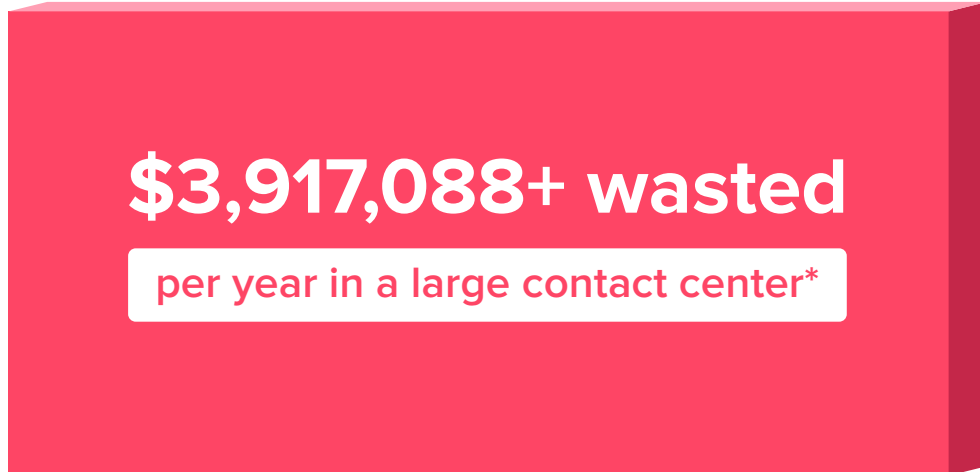
* based on median unburdened hourly agent pay rate of $13.40 in a 1000-agent call center

What's at stake if the situation doesn't change?

$41,000,000,000
An estimated $41 billion is lost by U.S. companies alone each year due to poor customer service.
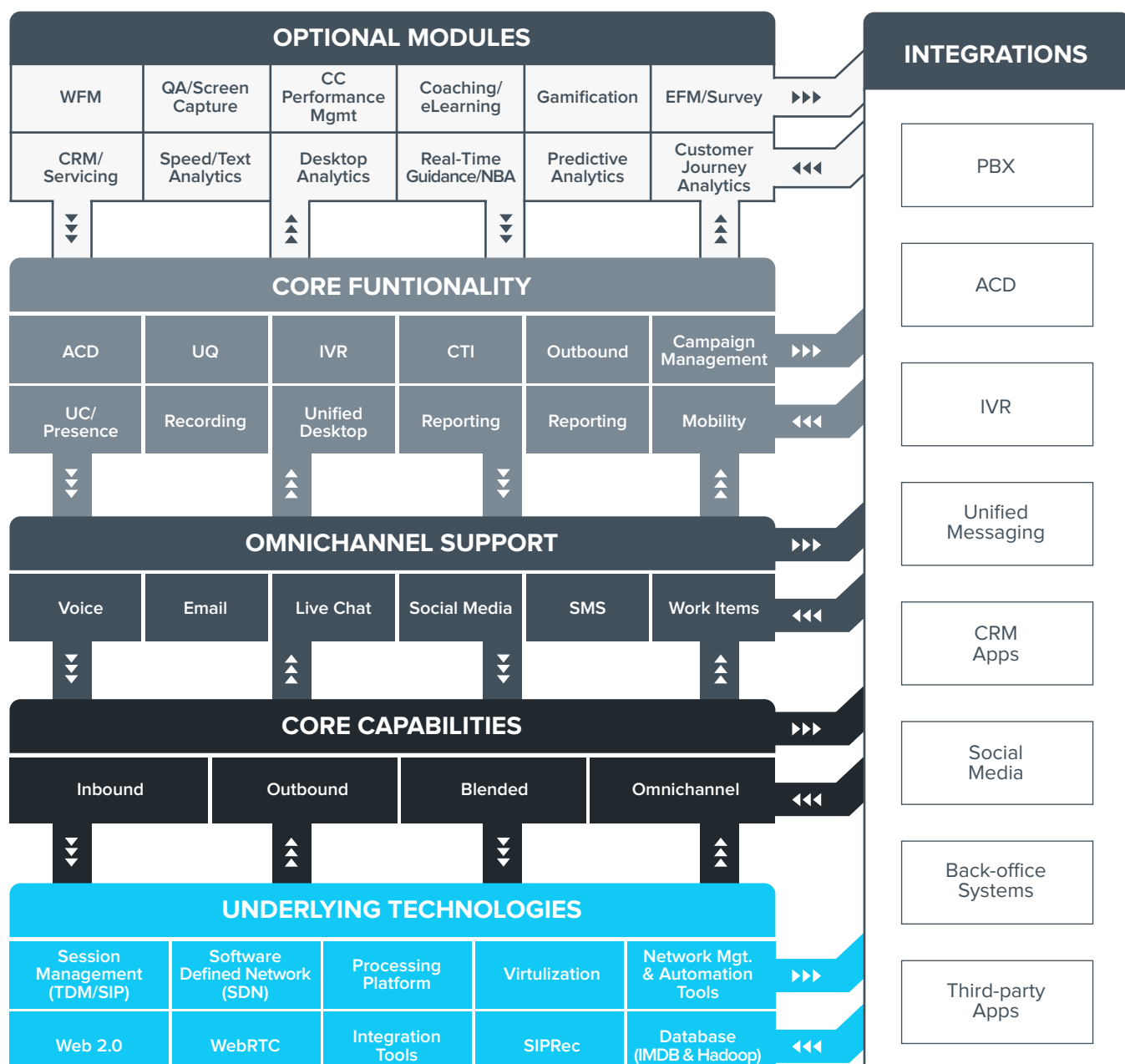
15%
Companies can lift revenue an average of 15% by maximizing satisfaction with customer journeys.

Aberdeen Group cited two actions contact centers should take
to reduce agent time waste and increase customer satisfaction

1 Adopt a unified agent desktop, with integrated customer data and tool set.

2 Implement an intelligent routing system that sends customers to the right agents with the right resources.

What should a single vendor's technology stack look like?

OPTIONAL MODULES

WFM	QA/Screen Capture	CC Performance Mgmt	Coaching/ eLearning	Gamification	EFM/Survey
CRM/ Servicing	Speed/Text Analytics	Desktop Analytics	Real-Time Guidance/NBA	Predictive Analytics	Customer Journey Analytics

CORE FUNTIONALITY

ACD	UQ	IVR	CTI	Outbound	Campaign Management
UC/ Presence	Recording	Unified Desktop	Reporting	Reporting	Mobility

OMNICHANNEL SUPPORT

Voice	Email	Live Chat	Social Media	SMS	Work Items

CORE CAPABILITIES

Inbound	Outbound	Blended	Omnichannel

UNDERLYING TECHNOLOGIES

Session Management (TDM/SIP)	Software Defined Network (SDN)	Processing Platform	Virtualization	Network Mgt. & Automation Tools
Web 2.0	WebRTC	Integration Tools	SIPRec	Database (IMDB & Hadoop)

INTEGRATIONS

- PBX
- ACD
- IVR
- Unified Messaging
- CRM Apps
- Social Media
- Back-office Systems
- Third-party Apps

One reason contact centers want a single technology vendor is that an integrated tool set enables agility, simplifies maintenance, and ultimately provides better agent and customer experiences.

Get the DMG report to learn the other vendor selection criteria of cloud contact center buyers, at

serenova.com/buying-criteria

Sources

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Payscale.com - Call Center Representative Salary Hourly Rate
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