



Excellent



Good



Average



Poor



**Exceptional Agent Experience
Drives an Exceptional
Customer Experience**

Powering clients to a future shaped by growth

By now, it should go without saying that happy agents mean happy customers. But it's true. In any job, if the employee is happy, it spills over to the customer. This is particularly true for customer contact centers because when customers engage with a business, their priority is getting a job done, an issue resolved, questions answered, or something fixed. And often in today's world of multichannel interaction, by the time they connect with a live agent, they have tried and were unsuccessful with self-service options. Typically this means that either their issue is complex, or the effort they've already put in hasn't delivered the desired result, which leads to a frustrated customer. However, given the right tools, the agent, who is also a consumer, can make the customer happy and help improve customer service for everyone, which can be quite satisfying and beneficial for morale.

The tie in between agent and customer has not gone unnoticed and has been one of the top-of-mind development priorities for almost half a decade. While progress is rapidly being made, a lot must still be done. In NTT's 2020 Global Customer Experience Benchmarking Report, participants were asked, "In the last 12 months, what benefits can your organization evidence by an improving CX capability?" Almost half (47.6%) of the survey respondents evidenced a relationship between improved CX and enhanced EX. Equally important is that 53.7% answered that they could also see increased customer loyalty and value as a result.

Figure 1: In the last 12 months, what benefits can your organization evidence by an improving CX capability?



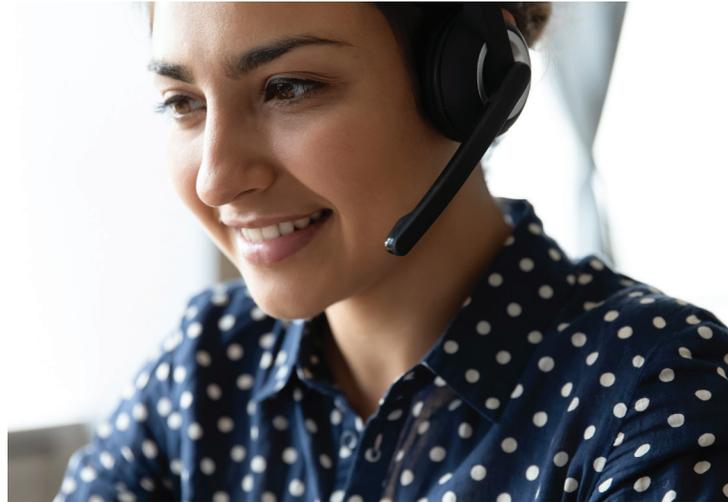
2020 Global Customer Experience Benchmarking Report. © NTT Ltd. All Rights Reserved.

An unhappy, poorly trained agent or one lacking the proper tools to do the job can damage the interaction with the customer and the customer's loyalty to the business. As further proof, in the same report, 48.3% of organizations said that poorly designed agent user interfaces are negatively affecting the use of digital contact channels. With so much at stake, it seems intuitive that companies would invest in not just analyzing interactions and uncovering critical data to assist agents, but in getting the right data to agents when they need it. It would further make sense to set the agent up for success by managing the routing of calls to make the best match based on customer data.

Superior CX Starts with Exceptional Agent Desktop Experiences

An unheralded aspect of omnichannel excellence is pre-processing agent interactions at the start, setting agents up for success and the customer for delight. This entails incorporating everything we know about the customer and applying it before the interaction with the live agent begins. This could be creating a profile beforehand with a first time customer, or setting up routing and individualized workflows based on an existing customer re-engaging with a new interaction or continuing an existing one. By getting the customer to the agent best equipped to seamlessly and quickly assist them, the table is set for both the agent and customer to have a quality experience, not to mention assisting with improving the operational metrics the contact center is measured by.

For instance, with smart ticketing, the customer is routed to the best agent to handle their needs. Factoring in things such as who that customer last spoke with, the type of issue they are calling about based on IVR interaction, or simply populating fields of information pertinent to the customer's journey and prompting the agent to collect specific details can create a more fruitful interaction. The ability to create a bespoke engagement every time is certain to move the needle on improving both AX and CX.



