LiveVox Unified CRM: The Modern Engagement Platform

More than **1/3** of customers say that their **top** contact center frustration is having to repeat themselves or their information to different support representatives.[1]

MODERN CONTACT CENTERS ARE AT A CRITICAL CROSSROADS. Customers are communicating on multiple channels — and expect to be recognized across all interactions. At the same time, a tight labor market means agent turnover rate is incredibly high, with frequent hiring and training impacting not only service quality but also the bottom line. Agents who do stay on the job are frustrated by enterprise technology that lacks the easy usability of everyday tech and decreases the efficiency of their interactions with customers. Siloing prevents data and insights from being easily accessed, yet in a reactive environment, surfacing the right information at the right time is critical to reducing friction in the customer service process and also preventing potential compliance issues. These tensions are exacerbated by the work from home dynamic agents as well as customers are dealing with on a daily basis.

Most organizations recognize the business value of exceeding customer expectations by providing efficient, superior service. But achieving that ideal is often complicated by:

Channel Chaos. Conversations are messy and CRM technology that is not properly aligned with multiple channels leads to fragmented, potentially non-compliant interactions.

Agent Agitation. Agents are measured on performance — if they lack the proper customer context and tools to do their jobs well, they get frustrated and quickly move on whether they work in a contact center or at home.

Interrupted Interactions. Technology that requires agents to flip between screens or systems to access relevant data slows down service — and increases the cost of contact.

Faced with these daunting service challenges, it's no wonder that many organizations are simply absorbing the not-insignificant cost of doing nothing instead of moving forward. But what if you could push past those obstacles to provide continuous customer conversations across multiple channels, improve your bottom line by optimizing efficiency, visibility and agent satisfaction — and do it all with a single industry innovator as your partner in delivering superior, compliance-oriented customer experiences?

LiveVox Unified CRM was created specifically to **unify every function** needed to engage with your customers in today's **omni-channel environment** and is already built into our communications bundle.
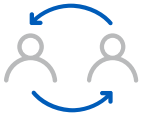
44%

The average annual turnover for contact center agents.[2]

The Interaction Impact

LiveVox Unified CRM was created specifically to unify every function needed to engage with your customers in today's omni-channel environment. Already built into our basic communications bundle, you can easily take your LiveVox partnership to the next level — enabling your organization to:

Improve the agent experience with intuitive workflows and configurable workspaces: All conversations are stored in a threaded view, so your agents can easily reference them for efficient resolutions, while customizable agent desktop layouts allow you to create an optimal experience that fits your business and your agents' specific tasks.

Optimize conversations to delight customers, retain agents and increase revenue: With a full contact history across all channels and customizable tabs that organize relevant data for easy access, LiveVox Unified CRM empowers your agents to work quickly, mindfully, and efficiently to resolve customer concerns — and achieve their performance goals.

Communicate with consent across multiple channels — within customer conversations: Confidently offer voice, email, SMS and other messaging capabilities directly to your agents through a single, unified interface that provides seamless channel transitions and consent tracking during customer conversations.

Rely on a single, trusted partner to fulfill all your communications needs: Eliminate the high cost and inefficiencies of having multiple vendors or 3rd-party integrations by expanding the scalable, reliable, compliance-based LiveVox platform you already rely upon.

Conclusion

Finally, there's an easy-to-install, unified CRM platform available that enables your agents to effortlessly work across all channels, while having easy access to all pertinent customer account information. Not only can this help reduce risk, it can also improve the customer experience. Ultimately, this can translate into improved agent productivity and satisfaction, even if they are working from home.

1 https://blog.hubspot.com/sales/live-chat-go-to-market-flaw
2 https://www.avoxi.com/blog/call-center-attrition-turnover-rates/

Learn more about how LiveVox can help take your contact center's customer conversations to the next level by calling us at 1-844-207-6663, or chat with us online at www.livevox.com.

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