



In August 2020, LiveVox surveyed contact center professionals at the C-suite, VP, and Director level seeking to understand more about how software buying decisions are made in the contact center. We gathered responses from leaders directly involved in contact center operations and product evaluations. The survey focused on what capabilities are most important in a contact center solution, the areas most in need of improvement for customer experience, factors affecting agent experience, which engagement channels are the most critical, and how contact center solutions are evaluated. Based on their inputs, we've compiled the **5 pillars of what makes for great customer experiences in the contact center today.**

These pillars form the basis of a holistic CX strategy that can support the entire customer journey from start to finish, and they include surprising statistics about how the internal aspects of an organization can have a profound impact on the experience bottom line.



Survey snapshot: Impact for contact centers

It comes as no surprise that most inbound contact centers consider **customer experience** foremost when looking at a new contact center solution, followed by **system up-time** and **integration capabilities**. Data insight, integration with existing systems, and agent workflow are common pain points. Channel availability is more important than best-of-breed features. Voice, email, and chat are considered the most essential channels. After **voice, email, and chat**, C-levels tend to pursue **SMS** next while VPs and Directors prioritize **knowledge base capabilities**.

As contact centers become larger, the focus shifts from improving data insight to integrating multiple systems. Business leaders are slightly more likely to embrace non-voice channels, compared to IT leaders. Business leaders are also more likely to see a relationship between agent experience and customer experience (i.e. improving AX leads to better CX), compared to IT leaders.

	Date	Start	End	Subject
	08/11/2020	12:02:04 PM		—
gmail.co	08/03/2020	10:21:18 AM	10:23:19 AM	PW Rese
	08/03/2020	09:28:07 AM	09:30:33 AM	—
gmail.co	07/31/2020	03:38:50 PM	03:40:20 PM	Applicat
	07/31/2020	03:28:57 PM	03:33:24 PM	—
	07/31/2020	03:24:03 PM	03:24:07 PM	—

One of the many ways LiveVox helps improve Customer Experience is by allowing agents to access customer preferred channels easily and seamlessly.

73%

of respondents rated improving customer experience as **“very important.”**

25%

of respondents indicated a **critical need to improve integration** with communication channels such as chat and SMS.

23%

of respondents indicated that their **reporting and analytics capabilities** are in critical need of improvement.

37%

rated **legacy integration** as the area of greatest concern. An additional **39%** of respondents rated **CRM integration** as the area of greatest concern.

80%

of respondents ranked cross-channel orchestration and delivering on omnichannel promises as “highly important.”

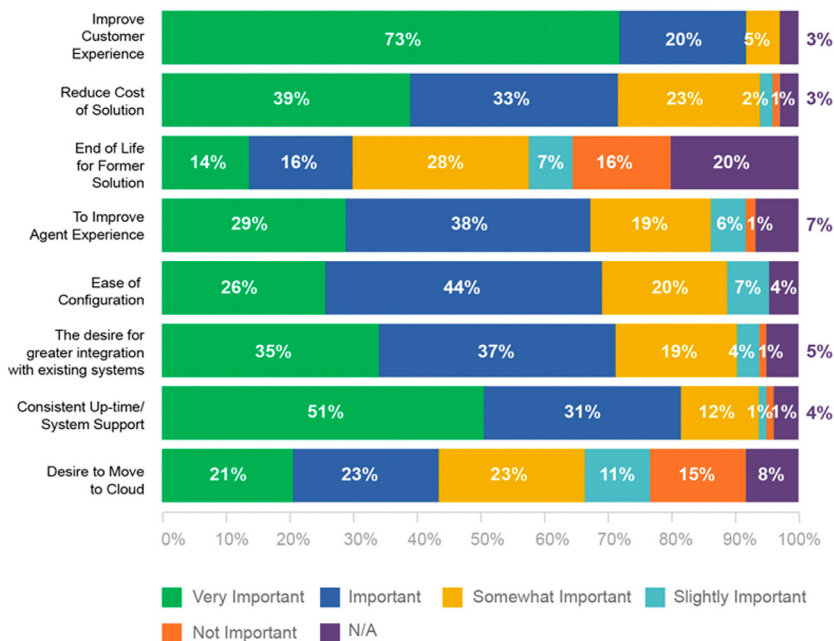
35%

— a sizeable number of respondents had fairly new (3 years or less) contact center solutions and were able to provide valuable insight into the selection process for new software. Given the reasons cited for purchase, this indicates that many contact centers are still in the process of digital transformation.

23%

or about a quarter of respondents on the flip-side are looking to switch to a new platform in the next 24 months. This suggests evaluation, purchase and implementation processes are still somewhat lengthy.

What is most important when evaluating new contact center software?