Clear, intuitive, visually appealing agent dashboards allow agents to see the entire customer journey, including history, the current issue or task, what the customer has attempted to do, and how long it took them to do it. With omnichannel engagement, dashboards visually enable agents to see activity across all channels and engage with customers across those channels without hiccups.

Having the right information at the agent's fingertips without searching or screen hopping improves performance and morale. Enabling your agents to do this effortlessly by providing the right guidance helps them improve customer engagement and their workday.

Making Seamless Engagement Happen

LiveVox, a leading customer engagement platform, provides robust tools coupled with the agent desktop to set the agent up for success by centralizing all channel interactions. At the core is LiveVox's Unified CRM with a single database of unified customer profiles that are updated in real-time that also provides the ability to push and pull information out of other systems of record, including other CRM systems, keeping data fresh and consistent. Critical information, such as consent management, address changes, or payment updates are then reflected across all data touchpoints.

Flexibility is key. With LiveVox, rather than simply loading customer records for a campaign, the platform enables clients to upload data and hundreds of variables for each customer, and then build business logic for contact handling. It then customizes and personalizes each contact. For example, it might separate platinum accounts for one level of engagement, combine it with known preferences and special offers, and then apply particular workflows to specific segments of customers. One set might get an outbound call, and another gets a personalized email or text. The solution also provides channel preference management, which captures and automatically updates customer preference and consent to be contacted on any channel at any time.

Then the system layers on a visual component, giving the agent the complete picture, including who the customer is, the relationship they have with the company, interaction history, preferences, or any other pertinent information, creating a unified customer profile that incorporates key customer data across channels.

Right Time, Right Information:

- Increases customer satisfaction.
- Decreases average handle time.
- Improves employee confidence and morale.
- Reduces agent fatigue that impacts productivity.
- Improves accuracy.
- Helps maintain compliance.

Real-time Information Doesn't Leave Agents in the Dark

Additional tools further streamline the agent's ability to proactively assist customers. For instance, integrated ticketing that is tied to customer profiles and moves with the customer throughout their journey empowers the agent to help the customer without transferring them elsewhere. Live agent scripting solutions can ease the burden on agents by subtly changing the customer dialog as the situation dictates. And tools such as a knowledge base provide answers to help them quickly and easily answer customer inquiries.

A modern dashboard and real-time customer journey data are necessary to address today's omnichannel challenges. However, the real key is providing the right data and guidance to assist agents in elevating customer engagement. To learn more about how LiveVox can help your agents attain omnichannel excellence, visit: www.livevox.com.

“ Live agent scripting solutions can ease the burden on agents by subtly changing the customer dialog as the situation dictates. ”

NEXT STEPS

- ① [Schedule a meeting with our global team](#) to experience our thought leadership and to integrate your ideas, opportunities and challenges into the discussion.
- ② Interested in learning more about the topics covered in this white paper? Call us at 877.GoFrost and reference the paper you're interested in. We'll have an analyst get in touch with you.
- ③ Visit our [Digital Transformation](#) web page.
- ④ Attend one of our [Growth Innovation & Leadership \(GIL\)](#) events to unearth hidden growth opportunities.

Silicon Valley

3211 Scott Blvd
Santa Clara, CA 95054
Tel 650.475.4500
Fax 650.475.1571

San Antonio

7550 West Interstate 10
Suite 400
San Antonio, TX 78229
Tel 210.348.1000
Fax 210.348.1003

London

Floor 3 - Building 5,
Chiswick Business Park
566 Chiswick High Road
London W4 5YF
Tel +44 (0)20 8996 8500
Fax +44 (0)20 8994 1389

✉ myfrost@frost.com

☎ 877.GoFrost

🌐 <http://www.frost.com>

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Frost & Sullivan

3211 Scott Blvd, Suite 203

Santa Clara, CA 95054