BUILD A NEXT-GENERATION CONTACT CENTER

6 Ways to Empower Agents and Master First Contact Resolution
The pressure is on for businesses to deliver fantastic customer service and improve first contact resolution, all with reduced budgets and resources.

Yet, 42 percent of service agents are unable to efficiently resolve customer issues at the first engagement*, leading to high operating costs and low grades for service organizations.

That statistic is concerning for business and service executives who are striving to increase revenue and customer loyalty, but many without the tools and technology required for success.

http://www.totalcomm.com/total/Aspect-NGCC-Forrester-WP.pdf
To improve first contact resolution, businesses must look at the key challenges plaguing today’s contact centers:

- **INABILITY TO RECOGNIZE CUSTOMERS** within and/or across siloed channels
- **HIGH AGENT TURNOVER** raises service costs and lowers quality
- **DISCONNECTED CHANNELS AND DATA** make it hard to provide consistent, personalized experiences
- **CUSTOMER FEEDBACK** comes from disparate sources and is not accurately consolidated
- **LIMITED ACCESS** to the KPIs needed to measure efficiency and quality
- **LACK OF AGILITY** to respond quickly to shifting markets, preferences, products, and services
- **NO UNIFIED VIEW** of customer interactions, including broadcasted messages and automated notifications

**NOW, FOR THE GOOD NEWS**

There’s a clear path to performance when it comes to delivering the seamless, omnichannel experiences that today’s customers expect. We’ve outlined six ways to empower service teams to master first contact resolution, control costs, and retain customers.
ONBOARD AND RETAIN AGENTS EFFECTIVELY

FROM // High churn and low agent performance in your contact center

Training agents takes time and requires investment
Not having the right tools can lead to inconsistent answers, agent attrition and customer frustration
Supervisors lack insight into agents’ skill levels

TO // Skilled and experienced agents providing quality customer service

Give new hires the easiest cases and offer different desktops for different experience levels
Reduce training time with prescriptive agent scripts and provide contextual knowledge
Monitor and track performance of new hires with out-of-the-box reporting and analytics

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EFFECTIVE ONBOARDING AND RETAINING STRATEGIES:
Increase Agent Retention
Improve NPS
Achieve Significant Training Cost Savings
Channels are not integrated and point solutions are not connected

Unable to recognize customers within and/or across channels to provide a personalized experience

Incapable of routing the interaction to the agent most suited for the customer

Lacking a single source of truth for your agents

Have a single, multichannel service platform including all channels with no need to integrate them

Improve customer recognition using one system of record, with all channels natively integrated

Enable agents with a unified desktop across all channels

Provide a single knowledge base where answers are automatically presented to agents no matter the channel

CONSISTENT SERVICE EXPERIENCES:
Build Loyalty
Improve NPS
Decrease Customer Churn
Capture the Voice of the Customer

**FROM** // Disparate solutions which do not allow for the consolidation, measurement nor actionable insights of feedback

Feedback is **not measured across all channels**

Disparate and uncoordinated solutions across multiple divisions deliver **disconnected feedback**

Feedback is **not collected immediately after an interaction** with a customer service touch point

It takes **time to gather data from multiple sources** and analyze customer feedback before insight is created

**TO** // Measuring and consolidating feedback across all channels and making informed decisions based on actionable insights

Collect feedback across all channels using the **Feedback Management Module**

Consolidate a range of feedback mechanisms, including short transactional surveys, polling widgets, and web surveys

**Automatically send surveys** when the customer’s problem is solved

Take action with the Feedback tool to **synthesize customer data** into graphical, understandable trends for immediate follow-up

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**UNDERSTAND CUSTOMER NEEDS:**
Capture Customer Feedback
Make Insight Actionable
Boost Business Growth
MONITOR SERVICE OPERATIONS

FROM // Multiple sources and formats of data inhibits accurate operational measurement

- Access to KPI data is incomplete for measuring efficiency and quality
- Unable to measure the same metric across multiple channels
- Consolidating data across solutions is time-consuming
- Dependent on a third party to generate insightful analytics

TO // Accurately and easily obtain data on key KPIs to improve service operations

- Use best practice reporting to offer robust filtered data to measure and understand any trend over time
- Accurately obtain insight across all channels to drive a smarter service strategy
- Access pre-built reports at scheduled intervals or on the fly
- Leverage analytics that are built for business users to ensure flexibility and agility

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PROPERLY MEASURE YOUR SERVICE OPERATIONS:
- Obtain Accurate Insight
- Monitor Your Service Teams
- Optimize Service Operations
Managing a technology footprint with different systems cobbled together with various levels of interaction is hard. Outdated legacy systems hinder innovation. High total cost of ownership in maintaining legacy systems. Lack of agility to respond to changing markets and services, product recalls, or PR disasters.

FROM // Complex multivendor technology systems with high maintenance costs

TO // A single consolidated and configurable platform that reduces costs and increases customer value

Incrementally transition to the cloud to protect legacy investments while benefiting from new innovation. Manage complex service operations on one platform. Leverage a highly configurable platform reducing the dependency on expensive system integrators. Adjust the service strategy and its processes, channels, and knowledge in real time in order to respond to events.

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STREAMLINE TECHNOLOGY + MEET CUSTOMER EXPECTATIONS:
Become More Agile
Lower Total Cost of Ownership
Reduce Operational Costs
PROACTIVELY KEEP CUSTOMERS INFORMED

FROM // Siloed applications that prevent necessary customer data from getting to the agent

- Keeping customers informed is not considered as important as other challenges
- Systems do not support event-triggered communications
- No means to segment or personalize messages to customers
- Lack of audit trail of all communications sent to customers

TO // Providing a personalized, proactive, and measurable experience across multiple channels

- Implement automatic, event-triggered customer notifications based on a wide range of rules
- Offer an integrated solution that provides relevant communications based on knowledge of your customer
- Use advanced, multidimensional segmentation messages to target specific audiences and personalize
- Gain visibility into all interactions with the customer, including broadcasted messages and automated, event-based notifications

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KEEP CUSTOMERS INFORMED WITH PERSONALIZED CONTENT:
- Increase Brand Loyalty
- Improve NPS
- Reduce Operational Costs
AN IMPROVED CONTACT CENTER INCREASES CUSTOMER SATISFACTION AND LOYALTY.

Learn more about how Oracle Service Cloud customers are building next-generation contact centers to master first contact resolution

oracle.com/service