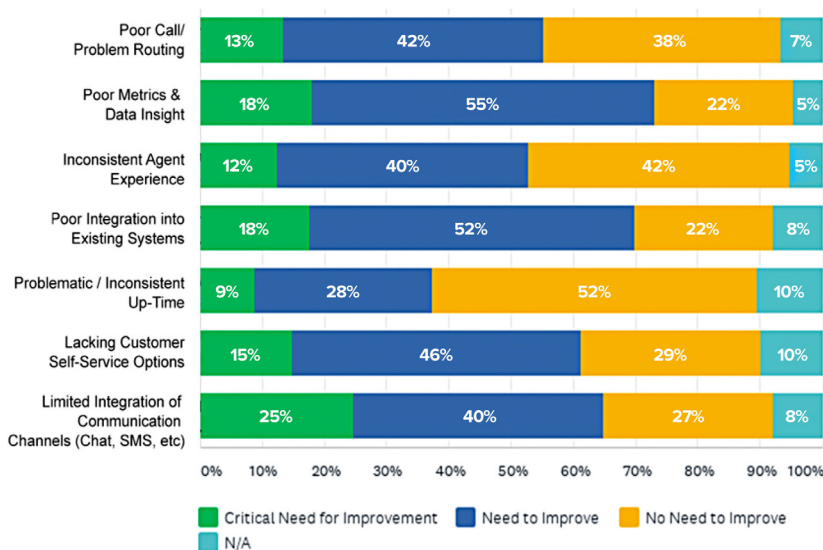


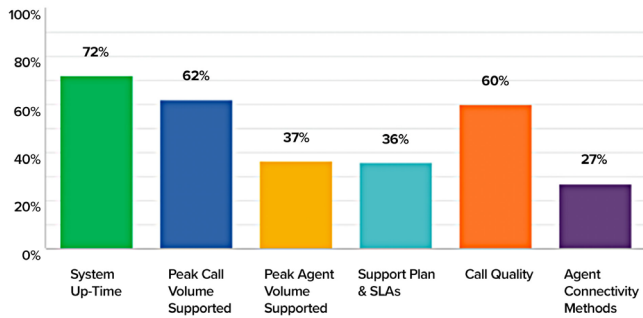
Customer Experience is of the highest importance for most contact centers which is to be expected. The interesting finding here is the level of importance placed on **agent experience**, **ease of configuration**, and desire for **greater integration with existing systems**.

AX impacts business more than you think.

Poor integration with existing systems and lack of integration with other channels are the areas contact centers most want to improve. As customer behavior and expectations have changed, contact centers are working to respond and deliver a better customer experience by **investing more in behind the scenes areas like agent experience**.

In fact, even in the agent experience area, integration issues are manifesting. Contact center executives are coming to grips with the fact that the contact center needs effective integration functionality to deliver the best business outcomes. **51% of respondents reported integration issues such as insufficient workflows and lack of automated agent guidance as critical impediments to their customer experience ambitions.**

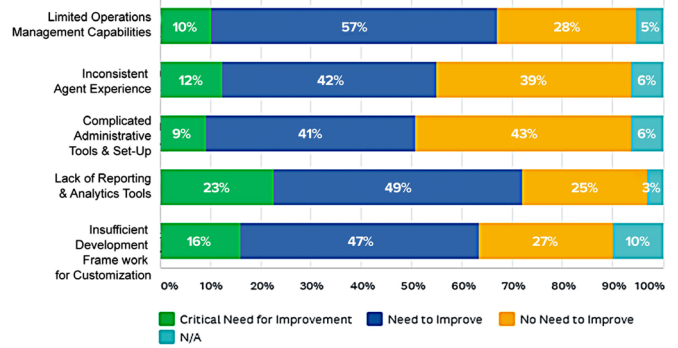




System uptime & reliability are paramount.

Reliability, capacity, and call quality are the key characteristics that an omnichannel solution needs in order to be viable.

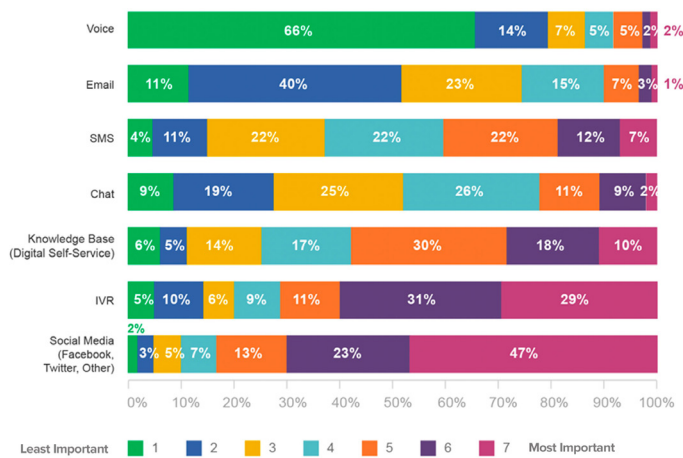
An important part of evaluating reliability and availability is proper monitoring and silo reduction for higher performance. Cloud architecture with geographic redundancy is helpful in this area.



Reporting & analytics remain a pain point.

Many who have been in the contact center operations space know the pain of poor reporting, analytics, and operational management capabilities.

This survey confirmed what many experience every day as they toil away for hours manually managing spreadsheets and compiling reports.



Webchat & SMS are tied for second after voice and email.

Understandably voice and email are listed as “need to have” channels.

Aside from these two channels, note that webchat and SMS are viewed as more important than social media. However, keep in mind that contact center professionals clearly want the ability to add channels ad hoc, even though they may not place much emphasis on certain channels right now.

Wrap up: What does a forward-looking CX strategy look like?

These survey findings suggest the industry has reached an agent experience inflection point. Contact center leaders are beginning to realize that the components of good agent experiences and the components of good customer experiences are oftentimes one and the same.

Executives are placing a higher premium on understanding agent sentiment and need in order to create an environment within the contact center where they feel they can fix things and are 100% productively engaged. This has meant removing friction between internal tools and applications for greater ease of use and speedier service times—an initiative that is translating into a tangible driver of business results that ultimately benefit the organization’s overall purpose of delivering positive customer experiences.

System uptime, reliability, and channel availability are among the banner items that stand out when evaluating a new platform, but the rippling impacts of more detailed considerations like integrations, workflow automation, knowledge base availability, and virtual guidance for agents are seen as yielding greater clarity from end to end. Without these capabilities, some stand to be left rudderless in the face of a tidal shift.

About LiveVox

About LiveVox: LiveVox is a next generation contact center platform that powers more than 14 Billion interactions a year. We seamlessly integrate omnichannel communications, CRM, and WFO capabilities to deliver an exceptional agent and customer experience, while reducing compliance risk.